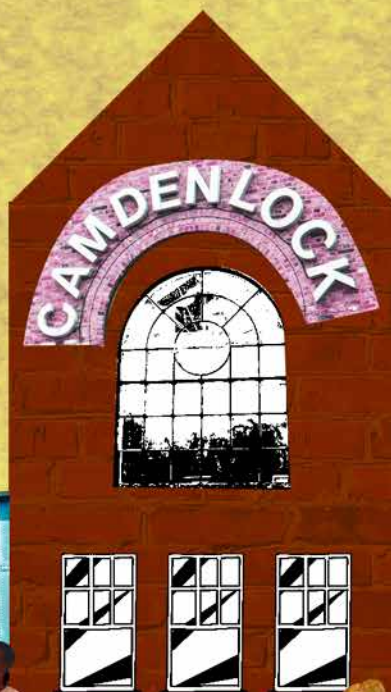


# SPONSOR PACK



**WORDCAMP LONDON**



## WELCOME!

Thank you for downloading the WordCamp London 2019 sponsorship pack. This pack provides an overview of the options we have available, should you be interested in investing some of your marketing or community budget in our event.

For the last few years, WordCamp London has been one of the most visited WordCamps in Europe, with around 500+ happy participants joining us for one show-stopping Contributor Day and two riveting days of sessions.

Following feedback from last year's event, we have made a few changes to our sponsorship packages.

Sponsoring WordCamp London puts you in the spotlight and gives you a unique opportunity to support the local WordPress community in London. Without support from our sponsors, WordCamp London simply wouldn't happen.

Our community includes developers, designers, bloggers, business owners, agencies and WordPress fans. Don't miss your chance to be part of the show, become a sponsor! Help us ensure WordCamp London stays accessible to everyone and be part of the success of WordCamp London 2019.

Every pound invested goes directly toward putting on a fabulous event for the WordPress community. If you have any questions after reading through this sponsorship pack, get in touch via the enquiry form on our website or email us at [london@wordcamp.org](mailto:london@wordcamp.org)

**The WordCamp London organising team**



## WHERE

London Metropolitan University  
166 – 220 Holloway Road  
London N7 8DB  
UK

[2019.london.wordcamp.org/location](http://2019.london.wordcamp.org/location)

[londonmet.ac.uk](http://londonmet.ac.uk)

## WHEN

5 April 2019 – Contributor Day  
6-7 April 2019 – Conference

follow us on twitter  
[@WordCampLondon](https://twitter.com/WordCampLondon)  
[#wcldn](https://twitter.com/WordCampLondon)

## SPONSORSHIP OVERVIEW

	Camden Lock	Borough Market	Portobello Road	Brick Lane	Old Spitalfields Market
Free Tickets	4	2	2	1	1
Logo & Link On Website	✓	✓	✓	✓	✓
Tweet Announcement	2	Paired	Group	All	✗
Logo On Slides	Dedicated	Large	Medium	Small	✗
Table Space (cm)	366x68.5	183x68.5	91.5x68.5	Shared	✗
Thank You Blog Post	✓	✓	✓	✓	✗
Tweets During Event	6	3	✗	✗	✗
Acknowledgement	✓	✓	✗	✗	✗
Dedicated Blog Post	✓	✗	✗	✗	✗
After Party	✓	✗	✗	✗	✗
Number of Packages	2	5	5	10	Several
<b>Package Cost</b>	<b>£6,000</b>	<b>£3,500</b>	<b>£1,500</b>	<b>£500</b>	<b>£250</b>

## CAMDEN LOCK: 2 AVAILABLE

Camden Market started off as a small arts and crafts fair in the backyard of Dingwalls. Today Camden Lock Is the largest market in London, and an epicentre of artisan trading.

**For £6,000 you will receive the following benefits...**

- Two individual tweets from the official Twitter account announcing your sponsorship (one before and one after the event).
- Two tweets each day during the event (Contributor Day is included).
- Inclusion in two blog posts thanking all Camden Lock sponsors.
- Dedicated custom blog post.
- Logo, link, and 500 word company bio / description on the WordCamp London 2019 site.
- Four free tickets.
- Dedicated table space of 366cm x 68.5cm for two days for demonstrations, answering questions and meeting the community.
- Maximum wall banner space of 300cm x 300cm (subject to selected location ceiling height)
- Inclusion of your logo (large size and on individual slides) on holding slides between sessions.
- Acknowledgment and thanks in opening and closing remarks.
- Display two pop-up banners, maximum size: 1000mm (wide) x 2200mm (high) in the Great Hall and distribute marketing flyers on the tables at the After Party meal.



## **BOROUGH MARKET: 5 AVAILABLE**

Borough Market is London's oldest food market, it has been serving the people of Southwark for 1,000 years. Today It's a food lover's dream, with an exciting mix of sights, sounds and tantalising smells.

**For £3,500 you will receive the following benefits...**

- Paired tweet from the official Twitter account announcing your sponsorship.
- One tweet each day during the event and Contributor Day.
- Inclusion in the blog post thanking all Borough Market sponsors.
- Logo, link, and 200 word company bio on the WordCamp London 2019 site.
- Two free tickets.
- Dedicated tablespace of 183 cm x 68.5 cm for two days for demonstrations, answering questions and meeting the community.
- 2 pop-up banners sized at a maximum of 200 cm by 80 cm each.
- Inclusion of your logo (large size) on holding slides between sessions.
- Acknowledgment and thanks in opening and closing remarks.



## PORTOBELLO ROAD: 5 AVAILABLE

Once a just winding country lane, 300 years on, Portobello Road is the world's largest antiques market and contains the most extensive selection of antiques in Britain. Its the place where the riches of ages are sold.. so the song says.

**For £1,500 you will receive the following benefits...**

- Grouped tweet from the official Twitter account announcing your sponsorship.
- Inclusion in the blog post thanking all Portobello Road sponsors.
- Logo, link, and 100 word company biography / description on the WordCamp London 2019 site.
- Two free tickets.
- Dedicated table space of 91.5cm x 68.5 cm for two days for demonstrations, answering questions and meeting the community.
- 1 pop-up banner sized at a maximum of 200 cm by 80 cm.
- Inclusion of your logo (medium size) on holding slides between sessions.



## **BRICK LANE: 10 AVAILABLE**

In the East End of London, once known for its poor slums, is now a vibrant market where you can find up-and-coming designers selling their wares. Brick Lane is also famous for its many authentic curry restaurants.

**For £500 you will receive the following benefits...**

- Grouped tweet from the official Twitter account announcing your sponsorship.
- Inclusion in the blog post thanking all Brick Lane sponsors.
- One free ticket.
- Logo and link on the WordCamp London 2019 site.
- Space on a swag table for your swag and leaflets.
- Inclusion of your logo (small size) on holding slides between sessions.



An illustration of Old Spitalfields Market in London. The scene is framed by a thick black border. At the top, a sign reads 'STABLES' in white on a dark background. To the right, a green sign says 'WORDCAMP LONDON' in yellow. Further right, a sign partially shows 'ROUGH MAR'. On the left, a sign says 'MARKET'. Below it, a hot air balloon with a pink and purple pattern is visible. A street sign on the left reads 'The Royal B... and PORTO ROAD'. Below that, another sign says 'BRICK V'. In the foreground, a woman in a white patterned top and red skirt walks towards the left. On the right, a woman in a black hijab and orange pants walks towards the right. The background shows buildings with windows and a street lamp.

## **OLD SPITALFIELDS MARKET: SEVERAL AVAILABLE**

From humble beginnings in the 17th century, emerging after the great fire of London, Spitalfields Market was a hub of traders, bringing in an influx of silk traders. Today, like many London markets, it boasts an array of independent traders, showcasing their handcrafted goods.

**For £250 you will receive the following benefits...**

- One free ticket.
- Logo and link on the WordCamp London 2019 site.



## STILL NOT CONVINCED?

In the last few years, WordCamp London has become the largest WordCamp in the UK and one of the largest in Europe, with a reputation for being a high quality event, for everyone, offering great value for money for delegates and sponsors alike.

WordCamp sponsorship offers a great opportunity to engage directly with the WordPress community and start a real dialogue with both new and existing customers. It's also a huge amount of fun to be part of such an exciting date on the UK WordPress events calendar!

But don't just take our word for it, Read what our regular sponsors say!



## SPONSOR TESTIMONIALS

“We’re big fans of WordCamp London and this will be our 7th year sponsoring the event.

We sponsor the event because we think it is important to give back to the WordPress community in whatever way we can - for us, this has taken many forms over the years from co-organising WordCamp and helping to secure the London Met venue in the early years to speaking and also sponsoring.

WordCamp London supports, encourages and enables the WordPress ecosystem to thrive. The event provides a platform for diverse voices to share their knowledge, opinion and insights which we think is part of what makes WordPress such an inclusive community. It’s a community that we are very proud to be a part of and we’re proud to support WordCamp London.”

**Moove Agency**



## SPONSOR TESTIMONIALS

“We’re excited to be at WordCamp London as a WordCamp Global Sponsor this year. Not only do WordCamps help us spread the word about who we are and the services we provide, they are about connecting directly with our WordPress users and hearing first hand their experiences and what they are currently working on.

We cannot wait to work together with you and create a plan where Jetpack can best fit your needs on WordPress.”

### Jetpack

“We’re thrilled to be at WordCamp London as a WordCamp Global Sponsor.

What better place to be than at WordCamps where we can meet and connect 1 to 1 with the community that builds and maintains WordPress.

We are excited to have helped several shop owners customize their sites to reach their specific needs and objectives over the years.

We would love to hear your stories and look forward to continue growing with you and your business.”

### WooCommerce



## INTERESTED? LET'S TALK

Interested in taking advantage of one of our fantastic sponsorship packages? Contact us today via the sponsor enquiry form on the website or by email at [london@wordcamp.org](mailto:london@wordcamp.org).

<https://2019.london.wordcamp.org/call-for-sponsors/>

Once you have confirmed the package you would like, our team will raise an invoice which should be with you within a couple of days.

Interest in sponsoring this year's event is expected to be high, so prompt payment of the invoice is essential to secure your desired package. We will operate on a first-paid, first-served basis.

Your WordCamp London 2019 sponsorship team, who will be on hand to help you during the build-up and on the day itself, are:

**Hauwa Abashiya, Lead**  
**Keith Devon, Support**  
**Dan Maby, Support**

We look forward to welcoming you to WordCamp London 2019.