

BEER
CITY
CODE

2026 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

PLATINUM***\$3000**

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

*** LIMITED PLATINUM SPONSORSHIPS AVAILABLE****BRONZE****In-Kind Donations (over \$500 in value)**

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

SPONSORSHIP POINTS

| Points | Benefit | Limited? | Detailed Description |
|--------|-----------------------------------|----------|--|
| 1 pt | Raffle tickets | | 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) | | Do you want contact information from everyone that registered and opted in? We ask that you limit your bulk emails to one message. |
| 3 pts | Booth | | 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 tickets | Yes | A great way to get team member into a pre-conference day-long workshop 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 applies 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 other VIPs at the event? We'll give you up to 5 minutes to talk about whatever 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 diversity 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 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 **Beer City Code Conference** and mailed to **1249 Taylor St, Jenison, MI 49428**. We can create an invoice for your donation upon request.

Beer City Code is a 501(c)3 non-profit. Your deduction may be tax-deductible or a charitable donation. Please consult your tax professional or attorney to check.