



WRITE / SPEAK / CODE

2018 Sponsorship Prospectus

ANNUAL CONFERENCE • OWN YOUR EXPERTISE • LOCAL MEETUPS • PRIVATE WORKSHOPS





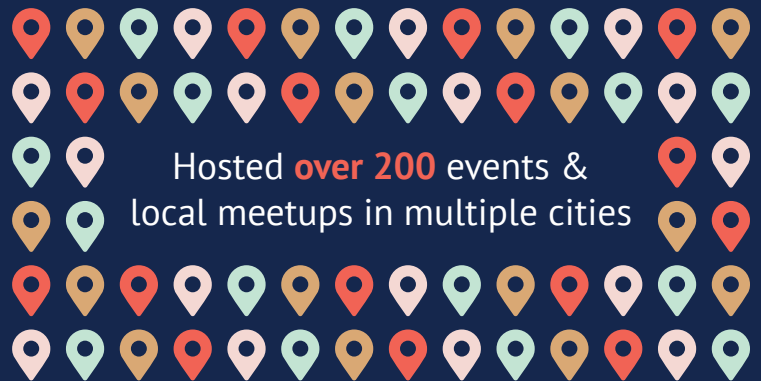
Write/Speak/Code is a 501c3, tax-exempt non-profit on a mission to empower women and non-binary technologists to become thought leaders, conference speakers and open source contributors.

FOUNDED IN **2013**

HOSTED



**4 National
Conferences**



Hosted **over 200** events & local meetups in multiple cities

Led workshops & trainings for

OVER 1500

women engineers • designers • data scientists
QA analysts • technical product managers • and more



Write/Speak/Code is intentional about creating an inclusive experience for all attendees, as well as providing diversity in the perspectives we share. We aim to feature 50% women of color with a focus on featuring Black and Latinx speakers and 25% LGBTQIA+ speakers, as well as create proportional representation in our audience.



Inspire & Engage Marginalized Developers



Annual Conference

NEW YORK, NY (July/August 2018, date TBD)

Write/Speak/Code leads a hands-on 4-day conference complete with personalized feedback sessions, panels, and talks by talented women and non-binary engineers. Attendees leave the conference with a blog post draft (write), a conference talk proposal (speak), an open source project contribution (code), and the confidence to follow through on their personal and professional goals.

Local Workshops and Meetups

Our monthly meetups and one-day “Own Your Expertise (OYE)” workshops allow participants to dive deep into topics like E-book publishing, personal branding, and technical workshop creation. These communities and workshops establish accountability, peer support, and mentorship so our participants follow through on their personal and professional goals. For more info about our local meetup chapters and recent events, visit our [meetup page](#).

2018 OWN YOUR EXPERTISE WORKSHOP DATES

SAN FRANCISCO	Saturday, February, 24th, 2018
LOS ANGELES	Saturday, March, 25th, 2018
SEATTLE	Saturday, April 28th, 2018
NEW YORK CITY	Saturday, September 22nd, 2018
CHICAGO	Saturday, November 10th, 2018

Private Workshops

LOOKING FOR SOMETHING MORE PERSONALIZED?

Host a private full or half-day workshop for the developers at your company. Topics explored include the foundations of thought leadership, writing for developers, writing powerful talk proposals, submitting your first open source pull request, and more. Email info@writespeakcode.com for pricing and details.



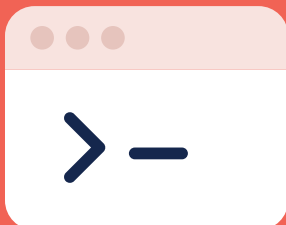
Find Top Talent

Sponsorship is the most effective way to recruit talented, driven women and non-binary candidates to fill key technical positions and demonstrate your commitment to the professional development of women and non-binary individuals at your organization as well as the industry at large. At [Write/Speak/Code](#) you can narrowly target women software engineers who are motivated to take their careers, and your company, to the top of the industry. Our attendees range from undergraduate students to CTOs.



5 Years

average years of development experience for attendees



Most Common Technologies Cited

Java, Python, Ruby, JavaScript, PHP, Haskell, C++, .NET/C#, Objective-C, HTML/CSS and are actively pursuing expertise in NoSQL databases, kernel programming, Scala, R, Julia, OCaml, Clojure, GO, and MapReduce

PREVIOUS SPONSORS

Google

 Women
Techmakers

 New Relic®

MailChimp

Braintree

 Trello

bitly

venmo

 twilio

Pivotal™

 Spotify™

DocuSign®



ikCura

 Travis CI

 CDK
Global

xo group/



Sponsorship Levels



Platinum Level Sponsorship: \$20K

(Limit 1)

- Platinum sponsor link, logo and 200-word description on Write/Speak/Code org sponsors page, 2018 conference page, all individual OYE ticketing sites, and local meetup pages for all of 2018
- Exclusive podium banner placement at the annual conference (NYC) and all 2018 OYE events (provided by sponsor)
- 10 minute sponsor talk at the conference and all 2018 OYE events
- 2hr branded workshop at the annual conference and 60 minute branded breakout session at all 2018 OYE events. (sponsor provides speaker and content)
- Private blogging, conference speaking, or open source workshop hosted at your company for your women and non-binary developers
- 6 Conference Tickets (limited to women and nonbinary participants) and 50% off code for additional tickets
- Contact information from all 2018 conference, OYE and meetup attendees (who agree to disclose)
- 1-small recruiting table with max 4-company representatives at the annual conference and all 2018 OYE events
- Logo on conference swag bag
- Logo on conference signage
- Promo items in conference swag bag (provided by sponsor)
- Logo in sponsors section in outbound email marketing for all of 2018
- Recognition on social media (Twitter and Instagram)
- Content-approved email blast to all workshop attendees prior to the event for the annual conference and all 2018 OYE events



Gold Level Sponsorship: \$12k

(Limit 6)

- Gold sponsor link, logo and 100-word description on Write/Speak/Code org sponsors page, 2018 conference page, all individual OYE ticketing sites, and our local meetup pages for all of 2018
- 10 minute sponsor talk at the conference and all 2018 OYE events
- 4 Conference Tickets (limited to women and nonbinary participants) and 50% off code for additional tickets
- Contact information from all 2018 conference, OYE and meetup attendees (who agree to disclose)
- 1-small recruiting table with max 3-company representatives at the annual conference and all 2018 OYE events
- Logo on conference signage
- Promo items in conference swag bag (provided by sponsor)
- Logo in sponsors section in outbound email marketing for all of 2018
- Recognition on social media (Twitter and Instagram)





Silver Level Sponsorship: \$6k

- Silver sponsor link, Logo and 50-word description on Write/Speak/Code org sponsors page, 2018 conference page, all individual OYE ticketing sites, and our local meetup pages for all of 2018
- 3 Conference Tickets (limited to women and nonbinary participants) and 50% off code for additional tickets
- 10 minute sponsor talk at the conference and all 2018 OYE events
- Logo on conference signage
- Promo items in conference swag bag (provided by sponsor)
- Logo in sponsors section in outbound email marketing for all of 2018
- Recognition on social media (Twitter and Instagram)



Bronze Level Sponsorship: \$3k

- Bronze sponsor link/ logo on Write/Speak/Code org sponsors page, 2018 conference page, all individual OYE ticketing sites, and our local meetup pages for all of 2018
- 2 Conference Tickets (limited to women and nonbinary participants) and 50% off code for additional tickets
- Logo on conference signage
- Promo items in conference swag bag (provided by sponsor)
- Logo in sponsors section in outbound email marketing for all of 2018
- Recognition on social media (Twitter and Instagram)



Conference Lanyard Sponsorship: \$3k

(Limit 1)*

- Logo and text on lanyard for all annual conference attendees (lanyards printed by Write/Speak/Code)
- Logo on conference signage
- Bronze sponsor link/ logo on Write/Speak/Code org sponsors page for all of 2018, and on 2018 conference page
- Promo items in conference swag bag (provided by sponsor)
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



Conference Workshop Sponsor: \$3k

(Limit 6)*

- Highlight your company's thought leadership and brand with a 2-hr workshop for conference attendees. (speaker and content provided by sponsor)
- Logo on conference signage
- Sponsor link/ logo on Write/Speak/Code org sponsors page for all of 2018, and on the 2018 conference page
- Promo items in conference swag bag (provided by sponsor)
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



OYE Breakout Session Sponsor: \$2k

(Limit 3 per location)*

- Highlight your company's thought leadership and brand with a 1-1.5hr breakout session for OYE attendees (speaker and content provided by sponsor)
- Logo on event signage
- Sponsor link/logo on Write/Speak/Code org sponsors page for all of 2018, and on the ticketing site for event sponsored
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



Accessibility Sponsorship (CART Services, ASL Interpreters): \$2k

(Limit: 1 sponsor per event)*

- Logo on signage for the event sponsored
- Shout out at the beginning of event sponsored when accessibility accommodations are announced
- 1 Conference Ticket and 50% off code for additional tickets (if sponsoring annual conference accessibility; limited to women and non-binary participants)
- Accessibility sponsor link/logo on Write/Speak/Code org sponsors page for all of 2018, and on the ticketing site for event sponsored
- Promo items in conference swag bag (provided by sponsor)
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



Childcare Sponsorship: \$2k

(Limit: 1 sponsor per event)*

- Logo on signage for the event sponsored
- Shout out at the beginning of event sponsored when childcare is announced
- 1 Conference Ticket and 50% off code for additional tickets (if sponsoring annual conference childcare; limited to women and non-binary participants)
- Childcare sponsor link/logo on Write/Speak/Code org sponsors page for all of 2018, and on the ticketing site for event sponsored
- Promo items in conference swag bag (provided by sponsor)
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



Headshot Sponsor: \$1.5k

(Limit: 1 sponsor per event)*

- Logo on signage for the event sponsored
- Shout out at the beginning of event sponsored when headshots are announced
- 1 Conference Ticket and 50% off code for additional tickets (if sponsoring annual conference headshots; limited to women and non-binary participants)
- Sponsor link/logo on Write/Speak/Code org sponsors page for all of 2018, and on the ticketing site for event sponsored
- Promo items in conference swag bag (provided by sponsor)
- Recognition on social media (Instagram and Twitter)
- Logo in sponsors section in outbound email marketing for all of 2018
- *Can be added to other packages



Local Meetup Sponsorship: \$1k

(5 per location)

- 2 local meetup events hosted at your office
- Logo on meetup page for location sponsored for all of 2018
- Logo included on all email blasts to local meetup mailing lists
- Shout out at the beginning of every meetup as our 2018 sponsor
- Logo on Write/Speak/Code org sponsors page
- Recognition on social media (Instagram and Twitter)
- *Can be added to other packages

Don't see anything that fits? We can work with you to create a custom sponsorship. Opportunities are available at the conference as well as our local meetups.

Email us for more details: sponsor@writespeakcode.com

