

HALFSTACK

SPONSORSHIP PACKAGE



CHARLOTTE 2020



WHO?

Up to 300 Front-end / Web / JavaScript / Mobile / IoT developers and decision makers, mostly from the Charlotte throughout the US, and other areas.



WHEN?

Friday 11th December 2020, 10am - Late



WHERE?

Charlotte, North Carolina

WHAT TO EXPECT

An authentic, high value experience for attendees and sponsors focused on UI-centric JavaScript and web development.

The priority for HalfStack is the attendee experience, with great food, drinks, talks, swag, and community. Hosted by London's longest-lived JavaScript meetup group, HalfStack is coming to Charlotte for the first time. HalfStack is a UI-centric, one-day single track conference hosted in relaxed environment.

HalfStack carefully curates talks that inspire and inform the audience in a highly interactive and entertaining manner. An intimate feeling where each attendee has time to meet one another; maximum capacity for HalfStack Charlotte is 300 attendees.





WHY SPONSOR?

- ▶ Sponsors improve the attendee experience and receive credit for various facets of HalfStack.
- ▶ Sponsors typically seek to raise awareness for their products, services, and/or recruiting efforts, and to bring their team together for an unforgettable day with the New York JavaScript community.
- ▶ An intimate setting with very high quality attendees, speakers, and talks.
- ▶ Sponsorships are customized to provide a solid return on investment.
- ▶ Sponsor will feature prominently prior to the event on the event website, mailing list, social media, monthly meetups, attendee packet, and more.
- ▶ Sponsor will feature prominently at the event on the slide deck, conference badges, t-shirts, banners, signs, and any other promotional materials.
- ▶ Sponsor may distribute their swag to attendees.
- ▶ Sponsor will feature prominently after the event on recorded videos, monthly meetups, recap blogs, and for at least 3 months after the event on the conference website.
- ▶ Sponsor will receive our thanks during the conference.



- ▶ HalfStack is open to creative sponsorship suggestions that retain our mission of providing the best possible experience for our attendees.
- ▶ Compared to most conferences, HalfStack sponsorship provides high value authentic interactions with attendees for a relatively low investment.
- ▶ **Choice of sponsorship facet are on a first-come, first-served basis, so sponsor early to get your choice and maximum marketing exposure throughout the year!**

STACK:	SMALL	MEDIUM	LARGE	COMPLETE	NOTES
LOGO:					
- Website	x	x	x	x	Size of logo may vary based on sponsor level. Deadline of 1 month prior to event for logo to appear within print materials.
- Pop-up & on-stage banners	pop-up	pop-up	pop-up	pop-up & on-stage	
- Badge	one side	one side	both sides	both sides	
- T-shirt	x	x	x	x	
- Conference slide deck	x	x	x	x	
- Meetup slide deck	x	x	x	x	
- Video recording opening slide	x	x	x	x	
RECOGNITION:					
- Facet of event		medium	large	complete	Facet details on next page.
- Slide rotation displayed during lunch and dinner			1 slide	3 slides	
- Thank you sign for facet sponsor		x	x	x	
- Information in attendee packet		x	x	x	
- Social media	x	x	x	x	
PARTICIPATION:					
- Swag	x	x	x	x	All sponsors may provide swag to attendees.
- Coordinated swag				x	
- Attend speaker dinner				x	Coordinated swag is the sponsorship of swag related to a specific moment of the conference.
- Sponsor JS Pub Quiz Question				x	
- Prizes for JS Pub Quiz	x	x	x	x	
- Official conference swag			x	x	Caps, hoodies and t-shirts.
TICKETS:					
- Included tickets		1	2	4	
- Discounted tickets			x	x	
- Invitation to speaker dinner				x	
INVESTMENT:	\$750	\$1500	\$2250	\$4500	

FACETS

Each medium stack or larger sponsorship package includes sponsorship of 1 facet. Some facets are shared across multiple sponsors. Facets including swag require the sponsor to provide the swag which may include HalfStack and sponsor logos.

Sponsors may sponsor additional facets for an additional charge.



FACET	MIN. PACKAGE
Afternoon snacks	Medium
Daytime drinks	Medium
Diversity tickets	Medium
JS pub quiz prizes	Medium
Speaker travel	Medium
Swag bags	Medium
Afterparty drinks	Large
Dinner	Large
Lunch	Large
Tea / Coffee	Large
Video recording	Large
Wi-Fi	Large
Official conference swag	Large
Closed captioning	Complete
JS pub quiz	Complete
Lanyards	Complete
Speaker dinner	Complete
Other suggestions	TBD

Sponsorship does not include things that do not improve the attendee experience, including email lists of attendees, speaking slots, booths/stands, etc.

All swag must be pre-approved by HalfStack.



In 2020, we are proudly hosting HalfStack conferences in Charlotte, London, New York, Newquay, Phoenix, Tel Aviv, and Vienna. To sponsor multiple locations, please contact us for more information.

BE A PART OF HALFSTACK, CHARLOTTE 2020

HalfStack is an exceptionally high quality and enjoyable day of UI-centric JavaScript and web development

We are open to your creative sponsorship suggestions, and we will work with you to derive maximum value from your HalfStack sponsorship.

halfstackconf.com

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