

Sponsorship opportunities



Where... National Media Museum, Bradford, United Kingdom

When... Saturday, November 11, 2009

Who... 130 web, creative and digital media practitioners; designers; developers; Bloggers; geeks; entrepreneurs; investors; academics & students of digital media and creative courses.

What is a BarCamp?

BarCamps are community conferences, run by volunteers. Nobody is charged for attending a BarCamp although everyone is expected to give a presentation or lead a discussion session.

Due to the nature of the event there are a number of costs incurred which make great sponsorship opportunities for local businesses, regional tech/industry companies and international companies looking to increase their exposure amongst the Yorkshire technology, creative and digital communities.

In November 2007, Yorkshire held its first BarCamp event in Leeds, where the folks that came created a programme of sessions themselves. BarCamps are open, participatory, democratic, 'workshop' events; the organisers and sponsors simply provide wireless broadband, a venue, beverages and food. The enthusiastic attendees provide the content - and the buzz!

BarCamps are great opportunity to network and a great environment to learn about new technologies, media, thought leadership and practice from the very people that make the digital industries work each day.

This year, we plan to host a BarCamp in Bradford and we're expecting 130 attendees from Yorkshire and across the country with live linkups with BarCamps in the US, Canada and India. We are also seeking to develop a relationship/partnership with the Bradford Animation Festival 2009 which finishes on November 14. With this in mind we will be encouraging those presenting to look at new developments in film, animation and digital media and offer a Superstar Speaker supported by an appropriate sponsor like Screen Yorkshire.

We'd love for you to come - if you're a creative, an artist, a writer, blogger, technologist, or a developer, geek, entrepreneur, academic researcher, gamer or investor please join us. If you were just curious and interested in digital culture - we'd love to meet you too. Come and demo, talk, share or just hang out!

What happened at the previous BarCamps in Yorkshire?

A team of five volunteers, led by estimable Imran Ali, organised the first BarCamp Leeds within just 27 days and the second within 6 weeks – from ticketing and catering to sponsorship and venues. Some highlights from the both BarCamps include...

- 120 people registered for the event, drawn largely from the North of England and London; though largely male, around a fifth of attendees were women and around 10% from ethnic minorities.
- The attendees contribute around sessions in four parallel 'tracks' throughout the day. One in every

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three attendees generally contributes a session. The conference schedule was full within 15 minutes!

- In the first year, two British Sign Language (BSL) interpreters were on hand to help deaf attendees.
- Contests are held throughout the weekend including prizes such as Apple iPhones, a Nintendo Wii and Adobe Photoshop CS3.
- Collectively, attendees published hundreds of photographs and dozens of blog posts covering the day's sessions, with a live Twitter channel.
- BarCamp Leeds has linked up live with BarCamp Ottawa and BarCamp Omaha for a series of lightning demos from Yuuguu, eDocr and other startups.
- An after party, sponsored by RockStar Games, turned Old Broadcasting House into a casual video-games arena, with three Nintendo Wiis hooked up to projector screens and copies of table tennis, breaking the ice for everyone.
- Both BarCamp Leeds have been sponsored by the leading lights of the digital industries, including Apple, Adobe, Yorkshire Forward, Microsoft, Orange, Yahoo!, TechCrunch, RockStar Games, Sun Microsystems and Plusnet, as well as regional startups such as Ensembl, Yuuguu, TreasureMyText, Brightbox, Green Communications and StickyEyes, alongside grassroots groups such as GeekUp.

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BarCamp Bradford is a non-profit event organized by volunteers. As such we're depending on sponsors and volunteers to help cover the costs of the event. To date, we have commitments from Bmedia, Screen Yorkshire, National Media Museum, University of Bradford, ECSC, Green Communications, Ensembl and Sun Microsystems.

In return for their support of BarCamp Bradford...

- We'll place a thank you message and linked logo on the BarCamp Bradford webpage (<http://barcampbradford.com>).
- We'll Big Up your company or organisation in the opening and closing sessions as well as breaks, lunch and dinner.
- We'll reserve a pair of tickets for your company or organisation.
- We'll promote your company during our live link ups with BarCamps in the US, Canada and India.
- Offer signage for display during the event - for example, to indicate that they sponsored lunch/dinner.
- Offer literature and promotional items to attendees throughout the day.

Sponsorship Opportunities Costs

Headline sponsor £1,000

Branded merchandising for each delegate - bags & stationary £350

Breakfast £300

Lunch (1-2pm) – Pizza / Sushi / Bratfud Curry £500

Mid-afternoon sandwiches & dessert (4-4:30pm) £500

After party drinks £650

If you are interested in sponsoring the event, please contact Ian Green at ianjgreen@googlemail.com or +44 7855 341283 or +44 (0)1924 330240 to discuss one of the opportunities above, or alternative options you may wish to explore.

You can follow BarCamp Bradford here:
<http://barcamp.org/BarCamp-Bradford>
<http://twitter.com/BarCampBradford>