

#ffconf

## Sponsorship Pack

For more information contact Remy & Julie  
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Picture: Anna Shipman, Lead Architect at GOV.UK  
ffconf is a LeftLogic Production



*“#ffconf is a wrap: what a truly inspirational event with so many interesting topics. Glad that I finally was able to attend.”*

Robin Mehner, co-founder of RejectJS event



## What is ffconf?

ffconf started in 2009, and is the UK's leading JavaScript conference, for front end developers and engineers who want to learn more about the programming language of the web.

ffconf operates a unique format by running a one day conference twice. The two days are the same: same amazing content, same lineup, same curation, same experience. The aim is to reach more people without compromising the intimacy and friendliness of the event. This means double the amount of people, over 550 web developers from across the world, will be exposed to your brand.



*“As I head home, Thank you, again to @rem, @Julianne and the volunteers for @ffconf. Incredible event and I felt incredibly taken care of.”*

John K Paul, CTO of InRhythm

## Where

The prestigious Duke of York's in Brighton is the UK's oldest purpose-built cinema, first opening on 22nd September 1910. The seats are the most comfortable conference seats ever, the personality of the building adds to the intimate feel of the day.

## The Organisers

The conference is a family run conference by Remy Sharp: who runs his own development agency Left Logic, and Julie Sharp: an events manager and running the logistics of the event. Their kids often make an appearance at the end to hear the applause!

*“Fantastic set of speakers, interesting and exciting topics, great day at @ffconf. Thanks and congratulations to @rem and @Julianne!”*

Phil Nash, developer evangelist for Twilio



## Why Sponsor ffconf?

Sponsoring ffconf will mean web developers, bloggers and other members of the community will get to know your company better and see that you want to support their community.

You will have the opportunity to promote your brand and products to attendees and meet potential new employees, clients or users. There are also networking opportunities throughout the conference and during the after party.

## Past Sponsors

amazon

DigitalOcean

Microsoft

Google

Brandwatch

mozilla

twilio

Adobe

telerik

BlackBerry



*“Back home & wondering where to start with all the inspiration I got whilst at #ffconf. Thank you @Julianne & @rem for an excellent day.”*

Hannah Wolfe, Ghost CTO and co-founder

## Audience

Our attendees:

- 17% are at C-level position (and 20% PO / PM, and 18% senior positions)
- 53% of our attendees have more than 10 years experience
- 30% with total buying power (further 10% with power to buy/subscribe to products up to £1000 per month)
- 97% developer experience
- 76% have projects on the side (who are motivated to experiment with new tech)
- 35% work on both client web & backend projects

# Sponsorship Opportunities

There will be an informal careers corner during the breaks to allow sponsors to meet potential employees. Plus all sponsors will be able to purchase additional delegate passes at a 10% discount.

<b>Platinum</b> £10,000+VAT 2 places available	<b>Gold</b> £5,000+VAT 4 places available
6 conference passes each day (or donate to our diversity scholarship with acknowledgement)	4 conference passes for each day
Exclusive inclusion of your logo on our conference videos (which are released for free post event), which have had over 100,000 views over past 4 years.	
Two tweets from @ffconf & @rem (50k+ total followers) – pre and post event	Two tweets from @ffconf & @rem (50k+ total followers) – pre and post event
Inclusion of promotional material for delegates	Inclusion of promotional material for delegates
Top placement of logo on web site	Logo on web site
Top placement of logo on screen during breaks	Logo on screen during breaks
Verbal thanks and acknowledgment from Remy on stage	Verbal thanks and acknowledgment from Remy on stage
Logo on name badge/programme	Logo on name badge/programme
Top placement of logo on banner popups placed on the stage	Logo on banner popups placed on the stage
Exclusive right to provide branded lanyards	
Two guest invitations to exclusive speakers' dinner	
Company, link and sponsor message included in our newsletter sent every month to 1,500 people	Company, link and sponsor message included in our newsletter sent every month to 1,500 people



#### **Coffee Sponsor – £3,000 +VAT**

We know how important caffeine is to our developers so it is readily available at registration and during the morning and afternoon breaks

- Logo on the website
- Logo on the screen during breaks
- Logo on the coffee cups (stickers)
- Conference ticket to both days

#### **Ice cream sponsor – £2,500 +VAT**

Made locally, these Choc Tops ice creams (with sprinkles!) are now a ffconf tradition

- Logo on the website
- Logo on the screen during breaks
- Logo on each ice cream cone (stickers)
- Conference ticket to both days

#### **Notepad sponsor – £2,000 +VAT**

The conference takes place in a cinema with no wifi – encourage people to go ‘old school’ with a pad of paper and pencil

- Logo on the website
- Logo on the screen during breaks
- Co-branded notebooks for every delegate
- Conference ticket to both days

#### **Micro sponsors: £1,000 +VAT**

- Logo on the website
- Tweet from @ffconf and @rem (50k+ total followers) pre conference
- Conference ticket to both days

**Get in touch if you have an idea (Popcorn? Cake pops? Branded screen wipes?) and we’ll help make it work**

Please note: the conference is carefully curated to ensure the best quality event for our delegates. As such sponsorship does not include a “speaking slot” – but you are more than welcome to submit a proposal.