



WordCamp Auckland 2017



Presenting A Unique Opportunity To
Sponsor WordCamp Auckland

Grid Auckland

11-12 March 2017

2017.auckland.wordcamp.org

Why You Should Sponsor WordCamp Auckland

Sponsoring WordCamp Auckland is a unique **branding and marketing opportunity**.

By sponsoring WordCamp Auckland you'll have the opportunity to get your message across to an audience of decision-makers who are dependent on quality web services.

In sponsoring WordCamp Auckland, you are both presenting yourself to the attendees of this event, and gaining exposure throughout the network of WordPress users, designers, developers, and business people throughout New Zealand and even world-wide.

The New Zealand and Australasia WordPress community is flourishing; the numbers of **attendees to WordCamps in Auckland are increasing** at every event.

WordCamp Auckland is a New Zealand event that will also reach a global audience through social media and the acknowledgement of WordCamps in the United States.

Don't miss out on this exciting opportunity to gain marketing exposure for your business.

Sponsorship Packages

Regular Sponsorships	Mt Cook \$3000	Mt Ruapehu \$1500	Mt Eden \$500
Number of Sponsor Spots Available	1	2	3
Complementary Tickets	2	1	0
Link on the WordCamp Auckland website	✓	✓	✓
Company name on the website	✓	✓	✓
Company logo on the website	✓	✓	✓
Company description on the website	✓	✓	✓
Blog post thanking the sponsor before event	✓	✓	✓
Promotion on social media channels	✓	✓	✓
Logo on slide projected between talks	✓	✓	
Foyer table for representative/signs	✓	✓	
Email thanks pre / post event	✓	✓	
Logo on program lanyard insert	✓	✓	
Sponsor level on name badge	✓	✓	
Logo on name badge	✓		
Signage & representation at party	✓		
Thank you in opening & closing remarks	✓		

Special Sponsorships	After Party \$2500	Speakers Dinner \$770
Number of Sponsor Spots Available	1	1
Complementary Tickets	1	1
Link on the WordCamp Auckland website	✓	✓
Company name on the website	✓	✓
Company logo on the website	✓	✓
Company description on the website	✓	✓
Blog post thanking the sponsor before event	✓	✓
Promotion on social media channels	✓	
Logo on slide projected between talks	✓	
Foyer table for self-service swag	shared	
Signage & representation at party	✓	

WordCamp Auckland 2017 is offering 6 regular sponsorship packages and 2 special sponsorship packages.

These packages provide sponsors with broad visibility before, during and after the conference.

The WordCamp Auckland website and signage highlight our premier sponsors.

Please note the number of sponsorships are limited, so please reserve your spot early. To discuss these sponsorship opportunities please contact the team at auckland@wordcamp.org.

WordCamp Is...

WordCamps are short not-for-profit conferences that bring together WordPress lovers of all abilities and knowledge levels.

They are run by local volunteer groups in cities all around the world, and has previously run in Auckland in 2010 and 2014. WordCamps have also been run in Wellington 2014 and regularly in many cities in Australia.

The increasing frequency of these events, is an indication of the increasing interest WordPress is generating both within the open source community and without.



WordCamp is an extraordinary opportunity for the national body of WordPress users to gather and hear about how other members are using WordPress, how to use and develop better WordPress projects and to socialise, network and share ideas.

WordCamps are supported and acknowledged internationally by the WordPress Foundation.

WordPress Is...

WP Auckland is a community group of bloggers, business owners, designers and developers, who use WordPress to build their websites and applications.

The group consists of over 600 active members, with 25 to 60 attending any one meeting.



The community contains all kinds of users from beginner bloggers and website owners to experienced PHP developers who meet every month to network, listen to talks and seminars, workshop and share knowledge in three city locations.

¶ WordPress Is...

WordPress is an open source content management system/web application, run either on a free hosted platform (offered by wordpress.com) or as a standalone piece of software which is distributed freely for anyone who wishes to use it to power their own, self-hosted, website.

WordPress as an open-source project invites people to build on and build for it, and as such it has a huge community of users and developers contributing to WordPress' core development, but also contributing both freely, and commercially, to theme development (look and feel) and in back end plugin development (functional enhancement).



Current statistics indicate that WordPress is the world's most popular content management system and is used to power over 25% all websites globally and growing at a rate of 50,000 new sites every day.

Furthermore, Matt Mullenweg, the creator of WordPress, reports that 22 out of every 100 new active domains in the US are running WordPress powered websites