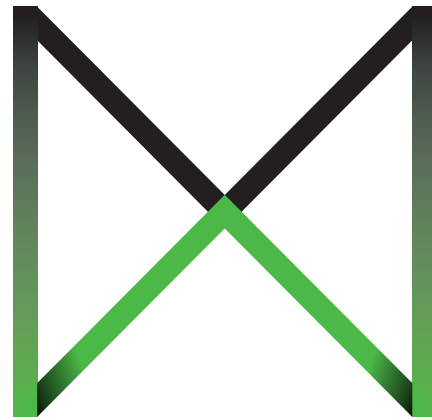


SPONSOR INFORMATIONS



WORDCAMP
RETREAT
SOLTAU 2018



2018, May 4 to 6 – Soltau (Germany)

DEAR LADIES AND GENTLEMEN,

Would you like to present your products and services in an environment of leading experts and influencers?

More than 100 WordCamps are organized all over the World every year:

<http://central.wordcamp.org/>.

One of these meetings is about to happen in 2018 in Soltau, in the Lüneburg Heath. Specialists and developers, bloggers and the most advanced users will meet here from May 4 to 6 to share their interests and tips on WordPress.

WordPress is a free software for managing website content. It is used on more than 75 million websites and is the world's leading content management system. For 14 years now, it has been continuously developed and improved by an international community. For further information, please visit Wikipedia:

<http://de.wikipedia.org/wiki/WordPress>

Our target group are WordPress enthusiasts from the fields of development, design, marketing, journalism, blogging and many other disciplines who use WordPress in their private or professional environment.

In recent years, German WordCamps have taken place in Berlin, Hamburg, Cologne, Nuremberg and Frankfurt. In May 2018, a Germany-wide organisation team will host the world's first WordCamp in retreat format, a new concept with almost unlimited possibilities. The venue is the Hotel Park Soltau in the Lüneburg Heath.

WordCamp Retreat Soltau is officially accredited by WordPress Community Support, PBC. As a result, you as a sponsor will not only have national but also international public awareness.

In addition to top-class presentations from the WordPress community, we also plan workshops, leisure activities and networking events. All 250 participants will stay overnight on site. The entire catering and many social events will also be held at the Hotel Park Soltau. This offers many interesting networking opportunities for you as a sponsor.

To make the event a success, we need your support. Our goal is to be able to organize a valuable event for every attendee. With your sponsorship you support the WordCamp Retreat Soltau as well as the open source project WordPress itself and help the active community to make WordPress even better.

On the following pages you will find different options which we suggest to you as a sponsor. Please do not hesitate to contact us if you have any questions.

Yours sincerely,

The WordCamp Retreat Soltau 2018 organizer team
soltau@wordcamp.org // <https://wcretreat.de>

YOUR ADVANTAGES AS A SPONSOR AT A GLANCE:

National and international public awareness

// The official accreditation of the WordCamp by the WordPress Community Support, PBC, raises national and international attention for your company or product.

Direct contact with your target audience

// We have selected you as a potential sponsor for a reason. Your products will find your audience in our community. You can reach your target group directly on site, online and in the networks.

// All 250 participants will stay overnight on site. The hotel Park Soltau also hosts the complete catering and and social events. This offers many interesting networking opportunities for you as a sponsor.

Targeted job board & location based marketin

// Are you looking for new employees for the IT and creative industry? We are expecting 250 highly interested, talented and motivated participants to attend our WordCamp, who enjoy new challenges.

Support of the open source software WordPress

// Further development of the software/plugin-ins.
// Promoting knowledge of the world's most widely used open source content management system.

TARGETED SPONSORING

In addition to the packages, we are looking for sponsors

// For swag, food and beverages, print production (signage, roll-ups,...)
// For leisure activities (accompanying programme, sporting activities, party,...)

In all sponsor levels

// Information material provided by the sponsor can be arranged for all participants on request.

We are pleased about your ...

// Notepads, pens, pencils, bottle openers, stickers, magazines, books, lighters, key fobs, USB sticks and other souvenirs for the WordPress community.

Talk to us about it!

// soltau@wordcamp.org
// <https://wcretreat.de/>

SPONSORING WORDCAMP RETREAT SOLTAU 2018	DIAMANT	GOLD	SILBER	BRONZE	COMMUNITY
// INVESTITION	5.000 €	2.500 €	1.250 €	750 €	200 €
Information booth about your company // product	LARGE	SMALL			
Logo placement on attendees' badge	LARGE	SMALL			
Logo link and company // product presentation on the WordCamp Retreat Soltau 2018 website	1000 WORDS	500 WORDS	200 WORDS	100 WORDS	
Logo on the website	EXTRA LARGE	LARGE	MEDIUM	SMALL	
Logo in the digital signage on the beamers during the breaks in the conference rooms	EXTRA LARGE	LARGE	MEDIUM	SMALL	
Announcement with sponsor level in attendee e-mail	✓	✓	✓	✓	
Mention during opening- and closing remarks	✓	✓	✓	✓	✓
Free tickets for employees	4	2	1	1	0
Mention with logo on the sponsors page	✓	✓	✓	✓	TEXTLINK
Space for promotional materials on the swag table on request	✓	✓	✓	✓	✓
Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website	✓	✓	✓	✓	✓
Mehr Möglichkeiten in den Diamant-, Gold- und Silber-Paketen					
WordCamp Retreat „ Goodie-Bags “	✓	✓	✓		
Jobboard on WordCamp Retreat Website	✓	✓	✓	100 €	100 €
Spezial Post on WordCamp Retreat Website	✓	✓	✓		

DIAMANT-SPONSOR

Investment 5000 €

- // Large information booth about your company/product by arrangement (standing table 60cm & RollUp)
- // Large logo placement on attendees' badge
- // Logo link and company/product presentation on the WordCamp Retreat Soltau 2018 website with max. 1000 words
- // Extra large logo on the website
- // Presentation of your extra large logo in the digital signage on the beamers during the breaks in the conference rooms
- // Announcement with sponsor level in attendee e-mail
- // Mention during opening- and closing remarks
- // 4 free tickets for your employees
- // Mention with logo on the sponsors page
- // Space for promotional materials on the swag table on request
- // Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website

GOLD-SPONSOR

Investment 2500 €

- // Small information booth about your company/product by arrangement (standing table 60cm & RollUp)
- // Small logo placement on attendees badge
- // Logo link and company/product presentation on the WordCamp Retreat Soltau 2018 website with max. 500 words
- // Large logo on the website
- // Presentation of your large logo in the digital signage on the beamers during the breaks in the conference rooms
- // Announcement with sponsor level in attendee e-mail
- // Brand mention during opening- and closing remarks
- // 2 free tickets for your employees
- // Mention with logo on the sponsors page
- // Space for promotional materials on the shared swag table on request
- // Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website

SILVER-SPONSOR

Investment 1250 €

- // Logo link and company/product presentation on the WordCamp Retreat Soltau 2018 website with max. 200 words
- // Medium logo on the website
- // Presentation of your medium logo in the digital signage on the beamers during the breaks in the conference rooms
- // Announcement with sponsor level in attendee e-mail
- // Brand mention during opening- and closing remarks
- // 1 free ticket for your employees
- // Mention with logo on the sponsors page
- // Space for promotional materials on the shared swag table on request
- // Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website

COMMUNITY-SPONSOR

Investment 200 €

- // Brand mention during opening- and closing remarks
- // Mention with textlink on the sponsors page
- // Space for promotional materials on the shared swag table on request
- // Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website

BRONZE-SPONSOR

Investment 750 €

- // Logo link and company/product presentation on the WordCamp Retreat Soltau 2018 website with max. 100 words
- // Small logo on the website
- // Presentation of your medium logo in the digital signage on the beamers during the breaks in the conference rooms
- // Announcement with sponsor level in attendee e-mail
- // Brand mention during opening- and closing remarks
- // 1 free ticket for your employees
- // Mention with logo on the sponsors page
- // Space for promotional materials on the shared swag table on request
- // Official WordCamp Retreat Soltau 2018 sponsoring banner for your own website

SPONSORING-SPECIAL

- // Would you rather have a booth instead of being mentioned on the posters or any other additional service? We're happy to help you! Contact us and we will put together the right package.

MULTI-EVENT-SPONSOR

- // Do you want to support not only this WordCamp, but all WordCamps of a region or worldwide? You can find more information here:

<http://central.wordcamp.org/sponsor-multiple-wordcamps/>

SPONSORING OF A WORDCAMP

WordPress Community Support, PBC can receive tax excluded sponsorship from companies - this can be money, goods or services - as long as the sponsor does not expect a "substantial return". This is defined in the IRS rules. (IRS = Internal Revenue Service, the US Tax and Revenue Service)

The recognition we can give to our sponsor, without any "substantial consideration", includes the publication of name, name (s) of products, logo and claim (as long as neutral language), location, telephone number, website URL (no subpages), rating-free description of the product, including presentation of the product or a visualization.

What is a sponsor allowed to do during the event?

- // If the sponsor level allows it: construction of a (agreed) booth and tables
- // Answer to questions about his own product/service
- // Provide information material that contains non discriminatory, non-comparative or qualifying descriptions
- // Add attendees to mailing lists

What can a sponsor do in their own media?

- // Publish discount codes for attendees
- // Spread the word about his sponsorship and his love for the WordPress project and WordCamp

What is a sponsor not allowed to do during the event?

- // Promotional or marketing material containing superlative messages or unprovable claims about the Sponsor, its products or services, such as "the first name in WordPress hosting", "the easiest way to launch your site", or "the best e-commerce plugin"
- // Claims that WordPress, WordPress Foundation, meetup organizers, WordCamps, or WordCamp organizers endorse or favor a Sponsor or its products or services (such as "certified WordPress training" or "WordCamp's favorite plugin")

AGREEMENT AMONG WORDCAMP ORGANIZERS, SPEAKERS, SPONSORS, AND VOLUNTEERS

I agree that WordCamps are meant to benefit the local WordPress community through live events and the broader WordPress community through the sharing of online video and other materials.

I agree that a WordCamp is a casual, locally- and volunteer-organized event, focused on WordPress and reflecting the local WordPress community it represents.

I understand that WordCamp organizers, speakers, sponsors, and volunteers are expected to support the WordPress project and its principles.

I understand that the principles of the WordPress project include:

- // a. no discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability
- // b. no incitement to violence or promotion of hate
- // c. no spammers
- // d. respect the WordPress trademark
- // e. embrace the WordPress license; If distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org
- // f. don't promote companies or people that violate the trademark or distribute WordPress derivative works which aren't 100% GPL compatible



I agree that WordCamps are not-for-profit events, organized with budget and funding transparency.

I agree that WordCamps should be accessible to as many people as possible, regardless of financial status.

I agree that I am not an employee of the WordPress Foundation or any subsidiary of the Foundation, and am participating in WordCamp exclusively as a volunteer..