



## CONTRIBUTOR INFORMATION GUIDE

August 27th, 2011

Hosted By: Jacksonville Developers User Group

[www.jaxdug.com](http://www.jaxdug.com)

&

University of North Florida

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[www.jaxcodecamp.com](http://www.jaxcodecamp.com)

## A Letter to Our Sponsors

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Jax Code Camp 2011 celebrates the 7<sup>th</sup> anniversary of Code Camp being held in our local community. Each year we have seen the audience grow, maintained our loyal sponsors and have added many others plus we have built on each year's success. As plans began to unfold for this year's event; the volunteer team reflected on what our mission is in its most simplistic form. So, this year we are focusing on two key aspects of what we believe is the purpose of all Code Camps across the country – **high quality free training and networking with other technology professionals**. You will notice this year every effort being made to produce the event will tie back to these two core things.

Our sponsors make this event possible and every year we hope to increase the benefits of participating in Code Camp for each contributor. This year is no different; you can expect regular communication from our volunteer team, an organized event and as much access as we can possibly offer to your target audience with a few surprises that are sure to please. The changes being made to the sponsor "experience" this year is a direct response to the feedback we received from valued sponsors like you last year.

Once again, on behalf of the JaxDug and every attendee of Code Camp 2011, we would like to thank each and every sponsor for their contributions. This event and our local user group are entirely funded by your donations and Code Camp would not be possible without your continued support of the local technology community.

It is with sincere gratitude that we welcome you as a sponsor of Jacksonville Code Camp 2011 and don't hesitate to contact us with any questions you might have regarding the day's events.

Sincerely,  
Code Camp 2011 Committee  
[info@jaxcodecamp.com](mailto:info@jaxcodecamp.com)

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## Event Overview

*Code Camps are a free, one day learning event for anyone seeking professional development. This event serves programming professionals and students with a focus on .NET and other related technologies. Code Camps offer a conference style learning environment free of charge to attendees and is open to presenters of all backgrounds and expertise.*

Code Camps never occur during working hours and are always free and developed by and for the technology community using community developed material. The Jacksonville Code Camp 2011 has been organized by the Jacksonville Developers User Group [www.jaxdug.com](http://www.jaxdug.com). Details regarding the event can be found at [www.jaxcodecamp.com](http://www.jaxcodecamp.com). This is the 6th time this event will be held in Jacksonville with an average of 500 attendees. We anticipate even higher attendance this year with our marketing campaigns, the increased support of Microsoft, valued sponsors like you, and building on 2010's successes. Our target audience includes software, IT, and database professionals in addition to managers and engineers at all levels in Florida.

We are advertising via .NET user groups, SQL user groups and others, plus colleges, blogs, newsletters, Twitter, Facebook, LinkedIn, business publications, specific marketing campaigns focused on attendees, volunteers, sponsors, corporations, and speakers.

## Code Camp 2011 Goals

Our goals for this event include:

- To provide a world-class training experience for our attendees. Even though it is free, we plan to produce a training opportunity similar to paid events.
- To create a great networking opportunity for professionals, vendors, and employers.
- To offer our sponsors a direct and beneficial avenue to reach their target audience.

## Event Logistics

Code Camp follows the standard conference model. We have speakers committed to supporting over 30 sessions across multiple tracks. The sessions will run approximately 50 minutes with 10 minute breaks between to allow time for attendee-sponsor interaction. We have incorporated some two-part sessions this year for more in-depth discussions. Sponsors with booths will gain access to the venue at 7:00am with general registration beginning at 8:00am followed by our "kick-off" speaker at 9:00am. A small breakfast selection and cold lunch will be provided on site. The last session will end around 5:00 and immediately after all are welcome to attend the "after-party" networking event at Sneakers Baymeadows and 9A.

## Sponsor Information and Deadlines

Upon arrival, sponsors will be greeted by a volunteer and be directed to their booth where a skirted table and 2 chairs will be provided. All sponsors should bring marketing materials and be prepared to man their booth for the duration of the event. We suggest that you bring business cards, pens, branded trinkets, a banner/sign, and have a raffle prize for your table to assist in the collection of business cards and other contact information. Raffle prizes will be given away and your company announced during the closing remarks. If you require any special assistance like an electrical outlet, additional chairs, or other needs please contact us 2 weeks prior to the event date so we can best accommodate you [info@jaxcodecamp.com](mailto:info@jaxcodecamp.com).

**Items to be included in the attendee bags must be provided 2 weeks prior to the event date and we ask that each sponsor limit to one piece of marketing material and one "trinket".**

It is very important for sponsors to upload their logo to be used on branded Code Camp items to the sponsor page on the website [www.jaxcodecamp.com](http://www.jaxcodecamp.com) at least 1 month in advance of the event in order to be included in all marketing appropriate to their sponsor level. If your sponsorship includes advertising in the 8 1/2 X 11 program your ad must be submitted to [info@jaxcodecamp.com](mailto:info@jaxcodecamp.com) at least 1 month in advance for publication and be size appropriate (1/4, 1/2 and Full Page).

## Attendee Information

Upon arrival, attendees will complete the registration process and receive an event bag containing a program, sponsor items, and a shirt.

We will end the day with a closing session and drawing for raffle prizes. For the raffles, we would recommend prizes like MP3 Players, GPS Units, gift baskets, gift cards, free training, game systems, electronics, or other "tech" appealing items. To qualify for the raffle, attendees must be present.

## Sponsorship Packages

Our sponsorship programs were designed to offer as much direct contact with your target audience as possible. We have organized packages and specialized contribution options that offer flexibility and visibility. We want Code Camp to be an annual partnership with your business that you look forward to each year.

All sponsorships and contributions are due within 10 business days of the commitment and at least 1 month prior to the event in order for products and services to be acquired in advance of the event. Donations can be made on-line at [www.jaxcodecamp.com](http://www.jaxcodecamp.com) using PayPal or for manual checks please contact us [info@jaxcodecamp.com](mailto:info@jaxcodecamp.com) You will receive a confirmation email acknowledging the receipt of your donation.

## Sponsorship Packages

Sponsorship Level Prepaid	Benefits
<b>Diamond</b> \$2,000	<ul style="list-style-type: none"> <li>❖ Large logo on attendee T-shirts</li> <li>❖ Choice booth location the day of the event</li> <li>❖ 1 advertisement within Code Camp planning email to all attendees month of the event</li> <li>❖ Full page ad in official program</li> <li>❖ Logo on main page of Code Camp website</li> <li>❖ Room sponsor</li> <li>❖ List of attendees</li> <li>❖ Platinum benefits</li> </ul>
<b>Platinum</b> \$1,500	<ul style="list-style-type: none"> <li>❖ Logo on T-shirts for attendees</li> <li>❖ 1/2 page ad in official program</li> <li>❖ Special announcement during keynote</li> <li>❖ Prime booth location the day of the event</li> <li>❖ Invitation to sponsor and volunteer appreciation event</li> <li>❖ Gold benefits</li> </ul>
<b>Gold</b> \$1,000	<ul style="list-style-type: none"> <li>❖ 1/4 page ad in official program</li> <li>❖ Logo on Code Camp website</li> <li>❖ Logo on Camp flyers</li> <li>❖ Silver benefits</li> </ul>

Silver      \$500	<ul style="list-style-type: none"> <li>❖ Listing within official program</li> <li>❖ May include marketing material in attendee bags</li> <li>❖ Sponsor raffle items</li> </ul>

## Limited Contribution Options

The Limited Contribution Options identify sponsorship opportunities limited to ONLY one sponsor due to the nature of the donation and in order to optimize the visibility of that donor.

1. **Breakfast \$750.00** - Ability to display a large sign in a prominent area of the breakfast location. A 1/2 page ad in the program. An acknowledgement during the opening session. Ability to provide marketing materials for attendee bags. Logo on Code Camp website.
  
2. **Badge Sponsor \$1,000** – Sponsorship is available for one lucky organization or person to advertise on the back of the every Code Camp badge. Every attendee, speaker, and sponsor will go home with your information! Also included, a full page ad in the program, ability to provide marketing materials for the attendee bags, and your logo on the Code Camp website.
  
3. **Lunch \$1,250** - Ability to display a large sign in a prominent area of the lunch location. A full page ad in the program. Ability to provide marketing materials for the attendee bags. Logo on Code Camp website.
  
4. **"After-Party" Host \$1,750.00** - Be the guest of honor at the Code Camp After-Party, including an opportunity to address the crowd and a full page ad in the program. You may also provide marketing materials for attendee bags and your logo will be included on the Code Camp website.