

LARACON ONLINE SPONSOR PROSPECTUS: FEBRUARY 26TH, 2020



“Our sponsorship of Laracon Online exceeded our expectations for any event, contributing to almost 600 signups”

Grace Cheung

OVERVIEW

Laracon US and EU are amazing events that inspire and inform the Laravel community.

Unfortunately, many developers and founders aren't able to attend these events for a number of reasons.

- The time may not work for them
- It's too expensive to travel to the conference
- They're unable to buy a ticket (Laracon US is sold out months in advance)

With these limits in mind Taylor Otwell (Laravel creator), Eric Barnes (Laravel News), and Ian Landsman (LaraJobs) decided to create Laracon Online, designed to reach the vast majority of people who would want to attend a Laracon but cannot.

Affordability

For many in the community traveling to Laracon is simply too expensive. This is a primary focus for us and it's why we've decided to sell tickets for only \$12 under early bird pricing (which will be most of the time tickets are available) and only \$25 as we get close to the event.

This is a price point reachable by nearly everyone in the Laravel community.

Laracon Online is the largest Laracon and perhaps the largest PHP developer conference in the world. 5,000 tickets were sold for Laracon Online '18 and '19.

The Full Experience

Laracon Online is the full Laracon experience with brand new talks from Taylor Otwell (Laravel creator), Matt Stauffer, Adam Wathan, as well as other high profile developers like Wes Bos, and Sandi Metz. All the key people in the Laravel community will be speaking and participating.

We'll also have a Discourse forum to mingle and "Digital Swag" for all attendees to help bring the conference beyond just videos and into the full Laracon experience.

Digital Swag is a unique opportunity compared with traditional conferences. You'll find superior ROI to live conferences since Digital Swag can be instantly acted on by the thousands of attendees. For example, Bugsnag reported over 600 new accounts via their creative T-shirt Digital Swag offer.

Take a look at our Digital Swag page from last year to see what we mean: <http://drop.userscape.com/FrpDNM>

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The Best Quality

Laracon Online has a world class Net Promoter Score 62 in 2018 and 61 in 2019. I encourage you to read some of the feedback from attendees here: <https://thermostat.io/p/c0bc9edb/16e55104cc280d3f>

Net Promoter Scores from individuals talks ranged from the mid 50's all the way up to 89.

Our philosophy is simple, put on the best tech conference anywhere for the best price.

We Need Your Support

At only \$12 a ticket we're counting on sponsors like you to help us pull this off. We simply cannot do it without you! An event like this is expensive. We pay all our speakers, video streaming, video editing, ticketing and more.

New this year we're also using your sponsorship to buy additional streaming to provide free tickets to developers who can't otherwise afford to attend. This is an amazing opportunity to engage the full diversity of the Laravel ecosystem from around the world.

Laracon Online offers unique sponsorship opportunities that will help us deliver a world class event while also giving you a valuable return on investment.

Sponsorship Contact

When you're ready to sponsor please contact Ian Landsman, ian@userscape.com.

GOLD SPONSOR PACKAGE

PRICE: \$10,000

Overview

Our recommended sponsorship package.

Includes

Everything in Silver and Bronze

Adds

- Your logo and link included on the public release video page for 2019 ([this page](#))
- Tweet from the official @Laravelphp twitter account (103,000 followers)
- 20 Tickets to Laracon Online (you may use these yourself or give them away)
- Logo and URL in rotation on the “Break & Mingle” screen which is shown for 45 minutes throughout the event.

Unique Value

Unlike traditional conferences where your logo is off to the side, Laracon Online is a far more comprehensive campaign.

- Digital Swag lets you provide a direct offer to attendees that's immediately actionable and trackable.
 - Your name, logo, description visible and mentioned multiple times before, during, and after the conference.
 - Direct embedding of your company's name, logo, link, description into the start of one of the talks ensures wide exposure through the rest of the year.
 - Exposure to nearly 100,000 additional PHP developers through videos, Laravel News, and Larajobs tweets and newsletters.
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SILVER SPONSOR PACKAGE

PRICE: \$6,000

Includes

Everything in Bronze

Adds

- Your logo, name, and a line of text will be featured before one of the talks and included in the video for that talk which all attendees will view. In addition, when the videos are publicly released in fall '20 tens of thousands of additional software developers will view the video.
 - Inclusion in our Digital Swag bag. Provide an offer code and/or digital item that will be emailed to all attendees as part of our Digital Swag event.
 - 10 Tickets to Laracon Online (you may use these yourself or give them away)
 - Thank you tweets from @Laravelnews (63,000 followers) and @LaravelJobs (14,000 followers)
 - Link, logo, one sentence of text in the Laravel News Newsletter (30,000 subscribers)
 - Mention at the start and end of the conference (includes display of your logo)
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BRONZE SPONSOR PACKAGE

PRICE: \$2,000

Adds

- Inclusion in our Digital Swag bag. Provide an offer code and/or digital item that will be emailed to all attendees as part of our Digital Swag event.
 - 5 Tickets to Laracon Online (you may use these yourself or give them away)
 - Thank you tweet from @LaraconOnline (5,300 followers currently)
 - Logo shown on opening/closing event slides
 - Logo and link on the laracon.net homepage with 100,000+ views.
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Sponsor Package Breakdown	Gold	Silver	Bronze
Free Tickets	20	10	5
Link on laracon.net	✓	✓	✓
Opportunity to provide Digital Swag	✓	✓	✓
Tweet from @LaraconOnline (5,300)	✓	✓	✓
Logo shown in opening/closing of event	✓	✓	✓
Tweet from @laravelnews (63,000)	✓	✓	
Tweet from @laraveljobs (14,000)	✓	✓	
Laravel News newsletter link (30,000)	✓	✓	
Direct mention at start of 1 talk and inclusion in talk video	✓	✓	
Logo, name, text included on video viewing page used by paid attendees of the talk you sponsored	✓	✓	
Thank you tweet from @LaravelPHP (103,000)	✓		
Logo and URL on “Break & Mingle” screen which totals 45 minutes of airtime.	✓		
Logo and link displayed prominently on the page where the videos are publicly released in fall '20 seen by tens of thousands of developers beyond those that attended.	✓		
