



BEER  
CITY  
CODE

## 2022 Sponsorship Prospectus

### ABOUT BEER CITY CODE

Beer City Code is a two-day polyglot software development conference in Grand Rapids, Mich.— the microbrewery capital of the United States. With over 500 attendees experiencing more than 50 sessions and day-long workshops focused on all the different aspects of software development, Beer City Code will be a must-attend event for software professionals from all over the Midwest and the U.S.

### SPONSORSHIP LEVELS

Companies can sponsor Beer City Code at several different levels. Because every sponsor has different ways they like to be involved, we've created a point system to allow each sponsor to choose which benefits are most valuable to them.

#### GOLD

\$1500

- ✓ 8 points (see chart below)
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

#### SILVER

\$750

- ✓ 3 points (see chart below)
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

#### BRONZE

In-Kind Donations

- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

#### PLATINUM\*

\$3000

- ✓ 18 points (see chart below)
- ✓ Social media mentions
- ✓ Logo on web site
- ✓ Logo on event materials

*\* LIMITED NUMBER AVAILABLE*

# SPONSORSHIP POINTS

Point Cost	Benefit	Limited?	Detailed Description
1 pt	Raffle tickets	No	If you want to increase foot traffic at your booth, we'll give you raffle tickets to hand out to attendees that stop by your booth. These will be used for a raffle for some great door prizes at the end of the conference.
1 pt	Attendee name/ email list (opt-in)	No	Do you want contact information from everyone that registered?
2 pts	Booth	No	We'll give you a space in a high-traffic part of the conference to host your booth. Need a table? Just let us know.
3 pts	Naming of a session room	Yes	We'll put your name and logo on a room. The room will be referred to as the "Your Company Room" on all conference materials.
3 pts	Block of 5 tickets	Yes	A great way to get your whole team in to the conferences before tickets even go on sale.
3 pts	Sponsor 5 scholarships	Yes	Sponsor tickets for 5 students who are interested in careers in tech through the <i>Midwest Tech Project</i> ( <a href="http://midwesttechproject.com">midwesttechproject.com</a> ).
4 pts	Guaranteed speaker	Yes	Want to make sure you get a speaker into the conference. We can offer a very limited number of slots to speakers with pre-approved content.
4 pts	Opening or closing address	Yes	Want a few minutes to talk to all the attendees at the beginning or end of the conference? We'll give you up to 5 minutes to talk about whatever is most important for you to share with attendees.
4 pts	Naming of the keynote room	Yes	We'll put your name and logo on the main keynote room. The room will be referred to as the "Your Company Hall" on all conference materials.
4 pts	Address VIP Party Attendees	Yes	How about a few minutes to talk to all the speakers organizers, and other VIPs at the event? We'll give you up to 5 minutes to talk about whatever is most important for you to share.
5 pts	Naming rights to diversity mixer	Yes	<del>We'll put your name and logo prominently on all materials related to our pre-conference diversity mixer. The event will be referred to as the "Beer City Diversity Mixer: Sponsored by Your Company" on all conference materials.</del>
5 pts	Naming rights to kids conference	Yes	<del>We'll put your name and logo prominently on all materials related to our kids conference and refer to it as "Root Beer City Code: Sponsored by Your Company".</del>

## HOW TO SPONSOR

Ready to make the commitment? Simply email us at [info@beercitycode.com](mailto:info@beercitycode.com) with the following information:

- Company name & logo in both web (JPG, PNG) & vector (EPS, SVG, PDF, or AI) formats.
- A web URL or a landing page URL you want us to link to, a Twitter handle, and/or a Facebook page.
- Primary contact name, email, and the names, emails, and phone numbers for any booth staff.
- Desired sponsorship level and any information about how you'd like to use your sponsorship points.

We kindly request that sponsorship checks be made out to **West Michigan .NET User Group** and mailed to **1034 Wealthy St SE, Grand Rapids, MI 49506**. We can create an invoice for your donation upon request.

*Beer City Code and its parent organization, West Michigan .NET, are a 501(c)6 and not a 501(c)3 non-profit. Your deduction may be tax-deductible as a marketing expense, but not as a charitable donation.*

**Ready to sponsor? Email us at [info@beercitycode.com](mailto:info@beercitycode.com)**