



BEER  
CITY  
CODE

## 2024 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 nearly 500 attendees experiencing more than 60 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 (over \$500 in value)

- ✓ 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 PLATINUM SPONSORSHIPS AVAILABLE*

# SPONSORSHIP POINTS

Point Cost	Benefit	Limited?	Detailed Description
1 pt	Raffle tickets	No	If you want to increase foot, we'll give you raffle tickets to hand out to attendees that stop by. These will be used at the end of the event for a raffle of some amazing prizes provided by the conference.
1 pt	Attendee name/ email list (opt-in)	No	Do you want contact information from everyone that registered and opt-ed in? We ask that you limit your bulk emails to one message.
3 pts	Booth	No	We'll give you a space in a high-traffic part of the conference to host your booth. We provide the table, you set it up however you want. You can bring 2 non-attendee booth staff.
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	2 workshop tick- ets	Yes	A great way to get team member into a pre-conference day-long work-shop of their choice, depending on availability (Friday only).
3 pts	Block of 5 tickets	Yes	A great way to get your whole team in to the conference before tickets even go on sale (Saturday only).
3 pts	Sponsor scholarships	Yes	Sponsor up to 7 college student tickets or 3 tickets for anyone who ap-plies for a scholarship due to financial need.
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. Apply early to guarantee a spot! No longer available after CFP closes.
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	2 VIP party tickets and address	Yes	How about a few minutes to talk to all the speakers organizers, and oth-er VIPs are the event? We'll give you up to 5 minutes to talk about what-ever is most important for you to share.
10 pts	Naming rights to diversity mixer	Yes	Your name and logo on all materials related to our pre-conference diver-sity mixer, referred to as being "Sponsored by [Your Company]" on all conference materials. Ideal if you can also host the event.

## 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)**