



2019 Sponsorship Guide

What is BarCamp Manchester?

BarCamp Manchester is Manchester's longest-running and largest "unconference". What is an unconference? An unconference is a multi-track conference without a set agenda; the lines between attendee and speaker are blurred and all attendees are encouraged to give talks, with the schedule open for anyone to place their own talk in.

BarCamp Manchester was started in 2008 as a grass-roots event in the tech community but has expanded to include a diverse range of attendees around a loose identity of "geekdom": our attendees in previous years have included professional engineers and technologists, hobbyists from the crafting & maker community, developers, designers, teachers, students, technicians & more. It spans a weekend with an "overnight" portion continuing into the evening between the two days for social gaming.

BarCamp Manchester attracts attendees from across the UK and beyond (including an attendee from Latvia in 2018), ranging from ages 4-60. BarCamp Manchester 9 is planned to take place at a to be confirmed venue in the city centre in September.

2018 Sign Ups

200

Gender Diversity

35%/65%

Female/Male



Who is BarCamp Manchester?

BarCamp Manchester is a grass-roots effort, with the baton passing between organising teams as years progress. In previous years, BarCamp Manchester has been organised by well-known community members Ian Forrester (from BBC Backstage) and Claire Wicher (from MadLab), but the BarCamp Manchester 9 sees the return of the 2018 organising committee:

- Chris Northwood, a self-employed software engineer who founded and previously ran the regular meetup Manchester Tech Nights;
- Claire McDonald, a director at HAC100 who are most well-known for organising Hack Manchester, Manchester's largest hackathon;
- Luce Carter, Microsoft MVP and software developer at Dunnhumby, who also founded and runs the Manchester Xamarin user group;

Each BarCamp is autonomous around the guiding principles published by the founders of the original BarCamp from Palo Alto.



The “grid” is the evolving schedule that powers BarCamp

Why sponsor BarCamp Manchester 9?

BarCamp is a rare event, being free and completely grass roots that attracts a very diverse audience. After a hiatus in 2017, BarCamp Manchester returned in 2018 with a new organising team and saw a continued desire for the event. BarCamp has regular attendees that recognise and respond to BarCamp sponsors as an important part of providing this community event. We're very lucky to have repeat sponsors as well as new faces every year. Sponsors are encouraged to provide more than financial support and to fully embrace the community nature of BarCamp. Your staff are encouraged to put forward sessions on to the grid, have a stall or presence on the weekend, or to provide branded swag to increase your presence during the event. In previous years, sponsors have included activities in the sponsor zone including jenga and a ball pit!

BarCamp reaches a diverse community of geeks and sponsorship gives you access to a community that will genuinely value your involvement. As a grass roots event, BarCamp attendees leave the "cynicism" that often accompanies corporate-run events at home giving your organisation a considerable branding boost. Different sponsorship levels are available, and the earlier your organisation can commit will allow your name to be attached to our marketing efforts earlier.

BarCamp Manchester 8 was a sell-out event, and despite a train strike impacting attendee numbers, had very strong feedback from attendees.



Bronze Sponsorship Level

£50

Best for individuals.

- Thank you mentions in the opening and closing talks on each day
- Thank you mentions on social media
- 1 reserved ticket



Silver Sponsorship Level

£450

Best for small businesses and startups.

- Company logo and company website featured on the website
- Thank you mentions in the opening and closing talks on each day
- Thank you mentions on Twitter, Facebook and the mailing list
- Small logo on the reverse of attendee t-shirts
- Small sponsor stand in the venue
- 2 reserved tickets



Gold Sponsorship Level

(Limit of 3) - £1000

Best for companies that want to make an impact

- Company logo and company website featured on the website
- Thank you mentions in the opening and closing talks on each day
- Thank you mentions on Twitter, Facebook and the mailing list
- Company bio on the website
- Large logo on the reverse of attendee t-shirts
- Logo on all promotional material including mailing list & posters
- Opportunity to write guest blog post pre- and post- event
- Sponsor table in the venue
- 3 reserved tickets



How to Sponsor?

If you would like to sponsor at a level above, or to provide a tailor-made sponsorship package, or discuss any questions, then please get in touch using the details below:

- E-mail: chris@barcampmanchester.co.uk
- Phone: 07880862720 (Chris Northwood)

Repeat sponsors, and non-financial sponsorship in kind (for example, catering, or t-shirt printing) are also appreciated and can be accommodated. Please get in touch!

**Thanks for choosing the support Manchester's
largest grass-roots unconference!**

