



# WordCamp Sydney 2024

**Presenting A Unique Opportunity  
To Sponsor WordCamp Sydney**

University of Technology Sydney (UTS)  
2-3 November 2024

[sydney.wordcamp.org/2024](https://sydney.wordcamp.org/2024)

# Why You Should Sponsor WordCamp Sydney

Seize a **premier opportunity to elevate your brand** by sponsoring WordCamp Sydney, where your message reaches influential decision-makers across the vibrant WordPress community. This sponsorship positions you in the limelight among web professionals, business owners, and tech enthusiasts, amplifying your visibility not just locally, but on a global scale through the event's extensive reach.

WordCamp Sydney stands at the intersection of innovation and community, with a sold-out attendance each year.

Your brand gains unparalleled exposure, connecting with a diverse and expanding audience of WordPress users, designers, developers, and business leaders nationwide.

Don't miss this chance to spotlight your brand at an event celebrated for fostering excellence and innovation in the digital world.

**Sponsor WordCamp Sydney** to harness the power of community engagement and global recognition, boosting your marketing impact.

# Sponsorship Packages

	Diamond \$8,500	Platinum \$5,000	Gold \$3,000	Silver \$1,250	Bronze \$555
Complementary Tickets	4	3	2	1	1
Link on conference website	✓	✓	✓	✓	✓
Company name on website	✓	✓	✓	✓	✓
Company logo on website	✓	✓	✓	✓	✓
Company description on website	✓	✓	✓	✓	✓
Blog post thanking sponsor before event	✓	✓	✓	✓	✓
Promotion on social media before/after/during event	✓	✓	✓	✓	
Logo on slide carousel between talks	✓	✓	✓	✓	
Sponsor level on name badge	✓	✓	✓		
Foyer table for representative and signs	✓	✓	shared		
Email thanks to attendees pre/post event	✓	✓			
Logo on name badge	✓				
Signage & 2-min mic intro at Sat evening event	✓				
Thank you in opening & closing conference remarks	✓				

# Sponsorship Packages

	Sat Evening Social \$3,500
Complementary Tickets	2
Link on conference website	<input checked="" type="checkbox"/>
Company name on website	<input checked="" type="checkbox"/>
Company logo on website	<input checked="" type="checkbox"/>
Company description on website	<input checked="" type="checkbox"/>
Blog post thanking sponsor before event	<input checked="" type="checkbox"/>
Promotion on social media before/after/during event	<input checked="" type="checkbox"/>
Logo on slide carousel between talks	<input checked="" type="checkbox"/>
Foyer table for representative and signs	shared
Signage & representation at Sat evening event	<input checked="" type="checkbox"/>



# The Venue

WordCamp Sydney 2024 will be held at the University of Technology Sydney (UTS), CB06 - Peter Johnson Building.

The venue has a capacity of 330 people and we have access to a large hallway where sponsors will be able to set up banners and use a trestle table. There will be power extensions available.



A shared table will also be available for Gold sponsor swag.



# WordCamps Are...

WordCamp Sydney is a community-driven conference dedicated to uniting enthusiasts, professionals, and newcomers under the vast umbrella of WordPress. This not-for-profit event is part of a global tradition of WordCamps, celebrated in cities worldwide, showcasing the rich tapestry of talent and innovation within the WordPress ecosystem.



Crafted with passion by local volunteers, WordCamp Sydney presents a unique platform for Australia's vibrant WordPress community to converge, exchange groundbreaking ideas, and explore the multifaceted uses of WordPress.

It's a crucible of creativity, where attendees ranging from fledgling enthusiasts to seasoned professionals - including business owners, developers, designers, students, and corporate leaders - come together in a collaborative environment.

# WordCamps Are...

The event is a beacon for those eager to dive deeper into the world of WordPress, offering a wealth of knowledge on leveraging and enhancing WordPress projects.

Beyond the rich learning opportunities, WordCamp Sydney embodies the spirit of community and networking, providing an unparalleled chance to socialise, forge new connections, and share insights with a wide array of individuals who share a common passion for WordPress.

Supported and recognised by the WordPress Foundation and auspiced by Linux Australia, WordCamp Sydney stands as a testament to the enduring strength and unity of the WordPress community.

**For prospective sponsors**, this event represents an exceptional opportunity to align with a movement that is at the forefront of web innovation, community engagement, and the open-source ethos that WordPress embodies.

Join us in empowering and inspiring the Australian WordPress community at WordCamp Sydney.



WordPress Sydney is a community of bloggers, business owners, designers and developers, who use WordPress to build their websites and applications.

We have 200 active members, with up to 30 attending any one meeting and an email list of over 3,000 subscribers.



The community meet every month to network, listen to talks and seminars, workshop and share knowledge in the Sydney CBD.

WP Sydney is part of a network of user groups around Australia.

The WP Sydney organisers are enabling WordCamp Sydney.

[www.meetup.com/WordPress-Sydney/](http://www.meetup.com/WordPress-Sydney/)



# WordPress Is...

WordPress, the world's premier open-source content management system, empowers millions with its dual offering: a hassle-free hosted platform on wordpress.com and a customisable, self-hosted software option.

It stands at the forefront of digital innovation, fueled by a vibrant community that not only drives its core development but also enriches it with a wide array of themes and plugins for aesthetic and functional enhancements.



Renowned for its flexibility and user-centric design, WordPress commands the digital sphere, powering over 45% of websites globally. Its continuous growth, with 50,000 new sites added daily, attests to its status as the go-to solution for bloggers, businesses, and enterprises alike, seeking a reliable and scalable web presence.

# Invest In Your Community

Elevate your impact and connect with the heart of Sydney's WordPress community.

Join us in making a significant difference within the vibrant Sydney WordPress community by becoming a sponsor for WordCamp Sydney. This is more than an opportunity; it's your platform to showcase your commitment to fostering innovation, knowledge-sharing, and the growth of digital excellence.

By partnering with us, you align your brand with a leading force in the technology and creative sectors, gaining unparalleled exposure to a diverse and passionate audience. Whether you're looking to ignite conversations, build lasting relationships, or simply give back to the community that drives the digital world forward, your support as a sponsor is invaluable.

**Ready to make your mark? Connect with us today:**

- Wil Brown: [wil@wilbrown.com](mailto:wil@wilbrown.com) | 0423 526 829

- Mark Parnell: [mark@sparkweb.com.au](mailto:mark@sparkweb.com.au)

For general inquiries or more information on how you can contribute, please reach out at [sydney@wordcamp.org](mailto:sydney@wordcamp.org).

Invest in your community. Shape the future of WordPress in Sydney. Contact us now to explore the possibilities.