Hello World Road Trip
Sponsorship Packet
Wilder Minds LLC
185 Montag Circle, NE
Unit 141
Atlanta, GA 30307
+1 404 227 3030
+1 770 783-2041 - fax

Hello World Road Trip Sponsorship Packet
February 11th-May 10th, 2016

Thank you for your interest in sponsoring the **Hello World Road Trip**. The road trip team is hard at work on the tour and looks forward to highlighting your business to the developer community.

Description

Shawn Wildermuth is a Microsoft MVP, author, and speaker. He has spent a year on the road meeting developers around the world. He's on his way back to Atlanta and wants to meet more of them in North America. To do that, he's planning a twenty-four city tour of North America and Europe this spring. This free, community event will be dedicated to software developers in each of these cities.

The event will consist of two parts:

- A live recording of Shawn's well-regarded podcast (Hello World Podcast – http://hwpod.com) with a local developer as the guest.
- A technical talk entitled: "Building Web Apps with ASP.NET 5"

We will be providing food and beverages as well as giveaways at the end of the evening's festivities. Since this is a one-time only event, we expect to have developers across skill level show up to see Shawn.

Who is Shawn Wildermuth?

Shawn Wildermuth has been a Microsoft MVP (ASP.NET/IIS) for more than a decade. He's also the author of eight books, dozens of articles, and over fifteen Pluralsight courses. He is one of the Wilder Minds (http://wilderminds.com) and can be reached at his blog at http://wildermuth.com.

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The Schedule

Each city will include a special guest to be interviewed for the podcast. Here is the lineup of cities. The guests will be announced once we have confirmation:

02/11/16	Atlanta, GA
02/16/16	Montgomery, AL
02/17/16	New Orleans, LA
02/22/16	Austin, TX
02/25/16	Phoenix, AZ
02/29/16	San Francisco, CA
03/07/16	Portland, OR
03/14/16	Seattle, WA
03/16/16	Vancouver, BC
03/21/16	Salt Lake City, UT
03/24/16	Denver, CO
03/28/16	St Louis, MO
03/30/16	Chicago, IL
04/04/16	Detroit, MI
04/11/16	Montreal, Canada
04/13/16	Burlington, VT
04/18/16	Boston, MA
04/19/16	New York City, NY
04/21/16	Philadelphia, PA
04/25/16	Washington, D.C.
04/28/16	Paris, France
05/05/16	Brussels, Belgium
05/10/16	Barcelona, Spain

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Attendance

We expect approximately 1,600 developers over the twenty-three dates. We expect developers across the spectrum of software including:

- Front-End Developers
- Enterprise Developers
- Architects
- Database Developers
- Web Developers

Shawn speaks at conferences across the world and this is many developers' only chance to see him in their town. We started registrations in November and expect many of the venues to sell out well before the events are held.

How much does it cost?

Sponsorships are available in three levels: Silver, Gold, and Platinum. There are only one each of Gold and Platinum sponsorships and we are limiting the number of Silver sponsorships to five.

These sponsorship levels are for the entire set of events. For simplicity, we're not doing sponsorship for individual cities. The table below outlines the sponsor benefits for each sponsorship level.

Sponsor Benefit	Silver	Gold	~~Platinum~~
Giveaway Items	●	●	●
Logo on Website	●	●	●
Logo included in Presentation	●	●	●
Logo on T-shirts		●	●
Sponsor Slide		●	●
Attendee List (of Opt-In Attendees)			●
	$2,000	$3,500	(Sold Out)

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Sponsorship Benefit Descriptions

Giveaway Items
The sponsor can give away any item(s) valued at a minimum of $100 and your company will be recognized during the giveaway. We'd appreciate if you can give an item away per city, but we can work with you if you have a limited number of giveaways. We'd also prefer to have virtual items to giveaway (e.g. license codes) to simplify the shipping of giveaways to every stop.

Logo on Website
The Hello America Road Trip website (http://hwroadtrip.com) will include the sponsor's logo within the site. Logos will indicate the level of sponsorship.

Logo included in Presentation
The slide deck used for the event will include a slide thanking all sponsors. Your logo will go here.

Logo on T-Shirts
The sponsor will have their company logo placed on the T-Shirts for the event. These T-Shirts are purposefully limited (part of giveaways, not one per attendee) and every podcast interviewee will also receive one.

Sponsor Slide
There will be two slides (GOLD and PLATINUM) recognized during the event. These slides will be presented at the beginning of the event.

Attendee List
The attendees have the ability to "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

Payment Information
- Credit Card – Please use our PayPal account for all credit card payments. You do not need a PayPal account to pay via credit card.
    - Browse to http://www.paypal.com and click 'buy'
    - Make a payment to shawn@wilderminds.com
- Check – please mail all checks to the following address:
    Wilder Minds LLC
    185 Montag Circle, NE
    Unit 141
    Atlanta, GA 30307
- Conventional PayPal – Although we use our PayPal account largely for credit transactions, you may also utilize as a normal PayPal account to transfer funds.

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Sponsorship Application

Sponsorship for the Hello World Road Trip is on a first-come, first-serve basis.

Kindly complete and sign the form below for your sponsorship commitment and email it to resa@wilderminds.com.

My organization, _____, is committed to sponsor Hello World Road Trip with the following sponsorship package:

- ☐ Platinum Sponsorship: $5,000
- ☐ Gold Sponsorship: $3,500
- ☐ Silver Sponsorship: $2,000
- ☐ My company will be providing Giveaway Items for each of the cities

Please list:

_____

Signature:

_____

Name:

_____

Phone:

_____

Date:

_____

Company:

_____

Address:

_____