HalfStack
Charlotte

Sponsorship
Prospectus

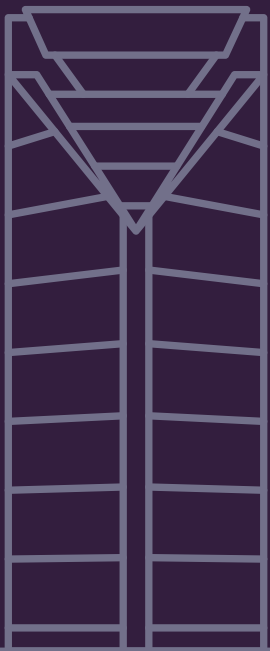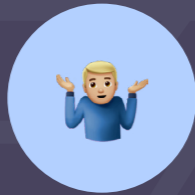# HalfStack
Charlotte

Who?

150-200 Front-end / Web / JavaScript / Mobile / IoT developers and decision makers, mostly from the North Carolina area.

When?

April 28th, 2023

Where?

Cinergy Dine-in Theater Charlotte

What to Expect?

An authentic, high value experience for attendees and sponsors focused on the creative side of JavaScript and web development.

The priority for our events is the attendee experience, with great food, drinks, talks, swag, and community. We've selected the amazing Cinergy Dine-in Theater and we're intentionally adding more breaks and downtime into the schedule to create a more relaxed environment with extra time for us to interact and reconnect.

Now on two screens! The primary screen will be the live presenter, while the second screen will be a place where you can still watch the session livestream, but feel free to talk with your peers or just get away from the crowd if needed.

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Why Sponsor?

|> Sponsors improve the attendee experience and provide free tickets through scholarships.

|> Sponsors typically seek to raise awareness for their products, services, and/or recruiting efforts, and to bring their team together for an unforgettable day with Charlotte's JavaScript community.

|> An intimate setting with very high quality attendees, speakers, and talks.

|> Sponsorships are customized to provide a solid return on investment.

|> Sponsor will feature prominently prior to the event on the event website, mailing list, social media, monthly meetups, attendee packet, and more.

|> Sponsor will feature prominently at the event on the slide deck, conference badges, t-shirts, banners, signs, and any other promotional materials.

|> Sponsor may distribute their swag to attendees.

|> Sponsor will feature prominently after the event on recorded videos, monthly meetups, recap blogs, and for at least 3 months after the event on the event website.

|> Sponsor will receive our thanks during the event.

|> Our event is open to creative sponsorship suggestions that retain our mission of providing the best possible experience for our attendees.

|> Our events tend to provide high value authentic interactions with attendees for a relatively low investment.

|> Discounts are available for sponsoring multiple events: 10% for sponsoring 2 or more events in 2023, 20% for sponsoring 3 or more events. Discounts may be provided retrospectively, no need to commit up front.

Halfstack Does

✔ Provide an amazing attendee experience.

✔ Guarantee an audience of at least 140 attendees. If we do not reach this number, we will provide a prorated credit towards future events.

Halfstack Does Not

✘ Sell or provide attendee information… create a contest if you would like to gather information directly.

✘ Provide paid speaking slots… sponsors may propose sessions via the normal CfP process which is reviewed separately.

✘ Tolerate aggressive sales tactics that hinder the attendee experience.

Sponsorship Packages

HalfStack Charlotte

Package	Small Stack	Medium Stack	Large Stack	Complete Stack
Price	$1000	$2000	$3000	$4000
Logo and link on website	✔	✔	✔	✔
Sponsor thank you tweet	✔	✔	✔	✔
Supply attendees with swag	✔	✔	✔	✔
Sponsor info in online attendee package	✔	✔	✔	✔
Logo printed on conference materials	✔	✔	✔	✔
Opening and closing slide deck	✔	✔	✔	✔
Animation during breaks	✔	✔	✔	✔
Tickets included	1	2	3	4
Ticket discount	5%	10%	15%	20%
Provide prizes/giveaways for pub quiz			✔	✔
Sponsor competition via sponsor's websites		✔	✔	✔
Video rotation during breaks			up to 30s	up to 60s
Speaker dinner attendees (Pizzeria Bianco)			1	2
Event themed sponsor poster on display				✔
Priority of placing logos	Very bottom	Bottom	Middle	Top

Be a part of the Charlotte JS Community

Taking place in the Cinergy Dine-in Theater, our next in person event will, as always, provide a day of high quality, entertaining and creative JavaScript and web development talks.

We are open to your creative sponsorship suggestions, and we will work with you to derive maximum value from your sponsorship.

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