2017

CALL FOR SPONSORS

WORDCAMP EUROPE 2017 #WCEU

Reach thousands of WordPress professionals and influencers by becoming a sponsor of the largest official WordPress event in the world. Each year WordPress professionals come together for 3 days to share knowledge and experience, and to strengthen the WordPress community. None of this would be possible without sponsors, and as previous years show, each year is bigger and sells out faster. This year we are expecting over 3,000 attendees, so don't miss the opportunity to be represented at WordCamp Europe 2017. Most sponsorship spots fill up in the first 48 hours, so get your applications in, as it's on a first come first served basis.

Here are some important things to know about last year's event:

◈ A whopping 2199 tickets were sold.

◈ 1952 people attended, and so far this has been the biggest WordCamp Europe to date!

◈ We had 69 speakers covering topics on development, content marketing, design, community and more.

◈ 39 sponsors were involved

◈ We had attendees from 68 different countries, making it also our most international and culturally diverse WordCamp so far.

◈ 85% of attendees loved the WordCamp ball.

◈ 94% of last years attendees said they would come back (we can't wait to see you all!)

What are WordCamps?

WordCamps are **official WordPress related conferences** that are approved by WordPress Central. They are also **non-profit events**, with any surplus being fed back into the WordPress Community.

WordPress is still holding it's number #1 position, as the most popular CMS out there, now with it powering over 27% of the web. It's an open source platform that everyone is invited to contribute to, in any way they can. Everyone from casual users to core developers participate, share ideas, and get to know each other.

Why should I become a sponsor?

Sponsorship of WordCamp Europe is a unique opportunity. **It is the only WordCamp in the world that represents multiple countries**, and each year we are becoming more international. Speakers, attendees, and sponsors will come from all over the world, and sponsorship will give you both access and high visibility.

WordCamps are known to bring together WordPress influencers and opportunities for new partnerships. It's the No.1 event for networking in the WordPress community, and a great way for establishing and reinforcing ties to the community. Above all, it's a great way to give back to the global community.

How to apply

Sponsor form →

Program

WordCamps have something for everyone who is passionate about WordPress. If you are a blogger, theme developer or designer, you will be able to find a talk that is just right for you. No matter your skill level, the schedule caters to newbies and WordPress veterans.

Keeping the original idea alive, WordCamp Europe is organised in a different European city every year. After starting it off in the North in Leiden in 2013 and moving east to Sofia in 2014, Seville in 2015, and last year in the heart of Vienna, we are proud to have this year's WordCamp in Paris. Visiting Paris, France's capital, a major European city and a global center for art, fashion, gastronomy and culture is just another reason to sponsor WordCamp this year.

Let's take a look at the WordCamp program in more detail.

DAY 1: THURSDAY, JUNE 15 CONTRIBUTOR DAY	DAY 2: FRIDAY, JUNE 16 CONFERENCE DAY	DAY 3: SATURDAY, JUNE 17 CONFERENCE DAY
Approx. 500 Collaboration and introduction to committing to WordPress. Get WordPress community members working on WordPress together. Encourage new contributions. Location: Les Docks de Paris	**Approx. 3000** Two tracks of curated speakers from across the world. One sponsor track, where sponsors will hold talks and workshops. Location: Les Docks de Paris	**Approx. 3000** Two tracks of curated speakers from across the world. One sponsor track, where sponsors will hold talks and workshops. Location: Les Docks de Paris

SPONSOR TRACK

This year, for the first time, we are introducing a third track during both conference days. **The third track will be solely dedicated to sponsors**, giving you the possibility to either hold a talk or a workshop. Like the other two tracks, the sponsor track will have a dedicated space (capacity for approx. 200 people), where the audience would have the opportunity to hear more about your business and product. You can decide whether you would like to use your time to talk more about your business, or to showcase your product.

Sponsorships

Here is an overview of the sponsorship opportunities.

Level	Amount	Fulfilled
Super Admin	€75,000	0/3
Administrator	€38,000	0/5
Editor	€18,000	0/6
Author	€10,000	0/8
Small Business	€2,500	0/20
Event: Speakers' Dinner	€12,000	0/1
Event: After-Party	€20,000	0/2
In Kind	€_____	*Updated Dec 29*

Micro Sponsorships, if any, would be handled as a separate ticket that you can purchase.

Sponsors are also invited to sponsor one entire element of the event. These include:

◈ Speakers' Dinner

◈ After Party

In addition to our packages above, we are also happy to offer any in-kind sponsorship. This can include printing, t-shirts, technology or if you are interested in having advertisements between talks and during breaks.

Please contact the **Sponsors Team** to discuss sponsorship of specific conference elements. →

Sponsors Package Breakdown

SUPER ADMIN

- EUR 75,000 (Total 3)
- Acknowledgment and thanks in opening and closing remarks.
- 4 Sponsor Track Session at 25 minutes (use it for workshops, talks or pass it on to others in the form of "Presented by [Your Company]")
- 30 second silent-ad between sessions on rotation with others.
- 360 degree booth - 36m^2 (6m × 6m) to use as your sponsor space (2 days). No furniture is provided, we will provide a list of preferred venue vendors.
- Dedicated post with your chosen 100 word message on the WCEU blog.
- 3 tweets from the WCEU Twitter account.
- Large logo on the WordCamp Europe site.
- Large logo on shared sponsors banner.
- 4 free tickets, 4 invites to the Speakers' Dinner.

ADMINISTRATOR

- EUR 38,000 (Total 5)
- Acknowledgment and thanks in opening and closing remarks.
- 2 Sponsor Track Session at 25 minutes (use it for workshops, talks or pass it on to others in the form of "Presented by [Your Company]")
- 360 degree booth 25m^2 (5m × 5m) to use as your sponsor space (2 days). No furniture is provided, we will provide a list of preferred venue vendors.
- Dedicated post with your chosen 100 word message on the WCEU blog.
- 2 tweets from the WCEU Twitter account.
- Large logo on the WordCamp Europe site.
- Large logo on shared sponsors banner.
- Medium logo on slide between presentations on shared Admin sponsors slide.
- 3 free tickets, 3 invites to the Speakers' Dinner.

EDITOR

- EUR 18,000 (Total 6)
- 18m^2 (6m x 3m) to use as your sponsor space (2 days). No furniture is provided, we will provide a list of preferred venue vendors.
- Shared blog post with all Editor sponsors announcing sponsorship.
- 1 tweet from the WCEU Twitter account.
- Medium logo on the WordCamp Europe site.
- Medium logo on slide between presentations on shared Editor sponsors slide.
- 2 free tickets, 2 invites to the Speakers' Dinner.

AUTHOR

- EUR 10,000 (Total 8)
- 9m^2 (3m × 3m) to use as your sponsor space (2 days). No furniture is provided, we will provide a list of preferred venue vendors.
- Shared blog post with all Author sponsors announcing sponsorship
- Medium logo on the WordCamp Europe site.
- Medium logo on slide between presentations on shared Author sponsors slide.
- 1 free ticket, 1 invite to the Speakers' Dinner.

Sponsors Package Breakdown *(continued)*

SMALL BUSINESS

This year we have introduced a modified Small Business tier, to empower and encourage smaller businesses to get involved and sponsor WordCamps. We were inspired by what TechCrunch Disrupt Startup Alley did at their event, and hope to create a similar atmosphere.

This slot is restricted to companies that meet the following criteria:

◆ Generate the majority of their revenue from WordPress.

◆ Revenue was less than 1 million euro in 2016.

Package details:

◆ EUR 2,500 (Total 20)

◆ Circular high-table with printed banner on it (1 day). Furniture, banner print and setup is all handled by the WCEU Team. You can bring swag & laptop that fits on high table (no other furniture/space permitted).

◆ Shared blog post with all Startup sponsors announcing sponsorship.

◆ 1 free ticket.

Small business sponsors at TechCrunch Disrupt Startup Alley

Special Tiers

EVENT – AFTER PARTY

- EUR 20,000 (Total 2)
- Acknowledgment and thanks in opening and closing remarks.
- Complete After Party co-branding (shared with other After Party Sponsor) including but not limited to: Banner Space on the Party Train, Photobooth, Marquee at the Party venue, Free-Standing Banners at the Party venue entry.
- Additional options available (not included in cost) such as food and drink vouchers.
- Dedicated post with your chosen 100 word message on the WCEU blog.
- 2 tweets from the WCEU Twitter account.
- Large logo on the WordCamp Europe site.
- Large logo on slide between presentations on shared After Party sponsors slide.
- Large logo on shared sponsors banner.
- 3 free tickets, 3 invites to the Speakers' Dinner.

EVENT – SPEAKERS' DINNER

- EUR 12,000 (Total 1)
- WCEU Speakers' Dinner Banner with you on it and thanks at the Speakers' Dinner
- 4m² (2m × 2m) to use as your sponsor space (2 days). No furniture is provided, we will provide a list of preferred venue vendors.
- Shared blog post with all Author sponsors announcing sponsorship.
- 1 tweet from the WCEU Twitter account.
- Medium logo on the WordCamp Europe site.
- Medium logo on slide between presentations on shared Author sponsors slide.
- 2 free tickets, 2 invites to the Speakers' Dinner.

WORDCAMP EUROPE

June 15-17, Paris, France | #wceu

Frequently Asked Questions

Where can I apply as a Sponsor?

Sponsor form →

Do you have any confirmed speakers and what is their profile?

We have no confirmed speakers as of yet, the applications have just been sent out. With that said, we are curating WordPress professionals and leaders from around the world to present, and several very high profile people have already expressed interest.

Transactions are to be made within 30 days of us confirming the Package you have chosen. **You will receive an official invoice.**