



**DrupalCon**

PORTLAND**2024**

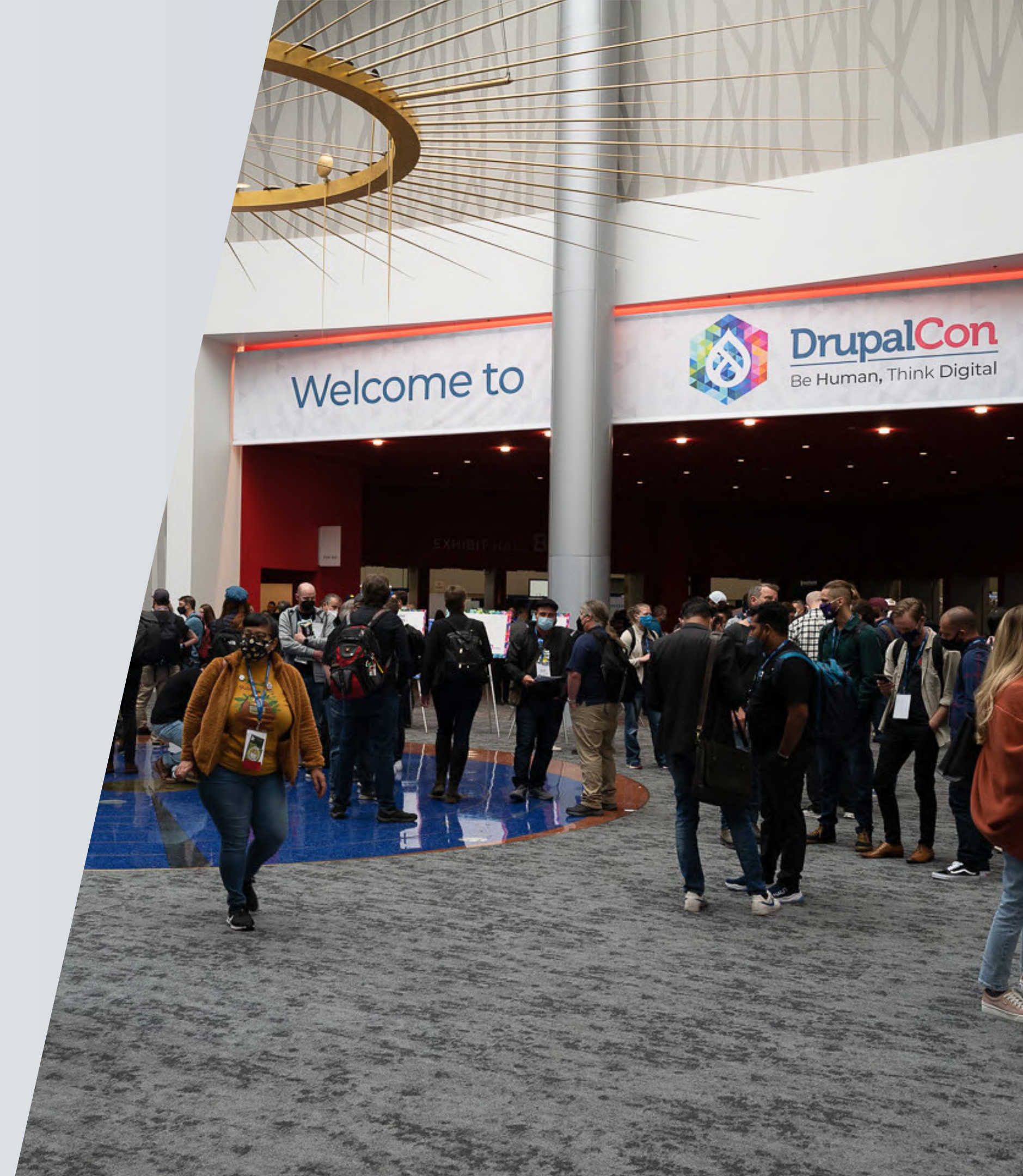
6-9 MAY

SPONSORSHIP OPPORTUNITIES

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# WHAT IS DRUPALCON?

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DrupalCon brings together thousands of people from across the globe who use, develop, and support the Drupal platform. In keynote presentations, hands-on workshops, breakout discussion groups, and interactive sessions, attendees connect with a global community of developers, marketers, and leaders — people who want to learn about what you're doing with Drupal and have their own experiences and expertise to share.



## COMMUNITY

The gathering spot of a global, inclusive community that values diverse perspectives and experiences.



## KNOWLEDGE

Sessions, trainings, and summlts (over 140!) on technology, marketing, design, and community management, including the highly anticipated annual Driesnote.



## EXPO HALL

Global exhibitors that bring the latest in Drupal and open source innovation. The heart of the event where attendees and sponsors make lasting connections.



# Portland, Oregon

## WELCOME BACK TO THE **CITY OF ROSES**

Sponsor DrupalCon and bring your team to reconnect outside the conference.

Things to visit in May in Portland

- [The International Rose Test Garden](#) in Washington Park
- [The Portland Japanese Garden](#) in Washington Park
- [Hopscotch PDX](#), an immersive art experience
- Guided [Food Tour](#) of Portland
- Dinner on the Willamette River on the iconic [Portland Spirit](#) boat
- Tour Biketown on one of the many [bike tours](#) around Portland



# WHY SPONSOR DRUPALCON?

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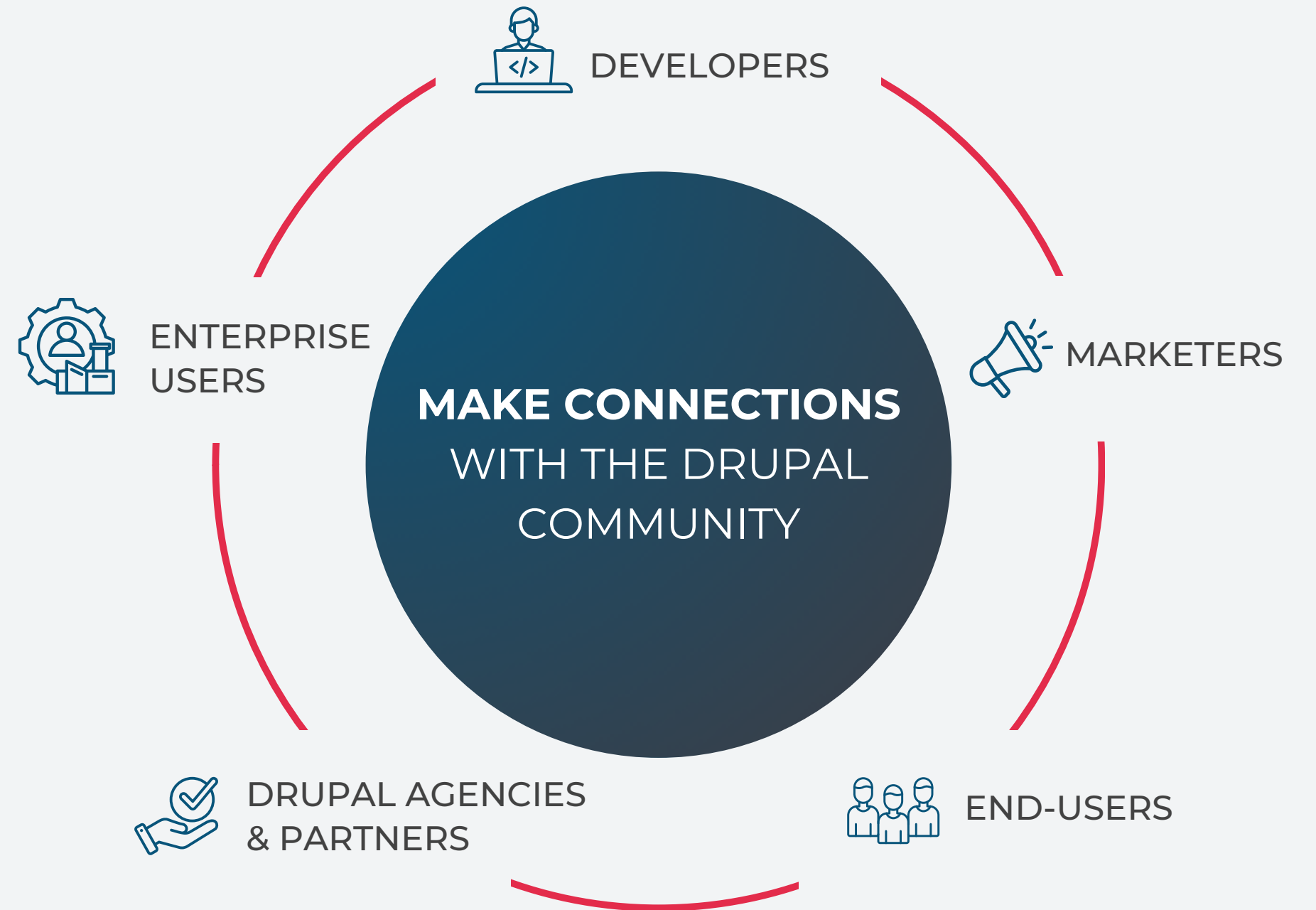
## COMMUNITY CONNECTION

Support the Drupal Community. Help support the trainings and sessions, speakers, first-time attendees, and the contributors that make DrupalCon special.



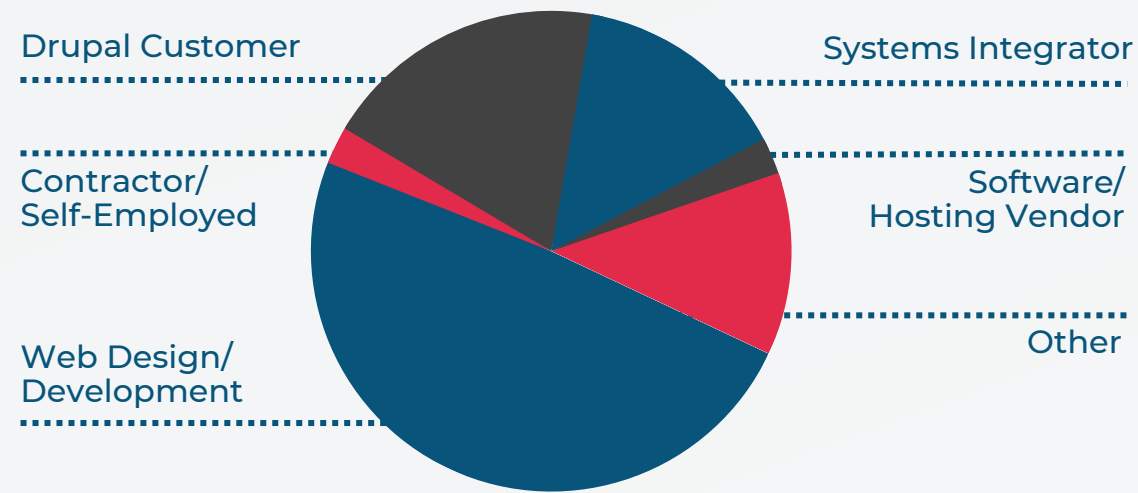
## IMPROVED WORK CULTURE

Create a sense of belonging with your staff to a larger Drupal community and allow the opportunity to get involved, work on team building, and develop new skills at DrupalCon.



# CONNECT WITH A DIVERSE AUDIENCE

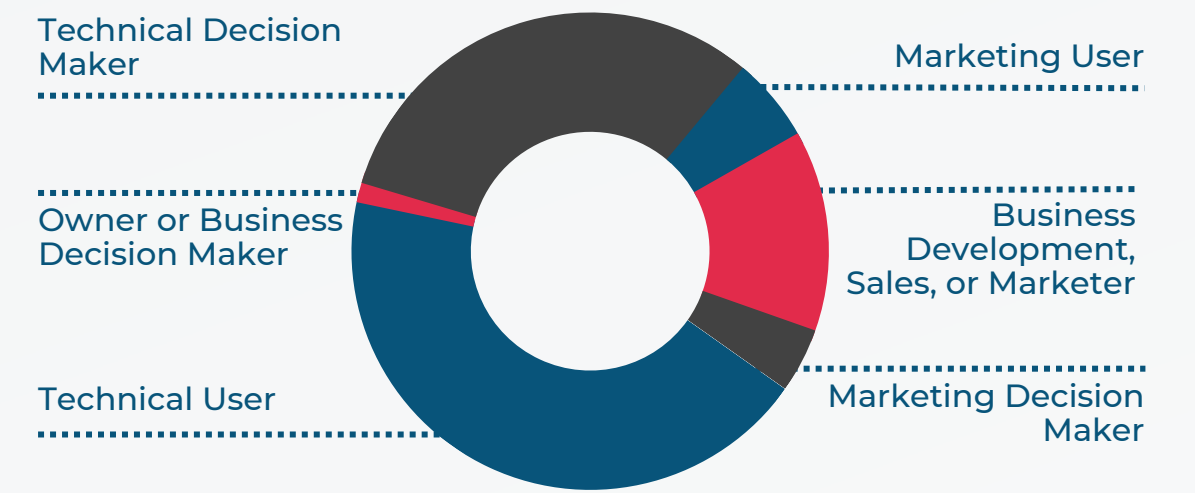
## ORGANIZATIONS



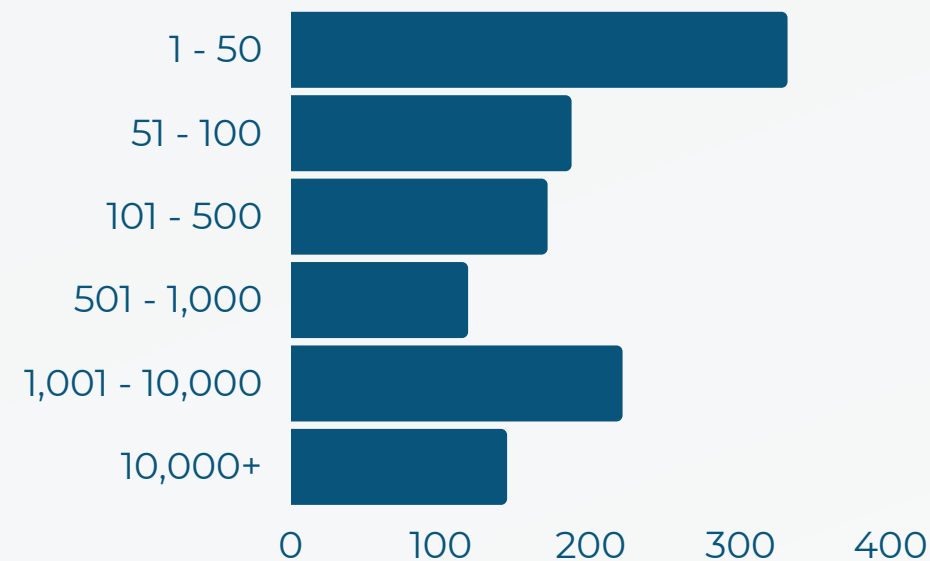
## TOP ATTENDEE INDUSTRIES

- Drupal Service Provider
- Higher Education
- Government
- NGO/Nonprofit
- Healthcare
- Advertising/Marketing/PR
- Media
- Retail/Hospitality

## JOB ROLE



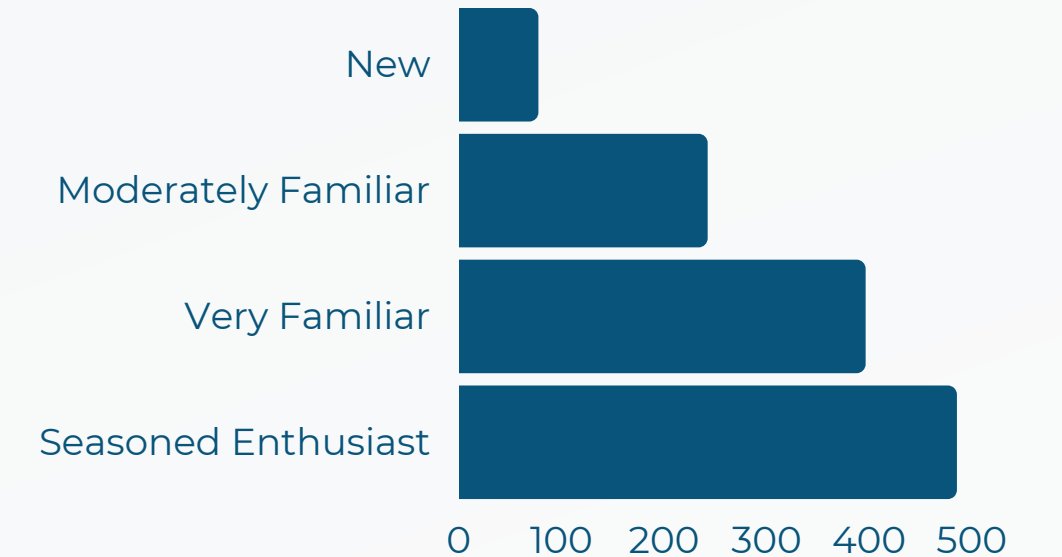
## ORGANIZATION SIZE



## PURCHASING INFLUENCE



## DRUPAL SKILL LEVEL



# CORE SPONSORSHIPS

	PRESENTING \$60,000	CHAMPION \$35,000	ADVOCATE \$15,000	EXHIBITOR \$6,000
<b>BOOTH</b>	3 AVAILABLE			
Expo Hall Space <i>(carpet and power are an additional fee)</i>	20' x 20'	20' x 10'	10' x 10'	10' x 10'
Booth Selection Priority	1st	2nd	3rd	Assigned
Option for Add-On Booth	✓	✓	(Max 1)	-
Wireless Internet	✓	✓	✓	✓
Expo Hall Passport Contest	✓	✓	✓	✓
<b>CONTENT</b>				
Speaking Opportunity	1x - 50 Min Session	1x - 50 Min Session	1x - 10 Min Lightning Talk	1 Pre-recorded Session in On-demand Library
3 Min. Keynote Introduction or Outroduction <i>(Excludes the Driesnote. 2 intros and 1 outro available. First come first serve)</i>	✓	-	-	-
90 Second Pre-recorded Video Before or After Keynote <i>(Video will play directly before your introduction or outroduction)</i>	✓	-	-	-
Message in Email Sent the Week of DrupalCon	✓	-	-	-

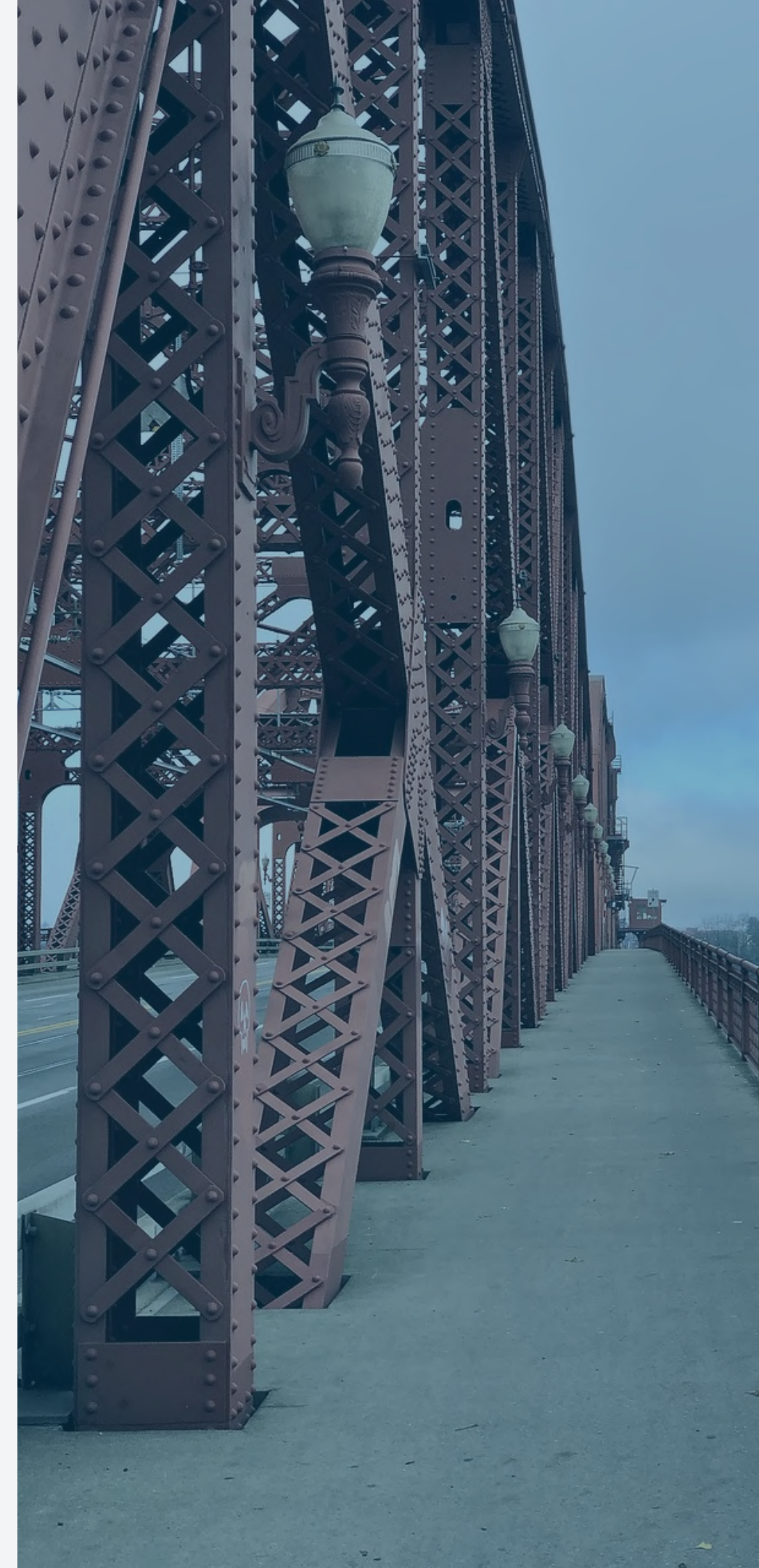
	PRESENTING	CHAMPION	ADVOCATE	EXHIBITOR
<b>ACCESS</b>				
DrupalCon Tickets	24	12	6	2
Access to Early Bird Ticket Pricing (additional tickets)	√	√	√	√
Attendee List (name, company, title)	3 weeks prior	2 weeks prior	-	-
<b>VISIBILITY</b>				
Logo Placement	Website Header + Sponsor Page + Keynote Slide + Digital Marketing	Website Footer + Sponsor Page + Keynote Slide + Digital Marketing	Sponsor Page + Keynote Slide	Sponsor Page + Keynote Slide
Logo on Lanyard & T-shirt	√	-	-	-
Banner Ad on Event Website	300x250 px	300x250 px	-	-
Social Media Promotion on Drupal Association LinkedIn and @DrupalCon	3 Dedicated Messages	2 Dedicated Messages	1 Dedicated Message	Inclusion in Group Thank You
Designated table at the Recruitment Fair	√	√	√	√
Drupal Jobs Posts	4 Featured Posts	3 Featured Posts	2 Featured Posts	1 Featured Post
Opportunity to Provide Trivia Night Prizes	√	√	√	√
Weighted Contribution Credits	√	√	√	√
DrupalCon Sponsor Digital Badge	√	√	√	√



# ADD-ON SPONSORSHIP PRICING

*Core sponsorship required*

SPONSORSHIP	COST
Expand Your Booth	\$3,000
Premium Meeting Room in Expo Hall (5 available)	\$4,000
Standard Meeting Room in Expo Hall (7 available)	\$2,000
First-Time Contribution (2 available)	\$2,000
Mentored Contribution (2 available)	\$3,500
General Contribution (4 available)	\$4,500
<del>Attendee Badge (1 available) (sold out)</del>	<del>\$7,500</del>
Higher-Education Summit (3 available)	\$6,500
Higher-Ed Summit Lunch (1 available)	\$3,000
Government Summit (3 available)	\$6,500
Government Summit Lunch (1 available)	\$3,000



# ADD-ON SPONSORSHIP PRICING

*Core sponsorship required*



## EXPAND YOUR BOOTH

Add an additional 10' x 10' space to your Core Sponsorship booth. The cost does not include booth carpet rental or electricity.

→ Sign up required by **31 December 2023**

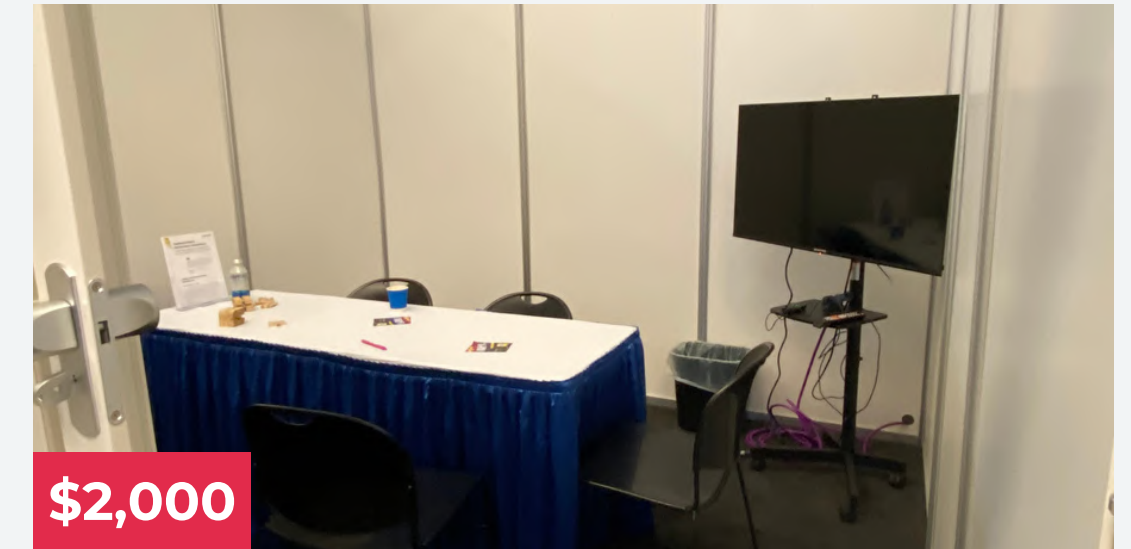


## PREMIUM MEETING ROOM

Reserve a 20'x10' premium meeting room on the expo hall floor.

Meeting rooms include:

- Walls
- Carpet
- Electrical (one outlet)
- Power Strip
- Lock
- Banquet round and 8 chairs
- 8.5 x 11 sign holder (sponsor responsible for sign)



## STANDARD MEETING ROOM

Reserve a 10'x10' standard meeting room on the expo hall floor.

Meeting rooms include:

- Walls
- Carpet
- Electrical (one outlet)
- Power Strip
- Lock
- Table and 4 chairs
- 8.5 x 11 sign holder (sponsor responsible for sign)

# ADD-ON SPONSORSHIP PRICING

*Core sponsorship required*



## FIRST-TIME CONTRIBUTION

This hands-on workshop covers the basics of Drupal contribution for first-time contributors.

- Logo on DrupalCon sponsor page, keynote slide, room signage, and related digital marketing
- 5 min opportunity to introduce your company for funding these vital sprints that accelerate the project
- Opportunity to distribute swag to attendees on a dedicated table



## MENTORED CONTRIBUTION

Help Drupal fund this vital part of DrupalCon. Attendees will receive in-person training and mentoring to help accelerate contribution.

- Logo on DrupalCon sponsor page, keynote slide, room signage, and related digital marketing
- 5 min opportunity to introduce your company for funding these vital sprints that accelerate the project
- Opportunity to distribute swag to attendees on a dedicated table



## GENERAL CONTRIBUTION

Fund these important contribution sessions as the community innovates the Drupal Project.

- Logo on DrupalCon sponsor page, keynote slide, room signage, and related digital marketing
- Opportunity to hand out swag
- Opportunity to provide staff members to help attendees in the sprint.
- Opportunity to provide food & beverage (sponsor to cover costs)

# ADD-ON SPONSORSHIP PRICING

*Core sponsorship required*



**\$7,500**

## ATTENDEE BADGE

Design and produce a piece of marketing collateral that will be inserted into every attendee's name badge. Sponsor is responsible for creative, printing, and delivery costs—final design to be approved by the Drupal Association prior to print.

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Artwork guidelines regarding sizing and paper thickness will be provided. Estimate of 1,500 attendees. Quantity to be confirmed closer to the event.



**\$6,500**

## HIGHER-ED SUMMIT

Build relationships with the Drupal Higher-Ed community. Between panels, case studies, and breakouts, this Summit provides attendees with networking and learning.

- 15-minute case study presentation
- Attendee List (Name, Title, Company)
- 2 tickets to the summit
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Opportunity to offer branded material to attendees on a shared dedicated table



**\$3,000**

## HIGHER-ED SUMMIT LUNCH

- 3-minute introduction
- Slide with your company logo
- Logo on DrupalCon sponsor page, keynote slide, related signage, and related digital marketing

Lunch sponsorship does not include tickets to the Summit.

# ADD-ON SPONSORSHIP PRICING

*Core sponsorship required*



## GOVERNMENT SUMMIT

The Government Summit includes city, state, federal, and government contracting Drupalers from all different skill levels, in a variety of roles.

- 15-minute case study presentation
- Attendee List (name, title, company)
- 2 tickets to the summit
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Opportunity to offer branded material to attendees on a shared dedicated table



## GOVERNMENT SUMMIT LUNCH

- 3-minute introduction
- Slide with your company logo
- Logo on DrupalCon sponsor page, keynote slide, related signage, and related digital marketing

The lunch sponsorship does not include tickets to the summit.

# STANDALONE SPONSORSHIP OPPORTUNITIES

Core Sponsorship NOT Required

SPONSORSHIP	COST
<i>MISSION DRIVEN SPONSORSHIPS</i>	
Open Web Hub	\$20,000
Livestream & Keynote CC Enablement	\$20,000
DrupalCon Translation	\$20,000
Health & Safety	\$15,000
<i>STANDALONE SPONSORSHIPS</i>	
Women In Drupal (3 available)	\$6,000
Membership Breakfast (3 available)	\$5,000
Birds-of-a-Feather (3 available)	\$3,000

SPONSORSHIP	COST
<i>STANDALONE SPONSORSHIPS</i>	
WiFi (4 available)	\$8,000
Photo Booth (1 available)	\$10,000
Co-Working Space (4 available)	\$5,000
Session Lounge (4 available)	\$7,500
Snack Break (4 available)	\$5,000
Wellness Room (4 available)	\$3,500
Charging Station	\$5,000
Trivia Night (1 available)	\$10,000

# MISSION DRIVEN SPONSORSHIP OPPORTUNITIES

*Support Drupal Association's mission to enable the open web to be globally accessible*



**\$20,000**

## OPEN WEB HUB

A mission-driven sponsorship that supports making the web safe, secure, and open to everyone. As a sponsor, organizations are recognized as supporting the community that dedicates their livelihood to ensuring Drupal is free for all and continues to be safe.

- Sponsor is responsible for rentals, decoration, signage
- Includes electricity and a charging station
- Logo on DrupalCon sponsor page, keynote slide and related digital marketing

*\*Sponsor is not permitted to staff this space or exhibit products/services.*



**\$20,000**

## LIVESTREAM & KEYNOTE CC ENABLEMENT

Livestream and closed captioning during DrupalCon keynotes support our mission to make DrupalCon a global and accessible event.

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Company logo on all event materials and signage
- Thank you at the beginning of live-streamed events and keynotes for providing closed captioning



**\$20,000**

## DRUPALCON TRANSLATION

A team of translators will be on-site at registration, fluent in several languages, who will translate in sessions and prior to the event for event communication translation. DrupalCon's mission is to truly enable international engagement in open source and the open web.

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Company logo on all event materials and signage
- Ability to offer branded t-shirts highlighting translators at event

# STANDALONE SPONSORSHIP OPPORTUNITIES

Core Sponsorship NOT Required



## HEALTH & SAFETY

It is core to our values to ensure that we are an equitable and accessible organization that seeks to reduce harm. Support DrupalCon by providing free testing and PPE during the event

- Branded health & safety tables near registration for mask pickup (every day of the conference)
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Company logo on all event materials and signage



## WOMEN IN DRUPAL

Dedicated to fostering diversity and inclusivity within the Drupal ecosystem by supporting and celebrating the achievements of women in the Drupal community. This event provides a platform for women in tech to connect, learn, and inspire each other.

- Logo on DrupalCon sponsor page, keynote slide, related digital marketing, event materials, and signage
- Recognition as a sponsor at the event

*\*In our efforts to encourage open collaboration among peers in a safe environment, we ask that sponsors do not solicit at this event.*



\$5,000

## MEMBERSHIP BREAKFAST

Let's celebrate the Drupal Association's individual members! This breakfast is exclusively for Drupal Association Members to thank them for their support.

- Logo on DrupalCon sponsor page, keynote slide, signage, and related digital marketing
- Ability to offer branded material to attendees (swag like t-shirts, stickers, etc.)
- Optional branded napkins for breakfast services (sponsor to cover costs)

*\*In our efforts to encourage open collaboration among peers in a safe environment, we ask that sponsors do not solicit at this event.*



# STANDALONE SPONSORSHIP OPPORTUNITIES

Core Sponsorship NOT Required



## BIRDS-OF-A-FEATHER

Align your brand with community discussions. Attendees propose a variety of topics like CRM + Drupal or Drupal in Government, then have 1-hour open discussions in the BoF space.

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Logo on BoF signage
- Logo on BoF board sign-up



## WIFI

Provide a way for attendees to stay connected while gaining brand recognition at the same time.

- Recognition as the WiFi sponsor on signage in the convention center
- Recognition as the WiFi sponsor including company description, logo, link, and contact information in the expo hall
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing



## PHOTO BOOTH

Located in the expo hall, the photo booth provides a unique branding opportunity while helping attendees capture DrupalCon memories.

- Signage in front of the photo booth
- Attribution on social media
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Ability to select from available backdrops or create a custom backdrop

*\*Design will be required to include the DrupalCon logo —final design to be approved by the Drupal Association prior to print.*

# STANDALONE SPONSORSHIP OPPORTUNITIES

Core Sponsorship NOT Required



\$5,000

## CO-WORKING SPACE

Branding opportunity to provide a designated place for attendees to co-work outside the expo hall.

- Branded co-working area
- Sponsor is responsible for rentals, decoration, signage
- Includes electricity
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Includes a charging station

*\*Sponsor is not permitted to staff the co-working space or exhibit products/services.*



\$7,500

## SESSION LOUNGE

Branded lounge to provide a comfy gathering place for attendees in high-traffic areas.

- Sponsor is responsible for rentals, decoration, and signage. Some areas may be furnished without the option to rearrange existing furniture pieces.
- Includes electricity
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing

*\*Sponsor is not permitted to staff the lounge space or exhibit products/services.*



\$5,000

## SNACK BREAK

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Recognition on tables where snacks will be served
- Optional branded napkins for lunch services (sponsor to cover any additional costs)

# STANDALONE SPONSORSHIP OPPORTUNITIES

Core Sponsorship NOT Required



## WELLNESS ROOM

Support attendee wellness with this dedicated place for self-care during the busy DrupalCon week. Sponsor will plan health & wellness activities throughout the day that will take place in the Wellness Room.

- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing
- Company logo on all event materials and signage
- Sponsor is responsible for any additional costs for the activities (e.g. yoga props, jump ropes, mats, comfy pillows, etc.)



## CHARGING STATION

Branded power stations will be located around the convention hall so attendees can stay charged and stay connected.

- 1 Branded power station
- Logo on DrupalCon sponsor page, keynote slide, and related digital marketing



## TRIVIA NIGHT

Fund this popular annual community event where many Drupalistas gather to socialize and compete for first place.

- Kick off the event with a 3 min intro
- Logo on DrupalCon sponsor page, keynote slide, related digital marketing, signage, and slideshow
- Recognition as Trivia Night title sponsor in the daily DrupalCon schedule emails
- Opportunity to provide custom table tents, printed napkins, swag

*\*Sponsor will be responsible for planning and running the event.*

# SECURING YOUR SPONSORSHIP

## WHAT ARE THE NEXT STEPS?

### I'M READY TO SIGN UP FOR A DRUPALCON SPONSORSHIP

Secure your sponsorship by completing this [reservation form](#) or contact us at [sponsor@association.drupal.org](mailto:sponsor@association.drupal.org).

Contracts will be sent via DocuSign within 2 business days.

Sponsor signature is required within 2 business days of receipt to hold your sponsorship.

### WHEN IS PAYMENT DUE?

Invoices are due upon receipt.

If your organization is not already a Drupal Association Supporting Partner, become one today to get a 10% discount on your DrupalCon sponsorship.

## HAVE A QUESTION OR NEED MORE INFORMATION? CONTACT:



### KELLY DELANEY

Director, Partner Development

[kelly@association.drupal.org](mailto:kelly@association.drupal.org)



### JITKA PILAR

Fundraising + Membership Manager

[jitka@association.drupal.org](mailto:jitka@association.drupal.org)