WordCamp Prague 2019

23rd February. 2019

The University of Economics in Prague

Introduction

WordCamp Prague 2019 is the sixth Wordcamp located in Prague. On this occasion we are looking for sponsors who would support this event.

This event belongs to the **official series WordPress community conferences**. It is organized by volunteers and it is overlooked by WordPress headquarters. WordPress is open source tool for website development and content management. This system is used on more than 42% of the most popular websites worldwide making it the most popular CMS.

The WordCamp mission is to connect the Czech WordPress community, to show the new trends in website development and introduce new ideas and people to the scene. This event is a part of worldwide series of conferences regarding WordPress system (more information on - https://central.wordcamp.org/schedule/

WordCamp Prague will be held on 23rd of February at the University of Economics. Two lines of presentations will run simultaneously. The first line will be more beneficial for developers and the second one for end users. Every line consists of six talks focusing on different subjects.

Program

This event is usually visited by a wide range of people including bloggers and senior developers to which WordCamp offers a program of high quality and the opportunity to meet with other specialists.The talks will be given by leading Slovak and Czech WordPress experts and also speakers from abroad. The talks are focused not only on CMS WordPress but also SEO and internet marketing in general, website design and hosting.

The estimated attendance is 500 participants, the attendance grows every year.

During the conference the Happiness bar will be open - the chillout zone where more experienced users can help the less experienced users. The additional program includes workshops where we can discuss individual topics in more detail.

After the expert program, there will be an afterparty that is typically visited by at least half of the participants of Wordcamp.

Next day, so called Contribution day will take place where organizers and participants interested in organization of the next meetings meet and discuss the future of Wordpress events

Day 1.: saturday	Day 2.: sunday
Conference	**Contributing Day**
Number of participants: 500	Number of participants: 15-30
Two lines of presentations, first one focused on end users, the second one focused on developers.	Moderated discussion dealing with the organisational part of the next events and WordPress translations.
	Address: PKC, Old town square 1/4
Address: The University of Economics in Prague, (the entrance from Italská street)	

Sponsorship

Wordcamp is not a classic commercial event. It is an official Wordpress event supervised by Wordcamp headquarters. It is non-profit event that is organized from financial help provided by sponsors. The aim of Wordcamp is to integrate and educate its participants so the prize of tickets is set to a value that is affordable by everyone.

WordCamp attracts a lot of attention not only in the Czech republic but also worldwide. It is a wonderful opportunity how to not only improve experience from the conference to the hundreds of participants but also to advertise your brand and show that you are involved in the development of this popular CMS.

Sponsorship levels

Level	Amount	Total available	Remaining
Main sponsor	4 000 EUR	1	1
Gold	2 000 EUR	3	2
Silver	1 000 EUR	5	3
Bronze	320 EUR	10	8
Small business	120 EUR	15	15
Freelancer	60 EUR	20	12
Dinner for speakers (a day before conference)	600 EUR	1	1
After-party (after conference)	1 400 EUR	1	1

The sponsor can be anyone who fulfills these conditions:

- He does not violate the copyright of WordPress (for example the WordPress name should not be used for personal products and services)
- He accepts WordPress licence in his works connected to WP. It must be compatible with GPL.
- He does not support any form of discrimination.
- He does not support the subjects that do not comply to the before mentioned rules.

For more details or specific cases please contact Adam Laita - main organiser of WordCamp Prague (prague@wordcamp.org). We also appreciate any sponsoring gifts in form of diaries, shirts and another materials propagating WordPress or technical support of this conference.

Benefits of sponsorship

The sponsorship gives a lot of benefits. These include free tickets for the conference, the possibility of placing an advertising stall at the conference site, acknowledgement on official conference social media (Twitter, Facebook) or publishing of sponsor information on the official conference website.

	Main	Gold	Silver	Bronze	Small business	Freelancer	Dinner	After-party
Amount	4 000	2 000	1 000	320	120	60	600	1 400
Number of free tickets	**10**	**8**	**5**	**3**	**2**	**1**	**2**	**5**
Sponsor presentation at the event *	✔						✔	✔
Advertising stall	✔	✔						
Roll-Up at conference site	✔	✔						
Roll-Up in the main hall	✔	✔	✔				✔	✔
Propagation at registration desk	✔	✔	✔					
Guest post on conference website	✔	✔	✔	✔				
2 tweets (before and after the conference)	✔	✔	✔	✔				
FB post	✔	✔	✔	✔				
Sponsor's logo at the official conference website	✔	✔	✔	✔			✔	✔
The name of sponsor at the official conference website with link	✔	✔	✔	✔	✔	✔	✔	✔
Extra benefits								✔

Details on the individual forms of sponsorship:

Freelancer - this form is suitable for individuals that use Wordpress for their business and they want to give back to the community. Your name will be mentioned on the Wordcamp webpage as a sign of true interest in our mission.

Small business - same as in the case of Freelancer we give an opportunity for small businesses to have their Brand advertised on our webpage and actively help the wordpress community to develop.

Partner of a dinner for speakers and organisers - a unique opportunity to meet most of the speakers and obtain valuable feedback for your business.

Partner of afterparty - the sponsor has an opportunity to open afterparty and introduce his business to participants. An advertising banner of the sponsor can be also placed at the event site. The raffle is involved in the program of afterparty and the sponsor can present the main prize. The sponsor's logo can be also printed on the reusable cups that will be given to the participants.

If you don't fall into any sponsorship's category but you are still interested in supporting us, please contact us and we can discuss the details.

Frequently asked questions

What kind of participants will be present on the conference?

The most of the participants are active WordPress users, mostly developers, web designers, consultants and others…

A bit of statistical data from the last year's conference:

- 88 % of participants from the last year plan to attend also this year (12% is neutral, 0% is not interested)
- 97 % of participants would recommend the conference to their friends and colleagues.
- 60 % of participants use traditional webhosting or multihosting, 24 % VPS.
- 82 % of participants are freelancers or work in webdesign companies.
- 46 % of participants admin/host more than 5 websites.
- 62 % of participants attended afterparty.
- 27 % of participants were interested mostly in user line of presentations (43 % of participants in developer line of presentations)

What are the payment conditions?

The sponsorship payment should be made 10 days from choosing the level of sponsorship. For your contribution, you will receive an invoice.

Can I donate any advertising gifts to the registration?

Only silver and higher level sponsors can donate advertising gifts for the registration. If you support financially the production of WordCamp or WordPress advertising gifts, these can be included in the registration package.

What are your plans for improvement of the conference?

So far we did not receive any negative feedback to the organisational and expert part of the conference and we hope to live up to this standard. This year we plan to focus on the flexibility of the program and networking between the participants so that the WordPress community can thrive.

WordCamp Prague 2019 - Organisational team

Adam Laita - https://www.laita.cz/

Radek Kučera - https://www.wpmax.cz/

Vladimír Smitka - https://lynt.cz/

Petr Toman - https://www.tomanpetr.cz/

Petr Hlavička - https://www.hlavicka.cz/

David Ryvola - https://www.lepsicopy.cz/

Jan Štětina - https://zaantar.eu/

Karolína Vyskočilová - https://kybernaut.cz/

Michal Janata - https://michaljanata.cz/

Tereza Suchanová - https://holkaprovsechno.cz/

Jana Beránková - https://berankova.cz/

Pavel Cahlík - https://cahlik.cz/

Iveta Zlatníčková - https://www.linkedin.com/in/iveta-zlatníčková-874879162/

Pavel Urbánek - https://www.wp-hosting.cz/