



## *Sponsoring WordCamp Norway 2013*

	<i>Diamond</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
Trade Stand within Happiness Bar	x	-	-	-
Mention in the WordCamp Oslo Newsletter	x	x	-	-
Expert status within the genius bar	x	x	-	-
Free Tickets	3	2	1	-
Thanks from the podium	x	x	x	x
Logo and link on the WordCamp Norway website	x	x	x	x
Write up on the WordCamp Norway website	x	x	x	x
Logo on Name Badges	x	x	x	x
Logo on Program	x	x	x	x
Invitation to Speakers dinner	x	x	x	x
Logo on screens during breaks/lunch	x	x	x	x
NOK	35 000 :-	20 000 :-	10 000 :-	5 000 :-

### *The primary reason*

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One of the greatest benefits in sponsoring WordCamp is that you will be able to directly improve your local WordPress community; the WordPress community is famous for being a tight knit group who like to share, if they find a new product or service that they like then chances are that they will share that information with their community.

This is strengthened by the fact that when looking for products or services, WordPress enthusiasts will often ask their fellow WordPressians for recommendations.

## *Networking*

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WordCamps are famous for being exceptional places for attendees to network: for our sponsors this is also the case! Our Speakers and Sponsors dinner which takes place the evening before WordCamp allows sponsors to develop a closer relationship with the speakers before the event even begins!

## *Exposure*

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The exposure which you can achieve via sponsoring WordCamp is exceptional: not only are you promoting your company to your target market “at” the event, but the majority will be updating their social networking accounts and therefore you have the opportunity to spread your message further afield.

## *In a nut shell*

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In a nut shell, WordCamp is great to be involved with: it was created to encourage education and innovation. Attendees arrive at WordCamp eager to learn something new and to find solutions to their problems: therefore they are already in the right mindset to be far more open to the products/services that you have on offer.

## *Sponsorship revenue*

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As well as being fully powered by volunteers WordCamp also runs by putting 100% of Sponsorship revenue towards the event, that way we can create the best possible event for both our attendees and our sponsors.

## *The event*

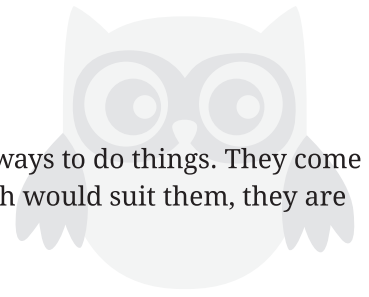
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WordCamp 2012 was a phenomenal success, with tickets selling out incredibly quickly; for 2013 the event is set to be even bigger and even better with double the number of tickets available and more than 15 speakers from around the world.

## *Learning*

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WordCamp encourages learning; it encourages its attendees to find new and better ways to do things. They come to the event with an open mind; this means that if there is a service or product which would suit them, they are far more likely to be open to it.



## *Jobs*

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Recruitment often takes place at WordCamps and can be an ideal way to speak with potential candidates in a less formal setting than a traditional interview: thus getting a better idea of their character.



## *Genius bar*

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Our genius bar is an excellent way for our sponsors to get right amongst the attendees and answer their questions; this allows them to instantly be seen as experts within their industry.



## *Market research*

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We will be running a survey for all WordCamp attendees that will not only help us to plan even better events in the future but will also provide our sponsors with excellent customer insight.