

# 2015 Sponsorship Menu

MinneWebCon is an annual two-day web conference in Minneapolis with a mixture of keynotes, breakout sessions, and half-day workshops. 2015 will be MinneWebCon's 8th year.

## Our Philosophy: Grassroots Knowledge-Sharing

Though our focus is on the web, MinneWebCon works hard to be a place where knowledge and discussion of all kinds has a home. We foster a conference environment that encourages collaboration and connection.

## Our Attendees

MinneWebCon attracts between 250 and 300 web workers from across industries and disciplines, with over half coming from non-profit, education, and government. Our attendees are both decision-makers and influencers within their organizations in relation to web best practices and direction.

## Our Programming

MinneWebCon aims to provide both big picture thinking and tangible takeaways with our programming. We highlight diverse work from many areas of the web, elevate local voices, and feature national leaders as keynotes. Our second day workshops came from attendee requests to dig deeper into topics.

## What can sponsoring MinneWebCon do for your brand?

Our attendees are smart, resourceful, and often have first-hand knowledge of "doing more with less." They're on the lookout to learn from peers, and to bring value to their work and their organizations. They want to learn about tools that will help them be more efficient, and companies or agencies to partner with for project-based or ongoing work.

You can select one of the options below or work with us to craft the kind of sponsorship that meets your goals and budget. Contact Dan Kunitz at [kunitz@umn.edu](mailto:kunitz@umn.edu) or at 612-624-8330 to discuss your idea.

### <h1> Keynote Sponsor \$10,000 (2 slots)

- Large-size logo on the website and program
- Full-page color ad in program
- 3 passes to attend the conference and workshops
- Slide with logo/info shared displayed on Day 1
- Pre-conference social media and/or email shout-outs
- Table tents with logo/info on Day 1 tables
- An eight-foot table in the beverage/registration area
- Options: post-lunch giveaway, after-party presence

### <h2> Food Sponsor \$5,000 (2 slots)

- Medium-size logo on the website and program
- Full-page grayscale ad in program
- 2 passes to attend the conference on Day 1
- Slide with logo displayed on Day 1 shared with <h2>s
- Pre-conference social media and/or email shout-outs
- Table tents with logo/info on Day 1 lunch buffet tables
- Options: post-lunch giveaway, swag for registration table

### <h3> Coffee Sponsor \$1,500 (5 slots)

- Small-size logo on the website and program
- Half-page grayscale ad in program
- One pass to attend the conference on Day 1
- Slide with logo displayed on Day 1 shared with <h3>s
- Pre-conference social media or email shout-out (one)
- Table tents with logo/info on Day 1 beverage table(s)

### <h4> In-kind Sponsor ~\$500 (5 slots)

- Small-size logo on the website and program
- Donation of approximately \$500 of products or services
- One pass to attend the conference on Day 1
- Slide with logo displayed on Day 1 shared with <h4>s
- Pre-conference social media or email shout-out (one)

### <book> Sponsor 25 books (5 slots)

- Small-size logo on the website and program
- Donation of at least 25 books (5 copies of 5 books)
- Pre-conference social media shout-out (one)
- Slide with logo displayed on Day 1 shared with <book>s
- Options: discount coupons

### <beer> Sponsor ~\$700 (1 slot)

- Select beer(s) covered by drink tickets
- Small-size logo on the website and program
- After-party presence (table, or similar)
- Slide with logo and information about afterparty
- Pre-conference social media and/or email shout-outs



MinneWebCon

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[minnewebcon.org](http://minnewebcon.org)