

# CODE IMPACT



**August 26, 2017**  
8A.M.-5P.M.

1 UNF Drive  
Jacksonville, FL 32224

## A Letter to Our Sponsors

Code Impact 2017 will host its 3rd local community event here in Jacksonville, Florida on August 26, 2017. Our goal is to continue to hold this annual event to help strengthen the Microsoft.NET community. Our volunteer work helps keep the job market healthy, by helping others learn about Microsoft.NET Technologies and interact with technical professionals, for answering technical and business questions. This goal is met by building speakers who are passionate about sharing and helping others learn about Microsoft.NET, however we cannot meet this goal alone. We understand that we must maintained relationships with our loyal sponsors and make sure that our event helps meet your business goals as well.

As plans began to unfold for this year's event; the volunteer team reflected on what our mission is in its most simplistic form. So, this year we are focusing on two key aspects of what we believe makes a community .NET event successful – high quality free training and networking with other technology professionals. You will notice this year every effort being made to produce the event will tie back to these two core areas.

Because our sponsors make this event possible, every year we host a free community event, we hope to increase the benefits of participation for each contributor. This year is no different; you can expect regular communication from our volunteer team, an organized event and as much access as we can possibly offer to your target audience.

Once again, on behalf of the Code Impact and every attendee of Code Impact, we would like to thank each and every sponsor for their contributions. This event is entirely funded by your donations and Code Impact would not be possible without your continued support of the Jacksonville's Microsoft Community. It is with sincere gratitude that we welcome you as a sponsor of Jacksonville Code Impact and don't hesitate to contact us with any questions you might have regarding the day's events.

Sincerely,  
Code Impact Committee  
admin@codeimpact.org

# A Letter to Our Sponsors

*Code Impact is a free, one day learning event for anyone seeking professional development. This event serves programming professionals and students with a focus on .NET and other related technologies. Code Impact will offer a conference style learning environment free of charge to attendees and is open to presenters of all backgrounds and expertise.*

Our annual community Code Impact event never occur during working hours and are always free and developed by and for the Microsoft community using community developed material. Details regarding the event can be found at [www.codeimpact.org](http://www.codeimpact.org). This is the 3rd time this event has been held in Jacksonville but our hosting committee has many years of experience hosting these types of events. We anticipate our attendance to be between 300-500 attendees this year with our marketing campaigns, the increased support of Microsoft, and valued sponsors like you. Our target audience includes software, IT, and database professionals in addition to managers and engineers at all levels in Florida.

We are advertising via user groups, community IT conferences, plus colleges, blogs, newsletters, Twitter, Facebook, LinkedIn, business publications, specific marketing campaigns focused on attendees, volunteers, sponsors, corporations, and speakers.

## Code Impact Goals

**Our goals for this event include:**

- To provide a world-class training experience for our attendees. Even though it is free, we plan to produce a training opportunity similar to paid events.
- To create a great networking opportunity for professionals, vendors, and employers.
- To offer our sponsors a direct and beneficial avenue to reach their target audience.

## Event Logistics

Code Impact follows the standard conference model.

- We have speakers committed to supporting sessions across multiple tracks.
- The sessions will run approximately 50 minutes with 10 minute breaks between to allow time for attendee- sponsor interaction.
- Sponsors with booths will gain access to the venue at 7:30am with general registration beginning at 8:00am followed by our "kick-off" speaker at 9:00am.
- A small breakfast selection and lunch will be provided on site.

- The last session will end around 5:00 and immediately after all are welcome to attend the "after- party" networking event.

## Sponsor Information and Deadlines

Upon arrival, sponsors will be greeted by a volunteer and be directed to their booth where a skirted table and 2 chairs will be provided. All sponsors should bring marketing materials and be prepared to man their booth for the duration of the event. We suggest that you bring business cards, pens, branded trinkets, a banner/sign, and have a raffle prize for your table to assist in the collection of business cards and other contact information. Raffle prizes will be given away and your company announced during the closing remarks.

Items to be included in the attendee bags must be provided 2 weeks prior to the event date and we ask that each sponsor limit to one piece of marketing material and one "trinket".

It is very important for sponsors to upload their logo to be used on branded Code Impact items, to the sponsor page on the website [codeimpact.org](http://codeimpact.org) at least 1 month in advance of the event in order to be included in all marketing appropriate to their sponsor level.

## Attendee Information

Upon arrival, attendees will complete the registration process and receive an event bag containing a program, sponsor items, and a shirt.

We will end the day with a closing session and drawing for raffle prizes. For the raffles, we would recommend prizes like MP3 Players, GPS Units, gift baskets, gift cards, free training, game systems, electronics, or other "tech" appealing items. To qualify for the raffle, attendees must be present.

## Sponsorship Packages

Our sponsorship programs were designed to offer as much direct contact with your target audience as possible. We have organized packages and specialized contribution options that offer flexibility and visibility. We want Code Impact to be an annual partnership with your business that you look forward to each year.

All sponsorships and contributions are due within 10 business days of the commitment and at least 1 month prior to the event in order for products and services to be acquired in advance of the event. Donations can be made on-line at [codeimpact.org](http://codeimpact.org) using PayPal

or for manual checks please contact us [admin@codeimpact.org](mailto:admin@codeimpact.org). You will receive a confirmation email acknowledging the receipt of your donation.

## Sponsorship Packages

Sponsorship Level Prepaid	Benefits
\$1,000	<ul style="list-style-type: none"><li>• Logo on attendee T- shirts</li><li>• Table Setup at the event</li><li>• Invitation to sponsor and volunteer appreciation event</li><li>• Includes below benefits</li></ul>
\$500	<ul style="list-style-type: none"><li>• Logo on main page of Code Impact website.</li><li>• Special announcement during keynote</li><li>• Includes below benefits</li></ul>
\$250	<ul style="list-style-type: none"><li>• Listing on main page of Code Impact</li><li>• Sponsor raffle items</li></ul>