



Raising the Tech Tide in Memphis

Sponsorship Prospectus

October 28th, 2017
FedEx Institute of Technology

TechCampMemphis.org

Why Sponsor TechCamp Memphis?

TechCamp Memphis is the longest running technical conference in Memphis, TN. We have successfully brought together design, marketing, and development communities and in 2017 we're excited to target the Maker community to highlight the amazing DIY culture prevalent in the Memphis community.

Originally BarCamp Memphis, TechCamp has been run by The Memphis Technology Foundation since 2015 to continue the legacy left by Dave Barger and other Memphis tech pioneers.

We routinely sell over 100 tickets to TechCamp Memphis and often sell out the event in advance. The organizing committee of TechCamp Memphis is made up of long-time Memphis natives and technology leaders from various user groups and volunteers deeply rooted within the Memphis community.

Sponsoring TechCamp Memphis is the easiest way to get your brand or company in front of influential Memphis technology community leaders and members.

This event would not be possible without your generous support. We look forward to working with you and promoting your brand through our social media channels as well as conference day announcements.

If you or your company would like to coordinate sponsorship through a 501(c)(3) Charity we can facilitate that through our partner Memphis Technology Foundation. Please contact our sponsorship coordinator for more info.

If you have any questions, feel free to contact our sponsorship coordinators:

Joe Ferguson

joe@memphistechnology.org

TechCamp Memphis Metrics

Social Media

TechCampMemphis.org	Twitter	Facebook
4,825 (past year)	1284 Followers	325 Followers
1,921 views in the month before event	995 Tweet Impressions (28 Day)	40 Organic Reach
963 views the month of the event	58 Profile Visits	47% Women 51% Men
Max 366 views in 24 hours	101 Likes	27% age 25-44

Event Metrics

Year	Location	Attendance	Speakers
2014	SWTCC - Bornblum Library	85	18
2015	SWTCC - Bornblum Library	119	20
2016	FedEx Institute of Technology	120	17

Individual Item Sponsorships

Attendee Badge Sponsor

\$2,000 - Limit 1

- Your Name/Company Name on attendee badges or lanyards
- Display banner at the event
- Option to have a prominent community member introduce your brand to the Memphis Tech Community—great for first time sponsors!
- Includes Platinum Sponsor Package

Attendee T-Shirt Sponsor

\$3,000 - Limit 1

- Your Name/Company Name prominently on the back of the shirt
- Display banner at the event
- Option to have a prominent community member introduce your brand to the Memphis Tech Community—great for first time sponsors!
- Includes Platinum Sponsor Package

Attendee Handout Sponsor

SOLD!

- Folder or bag with your logo featured prominently on the front
- Include your company's promotional materials (along with a printed schedule, in the bag:
 - Business cards
 - Flyers
- Display banner at the event
- Includes Gold Sponsor Package

Single Year Sponsor Packages

Package: Diamond

\$3,000 - unlimited

- Choose to become an industry exclusive (+\$1000, see below)
- Display banner at the event
- Choose to be exclusive lanyard sponsor (+\$200; first come, first serve)
- Option to have a prominent community member introduce your brand to the Memphis Tech Community—great for first time sponsors!
- Logo on event t-shirts and bags (if produced)
- Logo on any printed materials
- Logo and link on the website
- Three or more shout-outs on our social media channels (all channels)
- Ability to put swag on our swag table at the event

Package: Platinum

\$1,000 - unlimited

- Logo on event t-shirts and bags (if produced)
- Logo on any printed materials
- Logo and link on the web site
- Two or more shout-outs on our social media channels (any channel)
- Ability to put swag on our swag table at the event

Package: Gold

\$500 – unlimited

- Logo on any printed materials
- Logo and link on the web site
- At least one shout-out on our social media channels (any channel)
- Ability to put swag on our swag table at the event

Package: Community

\$100 – unlimited

- Logo and link on the web site
- At least one shout-out on our social media channels (any channel)
- Ability to put swag on our swag table at the event

Multi-Year Sponsorship

Package: Diamond (2-year) \$5,000 - unlimited

Get all the benefits of Diamond for two years:

- Choose to become an industry exclusive (+\$1000, see below)
- Display banner at the event
- Logo on event t-shirts and bags (if produced)
- Logo on any printed materials
- Logo and link on the website
- Three or more shout-outs on our social media channels (all channels)
- Ability to put swag on our swag table at the event

Package: Platinum (2-year) \$1,500 - unlimited

Get all the benefits of Platinum for two years:

- Logo on event t-shirts and bags (if produced)
- Logo on any printed materials
- Logo and link on the web site
- Two or more shout-outs on our social media channels (any channel)
- Ability to put swag on our swag table at the event

Sponsorship Extras

Exclusivity

Diamond sponsors may choose to become an industry exclusive sponsor for an additional \$1,000. TechCamp Memphis will NOT accept sponsorships from another company in the same industry (B2C Agencies, Hosting Companies, etc). This bonus will only take effect once the sponsorship amount is received in full.