



# 2018 Sponsorship Outline

**#FSTOCO NOV 28-30TH 2018, TELUS LABS,  
DOWNTOWN TORONTO, CANADA**

# Hello there!

**#FSTOCO NOV 28-30, TELUS LABS  
DOWNTOWN TORONTO, CANADA**

[sponsorship@fsto.co](mailto:sponsorship@fsto.co)

You're probably reading this because you want to learn more about the many wonderful opportunities to sponsor *Full Stack Toronto* events, right?

You should know *Full Stack Toronto* is a non-profit organisation and all funds we raise go exclusively towards bringing together all sorts of web professionals through commercial-free intermediate and advanced educational resources, like our annual conference and monthly meetups. That said, let us speak about the opportunities we have available for the 2018 conference, #fstoco!





# Our Commitment

**#FSTOCO NOV 28-30, TELUS LABS  
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Our commitment is to offer you the best brand exposure for your business, to all those hard-to-reach intermediate and senior web developers as well as other experienced web professionals. We are flexible at every level of sponsorship on how many passes to the event you need for your exhibit booth or team to attend the event.

Furthermore, our sponsors will of course be recognised accordingly both in our event's website, as well as all around our social media channels.



# On Diversity

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Diversity is of the utmost importance to us. This year we have over 50% representation in our speakers and are aiming for the same with attendees. Last year we were at 45%

*Full Stack Toronto* is already making a real difference in the community and having your brand name attached to ours shows loud and clear how much you care about the web professionals community and that you share our values of respect, diversity and education for all.



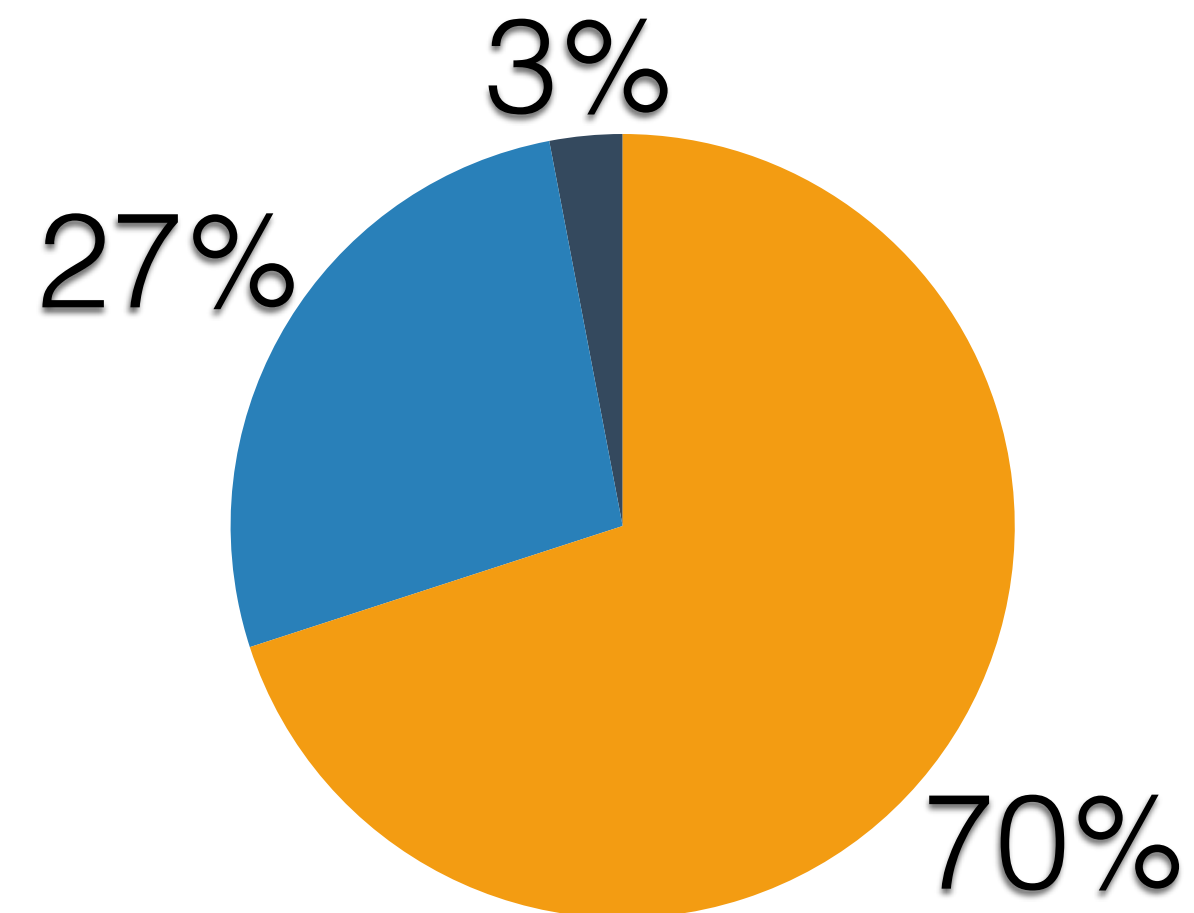


# Our Demographics

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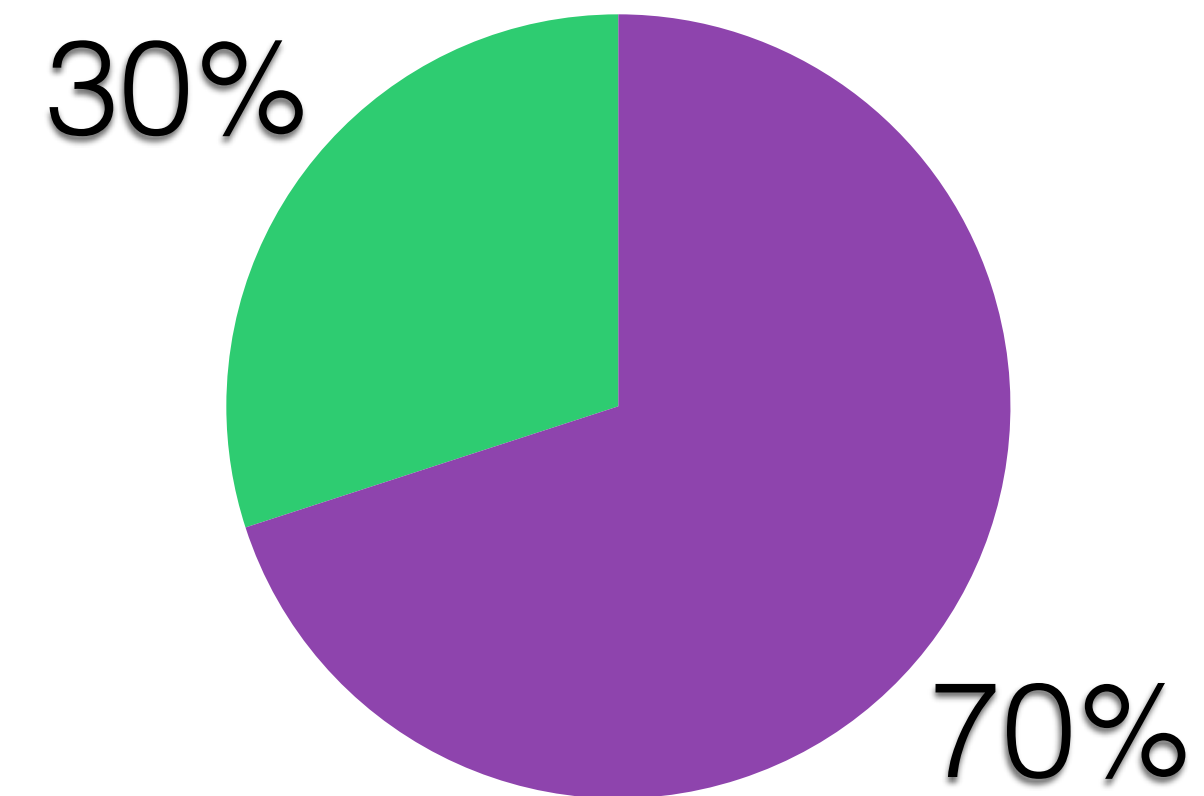
## Demographics



- Male
- Female
- Undisclosed

- Average age of 32
- 25% Have young families
- Over 50% earn more than \$50k

## Employment



- Full-Time
- Freelance

- Jr. Int. & Sr. Web Developers
- UX Designers & Web Designers
- Project Managers
- DevOps Engineers
- Product Managers



# Our Initiatives

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This year your sponsorship dollars are helping us provide the following and much more

- Paying our Speakers
- Supporting Diversity
- Video Recording and Streaming
- Meals and Drinks
- Better Swag
- Sustaining Our Growth
- Supporting the Community





# We're Quotable!

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“Favourite moment at #fstoco met #DeanDelpeache from #sponsor #RLSolutions, #software for safer Healthcare. I've opportunities for them” - @webmrketingmatrs

“The #fstoco networking session turned out to be awesome; I met a lot of cool people doing cool shit” - @ArcadeErrorWin

“After #fstoco, I want to a) learn all the things (dev), and b) buy all the things (IoT). May have to c) control impulses a little” - @andkerel

“Thanks @fullstackTO for this great weekend and another amazing conference. It exceeded my expectations. Learned a lot #fstoco” - @twitanvk

“Got a bunch of great ideas and met some great people at #fstoco this weekend” - @dougalg

“My dad talked about ponies today @fullstackTO #fstoco” - @orianasmyk

“#fstoco Had an awesome time at my first conference ever. Thanks!” - @MichaelBrawn

“#fstoco speakers from #USA #Germany #Israel first time visiting #Canada: "never had so many people apologize to me in my entire life" - @AhmadNassri



# Previous Sponsors

#FSTOCO NOV 28-30, TELUS LABS  
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Our attendees are waiting to meet you in the exhibit hall so why not get your name out there and show them you care about advancing their careers and being a part of the web professional community!

We highly suggest you prepare stickers and other swag items of your choice.  
We sure don't need to tell you how much our attendees absolutely LOVE tech swag!  
Why not let them promote your brand for you!?



MANDRILL



and many more supporters and partners.



# The Exposure

## Social Media



Jeremy Law @LawJeremy - Nov 14  
Thanks to @TELUS for throwing a stuffed bunny at me. #fstocnf15

Retweet icon, Reply icon, Like icon (7), and More options icon.



makv25 FOLLOW  
57 likes 3w  
makv25 Horay #fstocnf15 today @ryerson\_u @telusdigital if you see me say hi and we can talk #webdev #toronto #ryerson #design  
Jay.Wilk #fstocnf15



jcytong Ryerson Engineer... FOLLOW  
13 likes 3w  
jcytong Got myself some new socks from #fstocnf15 #confswag

You Retweeted

Ankita Kulkarni @kulkarniankita9 · Jun 28  
I'm super excited to be speaking at @fullstackTO this year on the topic: Let's fight: Redux side-effects showdown 💜💛💚, you can learn more about the talk here: [fstocnf15.co/speakers/](https://fstocnf15.co/speakers/)

#fstocnf15 #webdevelopment #Redux #Frontend #React

**LEADERSHIP SUMMIT  
NOVEMBER 28**

**full stack  
TORONTO**

**DEVELOPMENT CONFERENCE  
NOVEMBER 29-30**

**Speakers**  
Bringing together peers & leaders in web development for high quality practical training.  
[fstocnf15.co](https://fstocnf15.co)

1 Retweet, 4 Reply, 5 Like, 0 Message





# The Exposure

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## Email Blast

[full-stack-to] End of Summer Update from Full Stack Toronto

Full Stack Toronto <full-stack-to-announcements@meetup.com>  
to full-stack-to-@

SENT

Hello All!

We've been busy all summer vacationing and organizing two great events for you.

First, BitBest Conf is coming up this Fri, Sept. 22nd RSVP through Meetup.com for a discount, registration is \$50 and gets you 1 full day of leadership training! The event will be at TELUS Digital's offices down on York st. Learn more here <http://bitbestconf.ca>

And of course our event of the year! #FSTOCO 2017 is coming up October 23-26th at Exhibition Place Automotive Building (Scarfield Centre) the schedule is out, it is our most diverse event yet, and maybe even the most diverse web developer event in the world! Check out the amazing line up and register at <http://www.fstoco17.me> via code FSTH to save 20% on registration.

We're also happy to announce our latest sponsor for #FSTO **Intelliware!**



Intelliware is a trusted Agile software development services provider in Toronto that offers high-velocity, reliable delivery to organizations of all sizes. They're hiring! Learn more at: <http://www.intelliware.com/careers/current-opportunities/>

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Phone: (416) 593-2333 | Email: [info@fsto.co](mailto:info@fsto.co) | [www.fstoco.com](http://www.fstoco.com)





# The Exposure

**#FSTOCO NOV 28-30, TELUS LABS  
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[sponsorship@fsto.co](mailto:sponsorship@fsto.co)

3000+ Person Mailing List

1000+ Twitter Followers

1.1 Million Reach from our Twitter RT's

75+ YouTube Subscribers and growing fast!



# Sponsorship Levels

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## ***Lunch Sponsor \$10,000***

### ***All sponsorships at this level include***

- Official Sponsor of Lunch on the schedule, and you may supply branded items to surround the area
- Exhibit space. (1 6ft Table & 2 Chairs in an 8'x10' Space)
- 5 Event Passes
- Access to CASL Compliant Opt-In List of Attendees
- Logo and link on event website
- Recognition on social media channels 4 times in a dedicated post (Instagram, Facebook, Twitter).
- Recognition at the beginning and end of event by the Executive Director.
- Email blast to meetup members at the bottom of our announcements.
- Logo on sponsor slide of session videos.
- Free WiFi and Electrical.
- One insert to the swag bag (Not exceeding post card size for flat, or a 6cm cubed for 3D objects; exception pens)





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## ***Coffee Sponsor \$7,500***

### ***All sponsorships at this level include***

- Official Sponsor of Coffee on the schedule, and you may supply branded items to surround the area
- Exhibit space. (1 6ft Table & 2 Chairs in an 8'x10' Space)
- 5 Event Passes
- Access to CASL Compliant Opt-In List of Attendees
- Logo and link on event website
- Recognition on social media channels 4 times in a dedicated post (Instagram, Facebook, Twitter).  
Recognition at the beginning and end of event by the Executive Director.
- Email blast to meetup members at the bottom of our announcements.
- Logo on sponsor slide of session videos.
- Free WiFi and Electrical.
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## ***Gold Sponsorships \$4,500***

### ***All sponsorships at this level include***

- Exhibit space. (1 6ft Table & 2 Chairs in an 8'x10' Space)
- 5 Event Passes
- Access to CASL Compliant Opt-In List of Attendees
- Logo and link on event website
- Recognition on social media channels three times in a dedicated post (Instagram, Facebook, Twitter).  
Recognition at the beginning and end of event by the Executive Director.
- Email blast to meetup members at the bottom of our announcements.
- Logo on sponsor slide of session videos.
- Free WiFi and Electrical.
- One insert to the swag bag (Not exceeding post card size for flat, or a 6cm cubed for 3D objects; exception pens)





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## ***Silver Sponsorships \$2,500***

### ***All sponsorships at this level include***

- NO Exhibit space. (1 6ft Table & 2 Chairs in an 8'x10' Space)
- 2 Event Passes
- Access to CASL Compliant Opt-In List of Attendees
- Logo and link on event website
- Recognition on social media channels twice in a dedicated post (Instagram, Facebook, Twitter).
- Recognition at the beginning and end of event by the Executive Director.
- Email blast to meetup members at the bottom of our announcements.
- Logo on sponsor slide of session videos.
- One insert to the swag bag (Not exceeding post card size for flat, or a 6cm cubed for 3D objects; exception pens)



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## ***Bronze Sponsorships \$1,500***

### ***All sponsorships at this level include***

- NO Exhibit space.
- NO Event Passes
- NO Access to List of Attendees
- Logo with out link through on event website
- Recognition on social media channels twice in a dedicated post (Instagram, Facebook, Twitter).  
Recognition at the beginning and end of event by the Executive Director.
- Email blast to meetup members at the bottom of our announcements.







Thank You!

WE LOOK FORWARD TO YOUR SUPPORT!