UNIVERSE

Sponsorship Prospectus

The event for people building the future of software

Pier 70, San Francisco   September 14-15, 2016

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On September 14th and 15th, we'll explore what it takes to define the future of software, and uncover how individuals and teams are using modern tools, processes, and cultures to tackle the ever-bigger challenges we face.

Content
Together we'll explore what it takes to define the future of software. Sessions will examine the entire software development process: from before you start writing code, to writing and collaborating on code, through maintaining and scaling your code. We'll look at ways to apply that software to impact everything from communities to businesses.

Audience
Over 1,400 attendees are coming from all areas of the software development community. 80% of the audience will be from active engineering and product teams (developers, technical leads, and engineering managers) and 20% will be executive leaders. It takes a team to build great software, and Universe is bringing together everyone in the software community to learn from each other.

Software is more than code and at Universe we explore it all.

Contact alainen@github.com for more information about sponsoring GitHub Universe.

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Sponsorship Opportunities:

Gather

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Cost: $40,000

Choose one of three developer lounge areas indoors, or the parquet lounge outside, and we'll infuse your branding into a space where you can engage directly with attendees. Each branded developer lounge includes a monitor to display your messaging.

All Gather sponsorships include the following:
- Branded lounge with furniture, A/V needs and signage included
- 8 conference passes
- Logo on signage and interstitial slides
- Logo displayed on event website

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Available Gather sponsorships:
- Blue Lounge - **SOLD**
- Purple Lounge - **SOLD**
- Green Lounge - **SOLD**
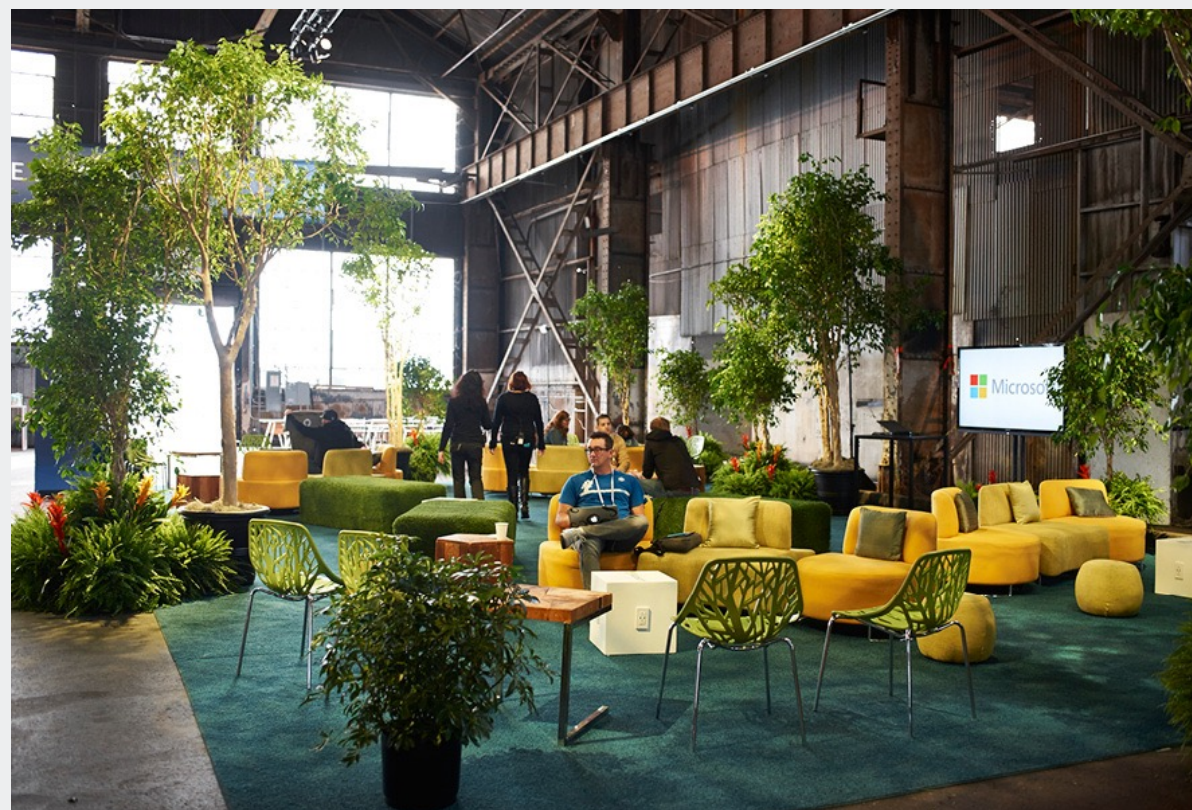- Parquet Lounge (outside)

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Gather

Purple Lounge - SOLD
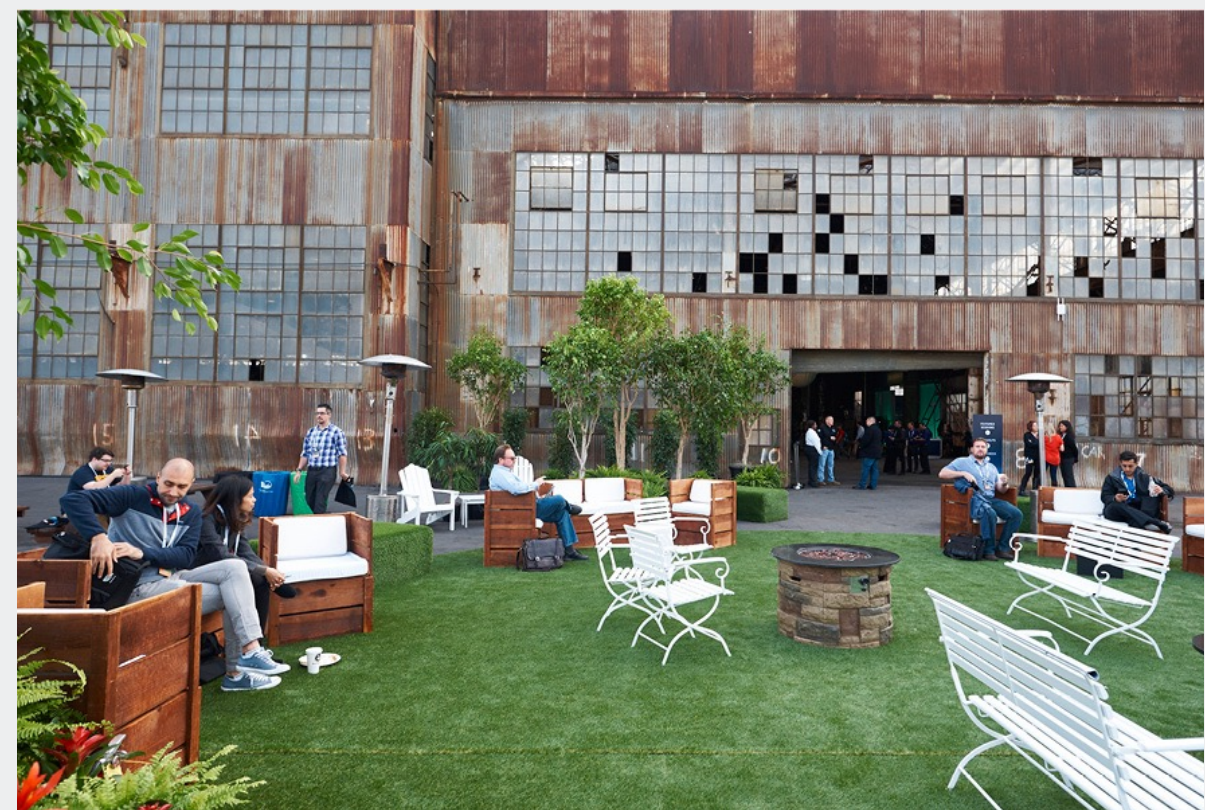

Blue Lounge - SOLD

Green Lounge - SOLD

Parquet Lounge - $40,000

Sponsorship Opportunities:

Delight

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Cost: $20,000-$35,000

Stand out from the crowd with a vibrant art activation at Universe 2016. Your logo will be brought to life by a local artist, and placed in a prominent location in the main space. Build brand awareness with these eye-catching installations and engage attendees heavily on social media. Upgrade to a large installation for direct engagement time with attendees.

All Delight sponsorships include the following:

- *Large Installations come with 3 hours of concentrated face time at the Chat Bar, the perfect opportunity to interact one on one with attendees*
- 5 conference passes
- Small cubby for storing/distributing small swag items
- Logo on signage and interstitial slides
- Logo displayed on event website

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Available Small Gather sponsorships ($20,000):

Spray Paint Cans	String Art
Balloon Art	Reverse Graffiti

Available Large Gather sponsorships ($35,000):
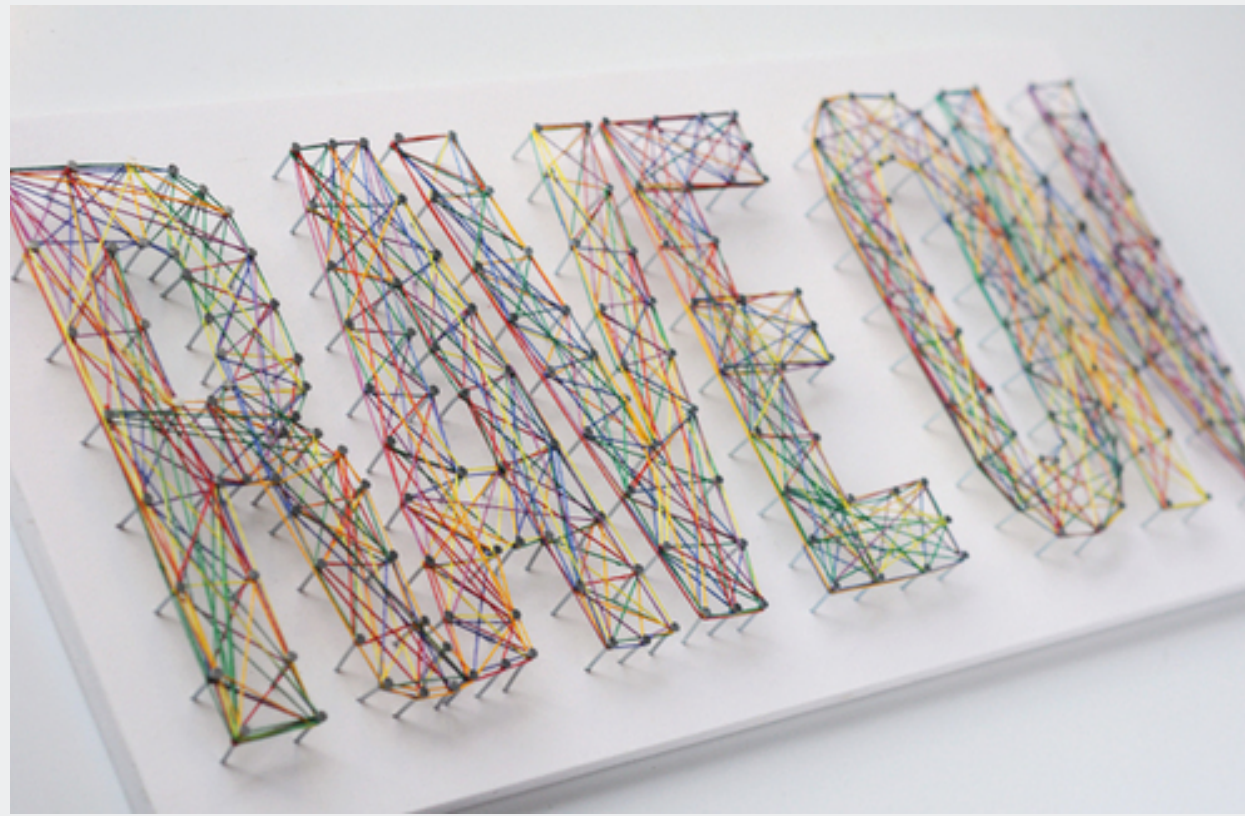
3D String Graffiti	LiteBrite - **SOLD**
Deconstructed Logo	Coloring Wall

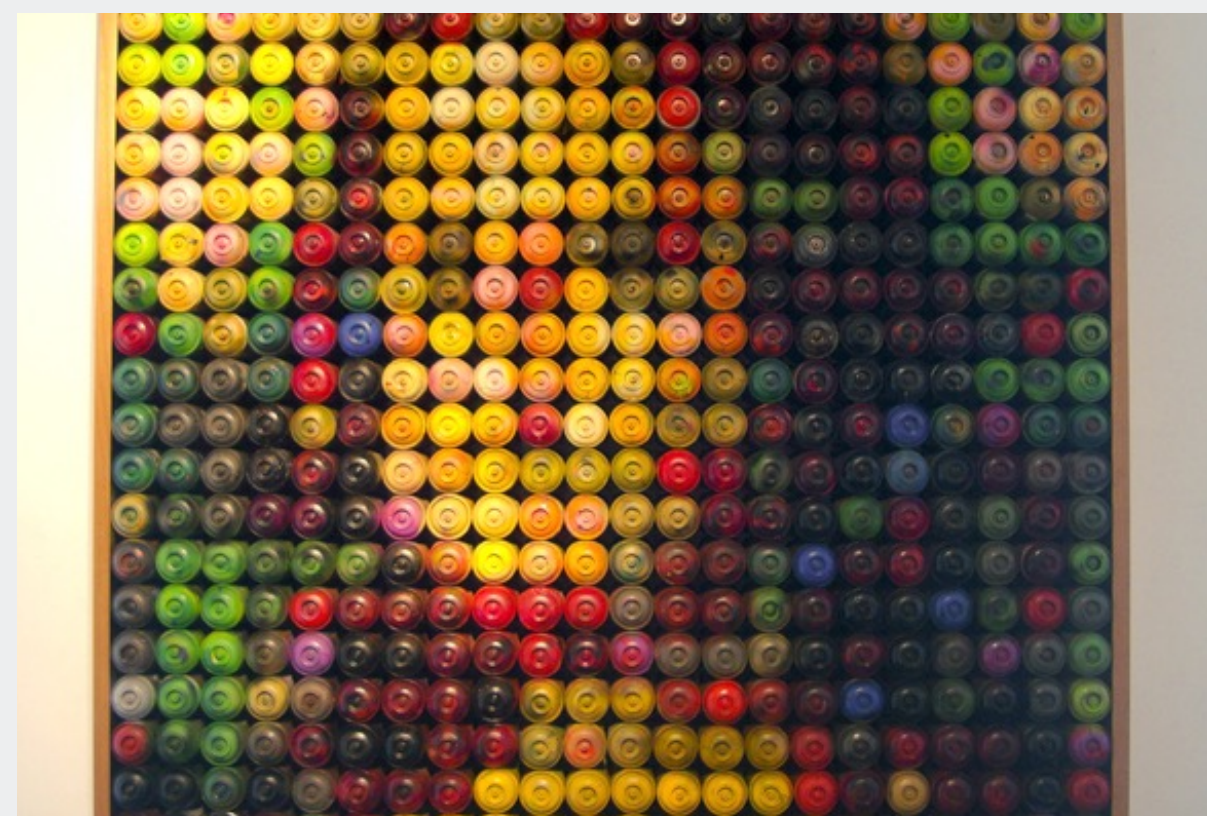UNIVERSE

Sponsorship Opportunities:

Delight (small)

String Art - $20,000

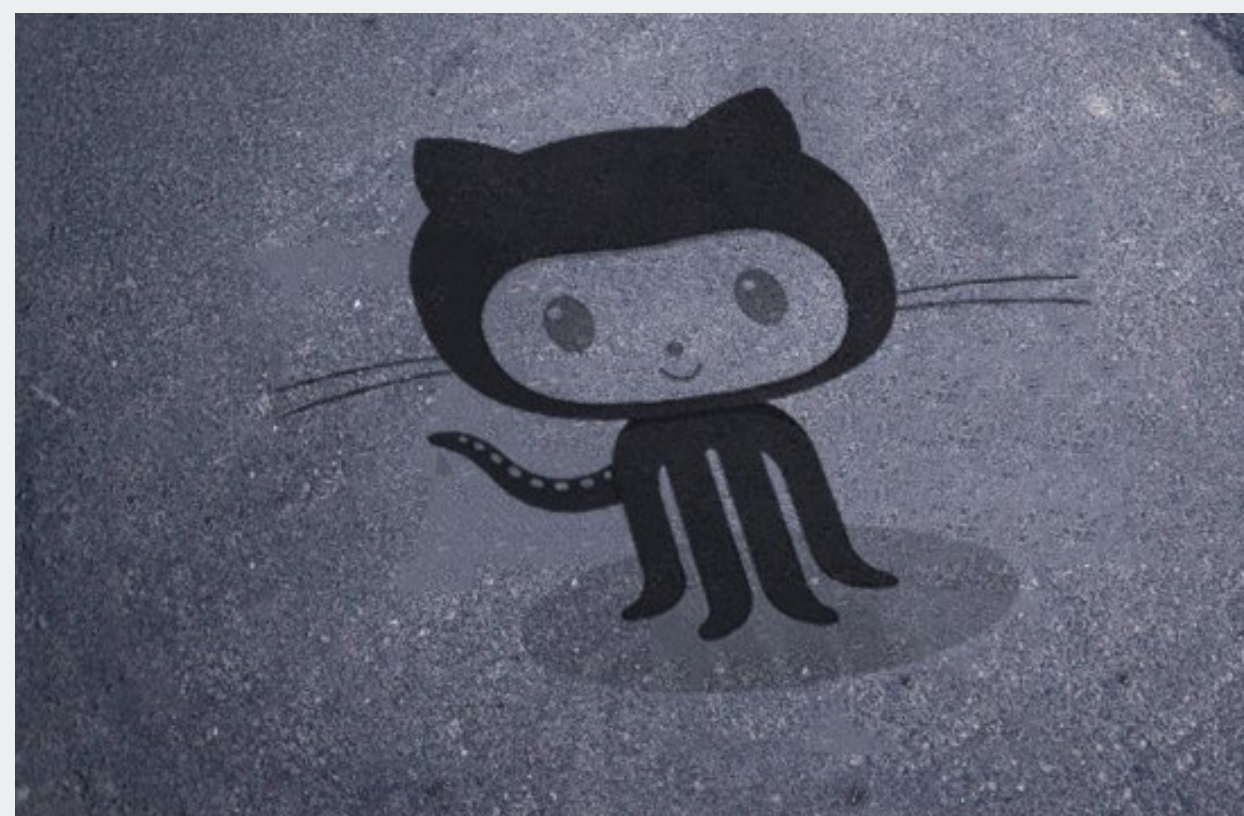Colorful yarn lengths tightly woven on rigid bases will be used to make your logo 3D.

Balloon Art - $20,000

Your logo or character will be created in a giant balloon sculpture up to 6' tall.

Spray Paint Cans - $20,000

Colored tops of spray paint cans will create an analogue version of your pixelated logo.

Reverse Graffiti - $20,000

Artists power wash a stencil to rinse away dirt on the ground, revealing your logo or artwork.

Sponsorship Opportunities:

Delight (large)

3D String Graffiti - $35,000

Your 3D text/logo will be created with colorful yarn in the style of the street artist Hot Tea.
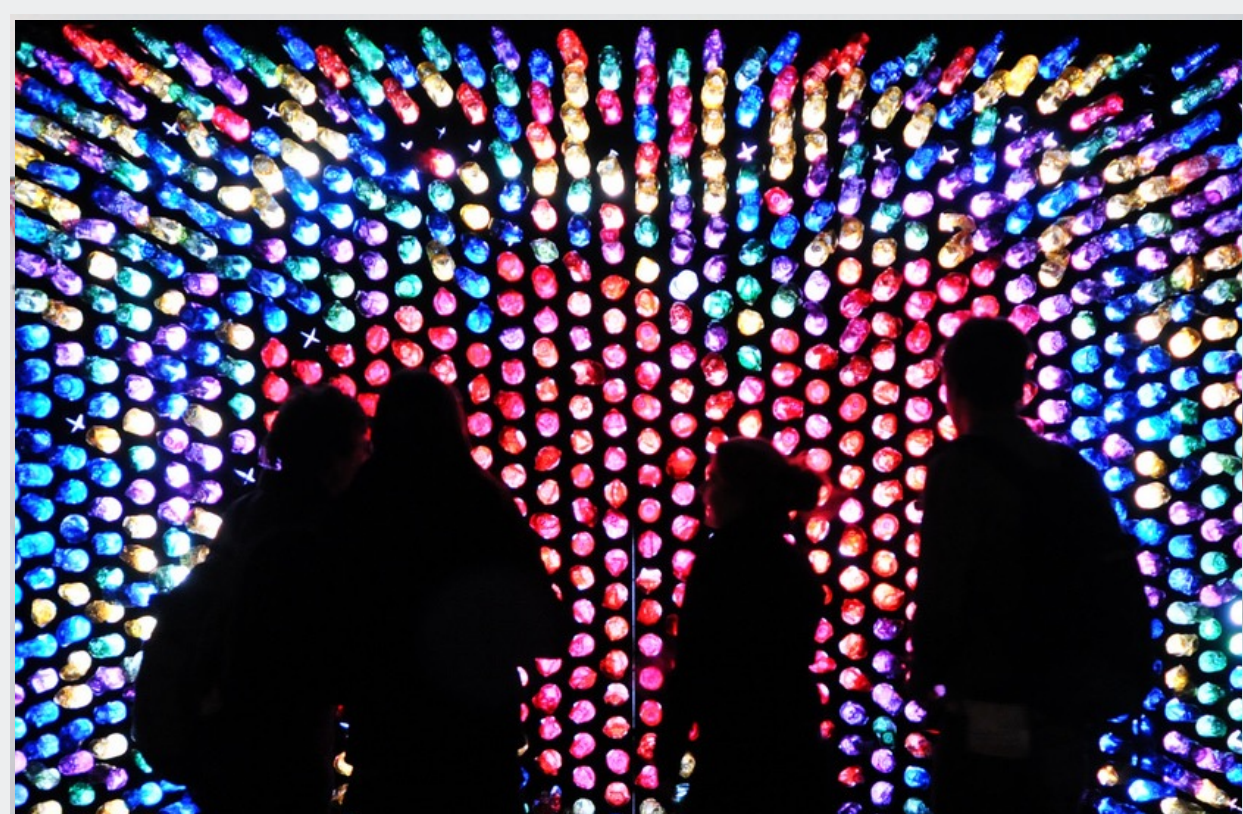*(Includes 3 hours of Chat Bar time)*

Coloring Wall - $28,000

Your logo will be colorfully contrasted next to GitHub graphics on this interactive wall
(Includes 3 hours of Chat Bar time)

Deconstructed Logo - $35,000

A local artist will "explode" your logo for a 3D deconstructed look inside.
(Includes 3 hours of Chat Bar time)

LiteBrite - SOLD

Light up the room! Your logo will be laid out in colorful interactive projection peg lighting.
(Includes 3 hours of Chat Bar time)

Sponsorship Opportunities:

Sustain

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Cost: $15,000-$30,000

Sponsor the elements that both nourish and support attendee engagement. Your logo will be on items that help keep the conference running, from the swag that everyone carries, to the caffeine that keeps people engaged, to the wifi that connects us.

All Sustain sponsorships include the following:
- *Large Installations come with 3 hours of concentrated face time at the Chat Bar, the perfect opportunity to interact one on one with attendees*
- 5 conference passes
- Logo on signage and interstitial slides
- Logo displayed on event website

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Available Small Sustain sponsorships ($15,000):

Lanyards   Notebook & Pens - **SOLD**

Wifi   Bike Valet

Available Large Sustain sponsorships ($30,000):

Coffee Truck - **SOLD**   Juice Truck

Boba Stand

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Sponsorship Opportunities:

Sustain (small)

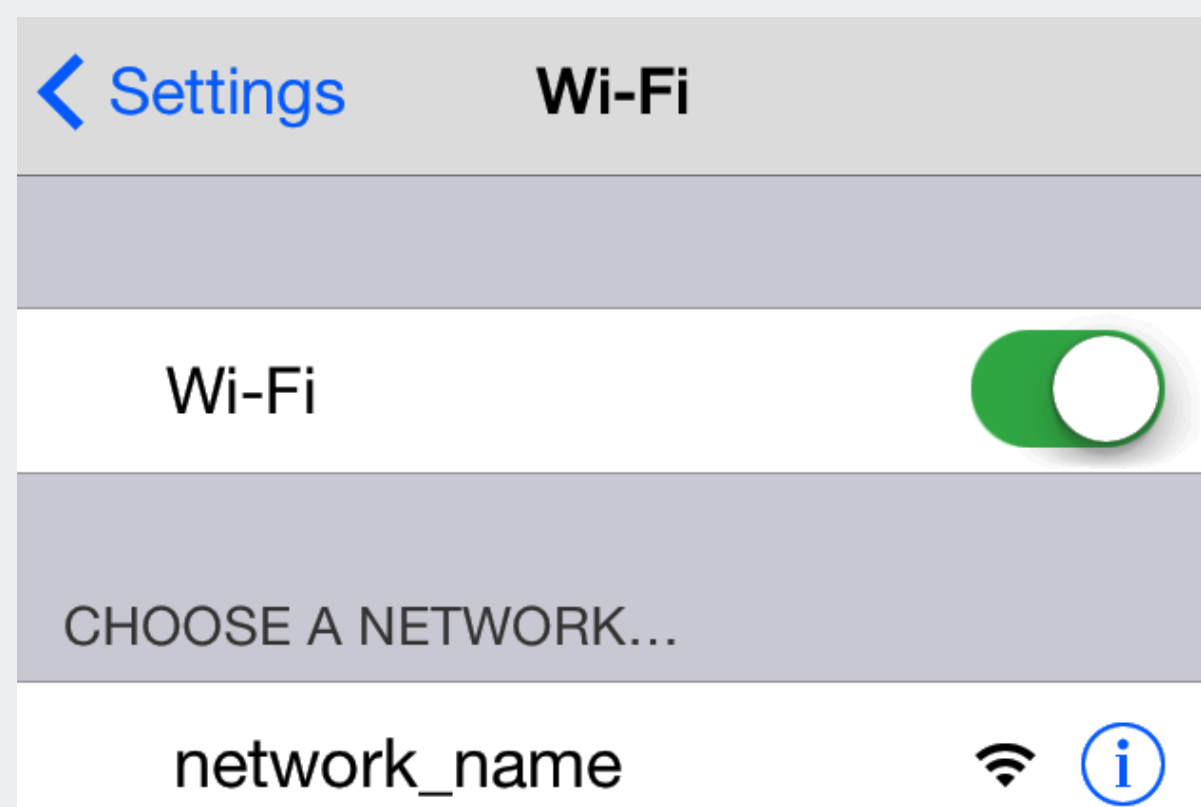### Lanyards - $15,000
Your logo will be on every lanyard worn by all attendees, speakers and sponsors.

Notebook & Pens - SOLD
Your logo will be on items that are distributed to every attendee in the conference tote bag.

Wifi - $15,000
Help attendees stay connected by sponsoring the wifi. Login password can be customized.

Bike Valet - $15,000
Help support a greener community by encouraging attendees to ride their bike.

Sponsorship Opportunities:

Sustain (large)

Coffee Truck - $30,000 - SOLD
Sponsor local favorite Ritual coffee, all day every day, served from a vintage airstream trailer. *(Includes 3 hours of Chat Bar time)*

Juice Truck - $30,000
This delicious, fresh pressed juice will be served from a vintage juice truck in the park. *(Includes 3 hours of Chat Bar time)*

Boba Stand - $30,000
Thirsty attendees will thank you when you sponsor this unique Boba Tea stand. *(Includes 3 hours of Chat Bar time)*

Sponsorship Opportunities:

Support

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Cost: $5,000

Be a part of the GitHub Universe Community. Our community sponsorship provides the opportunity to include your company logo on signage and interstitial slides visible to 1,400 Universe attendees.

Community sponsorships include the following

- 2 conference passes
- Logo on signage and interstitial slides
- Mention in blogposts and emails to attendees

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Sponsorship Opportunities:

Party

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Cost: $50,000 (partial), $150,000 (exclusive sponsorship)

Sponsor the Big Bang, the can't-miss Universe after-party at the historic Masonic Auditorium in San Francisco. Proceeds from ticket sales will go to Black Girls Code, a not-for-profit organization that focuses on providing technology education to African-American girls ages 7–17.

The Big Bang sponsorship includes the following:
- Branding opportunities at event
- Meet & greet with the band
- Private VIP space at the concert
- 10-15 conference passes
- Logo on signage and interstitial slides
- Logo displayed on event website/ party program

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We look forward to seeing you at Pier 70 San Francisco!

Sponsorships are considered on a first come, first served basis and are subject to approval. Contact alainen@github.com for more information.