



DrupalCon

PITTSBURGH2023

5-8 JUNE

Sponsorship
Opportunities



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To learn more, contact:
sponsor@association.drupal.org

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Overview



To learn more, contact:
sponsor@association.drupal.org

DrupalCon brings together thousands of people from across the globe who use, develop, and support the Drupal platform. You can be an important part of the event through sponsorship. Don't miss this chance to showcase your business to prospective talent, partners, and clients.

- Join us at the [David L. Lawrence Convention Center](#) in Pittsburgh, Pennsylvania.
- DrupalCon is the most widely attended Drupal event in the world and an important place for our community to learn, connect, and build.
- In keynote presentations, hands-on workshops, breakout discussion groups, and interactive sessions, you'll 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.



Why Sponsor DrupalCon?

**Attract New Talent
& Grow Business**

**Show Up as a Key
Player in the Drupal
Community**

**Learn How Others
are Using Drupal**

Join us for DrupalCon 2023, where the people who make amazing digital experiences possible come together to make them even better.



Why Sponsor DrupalCon?

Make connections with the Drupal community:

- Developers
- Marketers
- End-users
- Service providers
- Enterprise users

Provide participants the opportunity to:

- **Learn** best practices and innovative strategies
- **Connect** with hiring managers and a collaborative network in the Drupal open source community
- **Build** digital experiences of the future and positively impact their careers

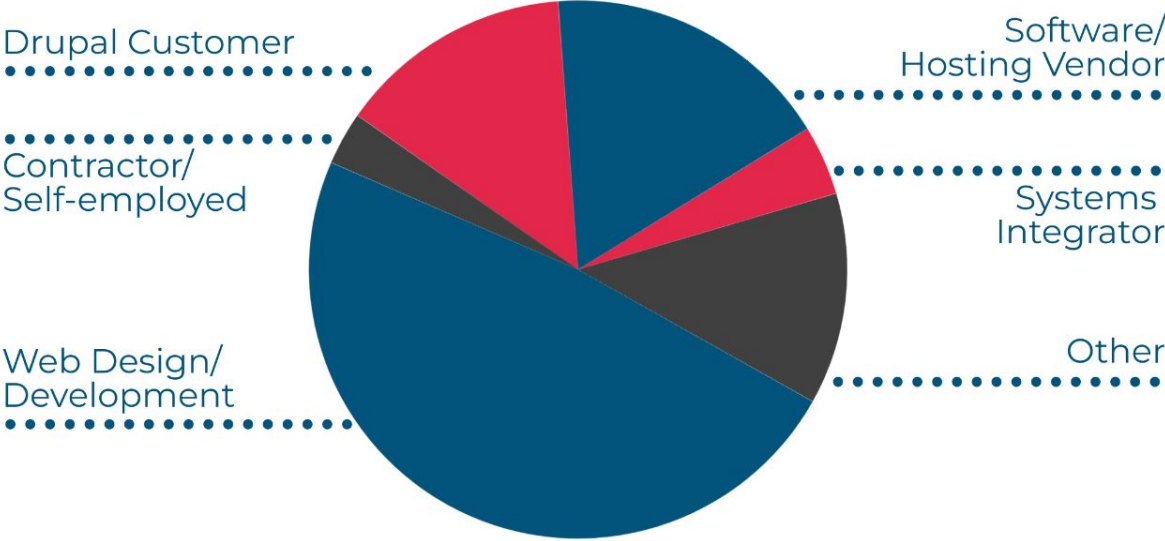
SPONSOR BENEFITS:

- On-site engagement with participants for this long-awaited event
- Opportunities to launch new products and support offerings, expand your partner network, onboard new or prospective clients, develop existing accounts, and attract top Drupal talent
- Ability to position your organization at the center of one of the world's most significant open source projects
- Branding, visibility and thought leadership is woven into key placements throughout DrupalCon
- Customized sponsorships that best fit the needs and goals of your organization
- Consultation and resources to effectively engage your team and clients



Connecting with Your Target Audience

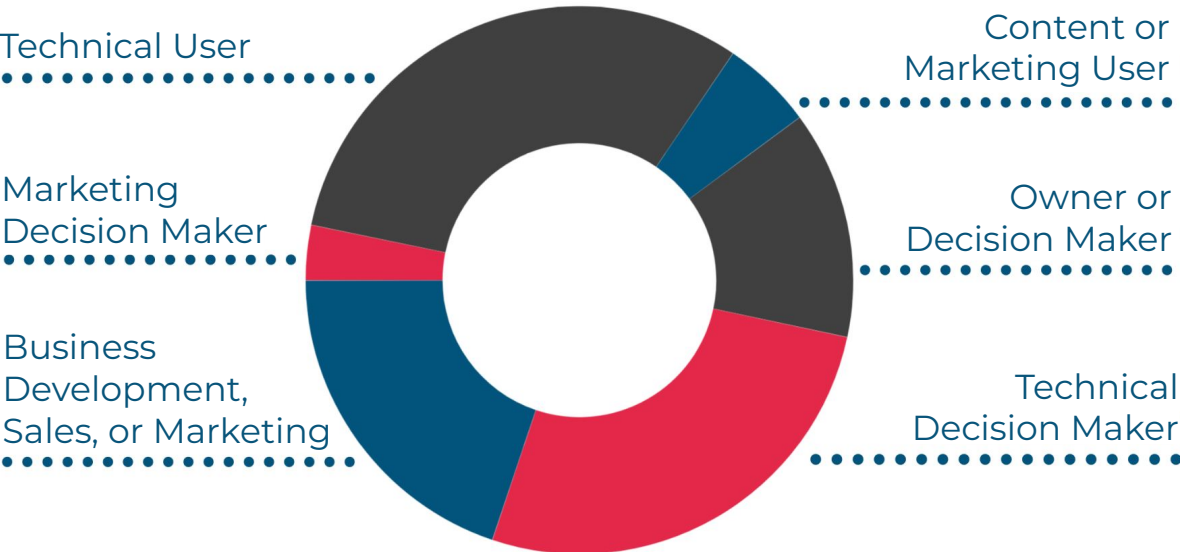
Organization



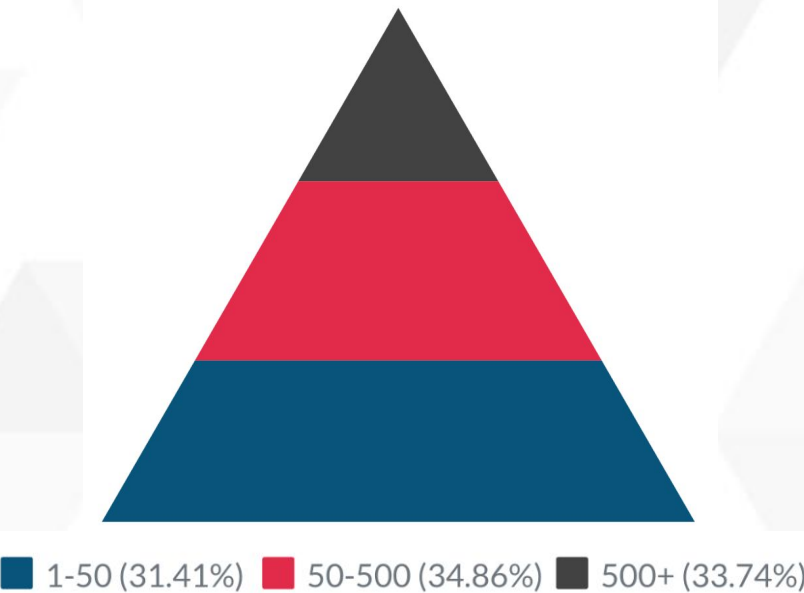
Purchasing Influence

Content Management Systems.....	50%
DevOps Tools.....	18%
Hosting Providers.....	8%
Project Management Software.....	6%
Digital Asset/Document Mgmt Tools.....	2%
CRM software.....	3%
E-commerce Tools.....	2%
Marketing Software.....	12%

Job Role



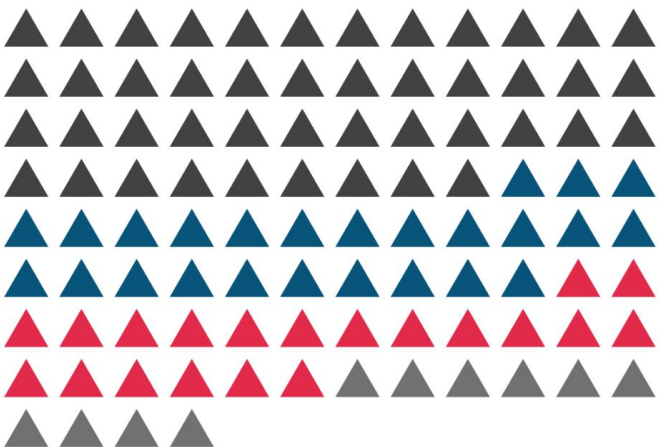
Organization Size



Top Participant Industries

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

Drupal Skill Level





Past DrupalCon Participating Companies

(partial list)

Accenture, ACLU, Blue Cross Blue Shield, Bravo, Columbia University, Comcast, Disney Interactive, Estée Lauder, General Electric, Harvard Medical School, IBM, iHeart Media, Johnson & Johnson, Major League Soccer, MasterCard, Meredith Corporation, NASA, Nasdaq, NBA, NBCUniversal, Nestlé, Nike, NPR, Paramount Pictures, Pfizer, Pinterest, Princess Cruise Lines, Princeton University, Sony Pictures Entertainment, Stanford University, Tesla Motors, The GRAMMYs, The Weather Channel, Time Inc., Turner Broadcasting, Universal Music Group, Viacom International Media Networks, Walt Disney Parks & Resorts, Warner Music Group, Weight Watchers, and Whole Foods

[See a full list of past participation companies.](#)

Thank you to past sponsors who helped us make DrupalCon happen!

[See a full list of sponsors from DrupalCon Portland 2022](#)



Event Breakdown for 2023

Monday, June 5	Tuesday, June 6	Wednesday, June 7	Thursday, June 8
Driesnote	Keynote	Keynote	Trainings
Sessions, BoFs	Sessions, BoFs, Job Fair	Contribution Day <ul style="list-style-type: none">- General Contribution- Mentored Contribution- First-Time Contribution	Summits
All day Expo Hall	All day Expo Hall		
Welcome Reception, Community Parties	Community Parties	Community Parties	Trivia Night



Overview of Core Sponsorship Opportunities

PRESENTING

- Exclusive Logo Placement
- 24 DrupalCon Tickets
- 20' x 20' Expo Hall Booth
- Logo on DrupalCon Lanyard
- Logo on DrupalCon T-shirt
- 50 min Speaking Session
- 90 Second Video Before Keynote
- Early Bird Ticket Pricing for Additional Tickets
- Participant List
- Keynote Introduction or Outroduction (see availabilities on next slide)
- Drupal Jobs Subscription
- Weighted Contribution Credits
- Message in Email Sent the Week of DrupalCon
- Dedicated Social Media Posts
- Exclusive Ad Placement
- DrupalCon Sponsor Badge

CHAMPION

- Exclusive Logo Placement
- 12 DrupalCon Tickets
- 20' x 10' Expo Hall Booth
- Early Bird Ticket Pricing for Additional Tickets
- Participant List
- 50 min Speaking Session
- 3 Featured Drupal Jobs Posts
- Weighted Contribution Credits
- Dedicated Social Media Posts
- Exclusive Ad Placement
- DrupalCon Sponsor Badge

ADVOCATE

- 6 DrupalCon Tickets
- 10' x 10' Expo Hall Booth
- Early Bird Ticket Pricing for Additional Tickets
- 10 min Lightning Talk in Expo Hall
- 2 Featured Drupal Jobs Posts
- Weighted Contribution Credits
- Dedicated Social Media Post
- DrupalCon Sponsor Badge

EXHIBITOR

- 2 DrupalCon Tickets
- 10' x 10' Expo Hall Booth
- Early Bird Ticket Pricing for Additional Tickets
- 1 Featured Drupal Jobs Post
- Weighted Contribution Credits
- DrupalCon Sponsor Badge



Core Sponsorship Opportunities

	Presenting	Champion	Advocate	Exhibitor
PRICE	\$60,000	\$35,000	\$15,000	\$6,000
BOOTH				
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	✓	✓	✓	✓
CONTENT				
Speaking Opportunity	1x - 50 Min Session	1x - 50 Min Session	1x - 10 Min Lightning Talk in Expo Hall	1 Pre-recorded Session in On-demand Library
3 Min. Keynote Introduction or Outroduction <i>(Excludes the Driesnote. 2 introductions and 2 outroductions available. First come first serve)</i>	✓	-	-	-
90 Second Pre-recorded Video Before or After Keynote <i>(Excludes the Driesnote. This video will play directly before your introduction or outroduction)</i>	✓	-	-	-
Message in Email Sent the Week of DrupalCon	✓	-	-	-

	Presenting	Champion	Advocate	Exhibitor
ACCESS				
DrupalCon Tickets	24	12	6	2
Access to Early Bird Ticket Pricing <i>(additional tickets)</i>	✓	✓	✓	✓
Participant List <i>(name, company, title)</i>	3 weeks prior	2 weeks prior	-	-
Keynote Street Team <i>(Hand out creative swag before outside of the keynote room before it starts. Sponsors who are doing intros and outros will hand out swag at the same time.)</i>	✓	-	-	-
VISIBILITY				
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	2 - 300x250 px	1 - 300x250 px	-	-
Social Promotion on Drupal Association LinkedIn and @DrupalCon	3 Dedicated Messages	2 Dedicated Messages	1 Dedicated Message	Inclusion in Group Thank You Message
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
<u>Expand Your Booth</u>	\$3,000
<u>Participant Badge Sponsor</u> (1 available) <i>(sold out)</i>	\$5,000
<u>Higher Education Summit Sponsor</u> (3 available) <i>(sold out)</i>	\$5,000
<u>Higher Ed Summit Lunch Sponsor</u> (1 available) <i>(sold out)</i>	\$3,000
<u>Government Summit Sponsor</u> (3 available) <i>(sold out)</i>	\$5,000
<u>Government Summit Lunch Sponsor</u> (1 available) <i>(sold out)</i>	\$3,000
<u>Mentored Contribution Sponsor</u> (2 available)	\$3,500
<u>First-Time Contribution Sponsor</u> (2 available)	\$2,000
<u>General Contribution Sponsor</u> (4 available)	\$4,500



Add-On Sponsorship Opportunities

Core Sponsorship Required

Here are some additional ways to level up your sponsor package. The following do NOT come with additional DrupalCon Tickets.

Expand Your Booth - \$3,000 *(Advocate level and above)*

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

→ **You must sign up by December 31, 2022**

~~Participant Badge Sponsor - \$5,000 (1 available)~~ *(sold out)*

Design and produce a piece of marketing collateral that we will insert into every participant's name badge.

- Logo on DrupalCon sponsor page, keynote slide and related digital marketing
- We will provide artwork guidelines regarding sizing and paper thickness to ensure the piece fits in the badge. Estimate 3,500 total. Quantity to be confirmed closer to event.
- Sponsor is responsible for creative, printing and delivery costs. Final design to be approved by the Drupal Association prior to print.

Meeting Rooms in Expo Hall

Premium 20'x10' Meeting Room - \$4,000 (5 available)

Standard 10'x10' Meeting Room - \$2,000 (7 available)

Looking for a convenient space to hold meetings with clients? Reserve a meeting room on the expo hall floor.

Meeting rooms include:

- Walls
- Carpet
- Electrical (one outlet)
- Power Strip
- Lock
- Banquet round and 8 chairs *(Premium)*
- Table and 4 chairs *(Standard)*
- 8.5 x 11 sign holder *(sponsor responsible for sign)*

→ **Looking to rent a room outside of the expo hall in the Convention Center? Please contact your Account Manager for details.**



Add-On Sponsorship Opportunities

Vertical-Targeted Sponsorships - Core Sponsorship Required

Gain brand visibility, a speaking opportunity, networking, and relationship-building in a variety of specific focus areas.

~~Higher Education Summit Sponsor – \$5,000 (3 available)~~

(sold out)

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

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

~~Higher-Ed Summit Lunch Sponsor – \$3,000 (1 available)~~

(sold out)

- 3 minute introduction
- Slide with your company logo
- Lunch sign that says sponsored by your company
- Logo on DrupalCon sponsor page, keynote slide and related digital marketing

~~Government Summit Sponsor – \$5,000 (3 available)~~

(sold out)

The Government Summit include city, state, federal and government contracting Drupalers from all different skill levels, in a variety of roles -- site builder, developer, themer, project manager, support specialist, etc.

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

~~Government Summit Lunch Sponsor – \$3,000 (1 available)~~

(sold out)

- 3 minute introduction
- Slide with your company logo
- Lunch sign that says sponsored by your company
- Logo on DrupalCon sponsor page, keynote slide and related digital marketing



Add-On Sponsorship Opportunities

Core Sponsorship Required

In-person daily contribution Monday - Thursday with Wednesday as the DrupalCon dedicated contribution day

Mentored Contribution Sponsor- \$3,500 (2 available)

Help Drupal fund this vital part of DrupalCon. Participants 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
- Distribute swag. You are welcome to handout t-shirts, stickers, etc. at a table placed outside the meeting room.

First-Time Contribution Sponsor - \$2,000 (2 available)

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
- Distribute swag. You are welcome to handout t-shirts, stickers, etc. at a table placed outside the meeting room

General Contribution Sponsor - \$4,500 (4 available)

Taking place Monday through Thursday at the Convention Center, Drupal contribution is crucial to accelerating the Drupal Project. Fund these important contrib 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 (t-shirts, stickers)
- 5 minute introduction to sprinters
- Opportunity to provide staff members to participate in the sprint. Feel the excitement as community members submit code for the first time and sprinters participate in the live commit.
- Opportunity to provide food & beverage (sponsor to cover costs)

→ Ask about exclusive sponsorships for contribution packages.

Standalone Sponsorship Pricing

Core sponsorship not required.

Sponsorship	Cost
<u>Birds-of-a-Feather Sponsor</u> (3 available)	\$3,000
<u>Photo Booth Sponsor</u> (1 available) <i>(sold out)</i>	\$10,000
<u>Snack Break Sponsor</u> (4 available)	\$5,000
<u>WiFi Sponsor</u> (4 available)	\$8,000
<u>Co-Working Space Sponsor</u> (4 available)	\$5,000
<u>Lounge Sponsor</u> (4 available)	\$5,000
<u>Membership Breakfast Sponsor</u> (3 available)	\$5,000
<u>Wellness Room Sponsor</u> (4 available)	\$3,500
<u>Charging Station Sponsor</u>	\$5,000
<u>Trivia Night Sponsor</u> (1 available)	\$10,000
<u>Speciality Workshop Sponsor</u> (2 available)	\$8,000
<u>Women In Drupal Sponsor</u> (3 available)	\$5,000



Standalone Sponsorship Opportunities

Core Sponsorship NOT Required

Birds-of-a-Feather Sponsor - \$3,000 (3 available)

Align your brand with community discussions.

Participants propose a variety of topics like CRM + Drupal or Drupal in Government, then host 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

~~Photo Booth Sponsor - \$10,000 (1 available)~~ (sold out)

The photo booth will be located in the expo hall for participants to take a picture together with friends and colleagues.

- Signage in front of photo booth
- Attribution on social media during and after the event
- Logo on DrupalCon sponsor page, keynote slide and related digital marketing

Snack Break Sponsor - \$5,000 (4 available)

- 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 cost.)

WiFi Sponsor - \$8,000 (4 available)

Help participants stay connected while gaining brand recognition.

- 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



Standalone Sponsorship Opportunities

Core Sponsorship NOT Required

Co-Working Space Sponsor - \$5,000 (4 available)

**New this year*

Branding opportunity to provide a comfy gathering place for participants between sessions to catch up in-person outside the expo hall. NOTE: Sponsor is not permitted to staff the lounge or exhibit products/services. The lounge is intended to add value or fun to the participant experience.

- 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. This space is intended to add value participant experience to collaborate with other participants.

Lounge Sponsor - \$5,000 (4 available)

Branding opportunity to provide a comfy gathering place for participants between sessions to catch up in-person outside the expo hall. Branded lounge in high traffic areas

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

*Sponsor is not permitted to staff the lounge or exhibit products/services. The lounge is intended to add value or fun to the participant experience.



Standalone Sponsorship Opportunities

Core Sponsorship NOT Required

Membership Breakfast Sponsor - \$5,000 (3 available)

**New this year*

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

- Logo on DrupalCon sponsor page, keynote slide and related digital marketing
- Company logo on all event materials and signage
- Recognition as a sponsor at the event
- Ability to offer branded material to participants (swag like t-shirts, stickers, etc.)
- Optional branded napkins for breakfast services (Sponsor to cover cost).

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

Wellness Room Sponsor - \$3,500 (4 available)

**New this year*

Support participant 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 Sponsor - \$5,000 (unlimited)

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



Standalone Sponsorship Opportunities

Core Sponsorship NOT Required

Trivia Night Sponsor - \$10,000 (1 available)

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

- Located in the convention center
- Kick off the event with a 3 min speaking opportunity
- Logo on Trivia Night signage, slideshow and table tents
- Recognition as Trivia Night title sponsor in the daily DrupalCon schedule emails
- Opportunity to provide custom table tents, printed napkins, swag (pens, pencils, etc.), provide 5 prizes for the winning team (Sponsor to cover cost and responsible for production)
- Logo on DrupalCon sponsor page, keynote slide and related digital marketing

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

Speciality Workshop Sponsor - \$8,000 (2 available)

**New this year*

Facilitate a workshop that brings attendees together to learn something new and interact with each other. Present your best 'how-tos', training or case studies. Create collaboration and teamwork between attendees. This workshop will be separate from official programming.

- Up to 60 min to be chosen in parallel of the official program
- Classroom style setup
- Capacity of 250 attendees

*This workshop is not intended to be used for a sales pitch or to sell products. Content will be approved prior based on these guidelines.



Standalone Sponsorship Opportunities

Core Sponsorship NOT Required

Women In Drupal Sponsor - \$5,000 (3 available)

There are more and more women in Drupal each year – be sure to support one of the fastest growing sectors by sponsoring Women in Drupal. It's truly an amazing event.

- Logo on DrupalCon sponsor page, keynote slide and related digital marketing
- Company logo on all event materials and signage
- Recognition as a sponsor at the event
- Ability to offer branded material to participants (t-shirts, stickers, etc.)
- Opportunity to add value to event with attribution (free drinks, extra snacks, parting gifts, etc.) Sponsor responsible for added costs

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



Securing Your Sponsorship

WHAT ARE THE NEXT STEPS?

I'm ready to sign up for DrupalCon sponsorship

1. Secure your sponsorship by completing this [reservation form](#). or contact us at sponsor@association.drupal.org.
2. Contracts will be sent via Docusign within 2-business days. Sponsor signature is required within 2-business days of receipt to hold your sponsorship.

Have a question or need more information?

Contact:

Kelly Delaney - kelly@association.drupal.org

Jitka Pilar - jitka@association.drupal.org

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.

WHAT'S INCLUDED IN AN EXPO BOOTH PACKAGE?

Presenting and Champion Levels

- Presenting booths are 20' wide x 20' deep x 8' high
- Champion booths are 20' wide x 10' deep x 8' high
- Shared wifi service (speeds and uptimes are not guaranteed)
- (2) 6' x 30" tables draped in blue tablecloths and 4 chairs
- 1 wastebasket
- 7" x 44" one line identification sign (for 20x10 booths only)

All other core packages

- Booths are 10' wide x 10' deep x 8' high
- Shared wifi service (speeds and uptimes are not guaranteed)
- (1) 6' x 30" table draped in blue tablecloths and 2 chairs
- 1 wastebasket
- 7" x 44" one line identification sign



Thank you for supporting DrupalCon!

Complete the [reservation form](#) to secure your sponsorship
or contact us if you have any questions.

sponsor@association.drupal.org
