

# 200OK Web Developer Conference

2023 Sponsorship Prospectus



Holberton, Tulsa  
May 12, 2023  
200ok.us

For sponsorship questions, sales, and to request a custom sponsorship package:

200OK Conference Committee 200ok@techlahoma.org	Emily Harden (539) 302-7114
--	--------------------------------

## Conference History and Mission

200OK is one of Oklahoma's longest running web developer-focused conferences. Since 2013, 200OK has brought in industry experts from around the world to speak about web technologies.

## Target Audience

Our audience is interested in the newest web technologies and tools. We are very welcoming, with talks at both introductory and intermediate levels.

Topics usually include:

- Front-End (HTML, CSS, JS, etc.)
- Back End (Node, Python/Django, C#/.Net, Ruby/Rails, SQL, No SQL, etc.)
- DevTools and infrastructure (Kubernetes, Docker, CI/CD, etc.)
- Design (UX, UI, Design thinking)
- New technologies (Machine learning, algorithms, etc.)
- Project Management (Agile, etc)
- Soft Skills

## Attendance

For 2023, we are expecting attendance of 150-200 developers and IT professionals. We tend to have all sorts of attendees including front-end and back-end developers, business/startup owners, and project/product managers. The following is our attendance in previous years:

- 2022 - Tulsa Central Library - 100
- 2021 - Virtual - 100
- 2020 - Virtual - 200
- 2019 - Tulsa Central Library - 130
- 2018 - Tulsa Central Library - 130
- 2017 - Tulsa Central Library - 170
- 2016 - 36 Degrees North - 100
- 2013 - Fly Loft - 100

*Techlahoma does not automatically share attendee information with sponsors. This includes contact information and demographic data. Attendees may "opt-in" for their information to be shared, and we will release that information if noted in the sponsorship tier. Note that we offer social media shout out opportunities and advertising throughout the conference, but all contact with attendees comes directly from official Techlahoma/200OK Conference communication channels.*

## Exclusive Sponsorship Packages

### Exclusive Lunch Sponsorship (Title Level) - \$5,000

*Limited to 1 company*

- Place cards/logos on all lunch tables
- “Lunch provided by ...” announcements and wording
- + ALL Title Level benefits (sponsor booth, tickets, discounts, etc.)

### Exclusive Breakfast Sponsorship (H1 Level) - \$3,500

*Limited to 1 company*

- Place cards/logos on all snack trays and tables
- “Snack provided by ...” announcements and wording
- + ALL H1 Level benefits (sponsor booth, tickets, discounts, etc.)

### Exclusive Streaming Sponsorship (H1 Level) - \$3,500

*Limited to 1 company*

- Logo on stream for majority of stream
- “Live Stream provided by ...” announcements and wording
- + ALL H1 Level benefits (sponsor booth, tickets, discounts, etc.)

### Exclusive After-Party Sponsorship (H1 Level) - \$3,500

*Limited to 1 company*

- “After-Party provided by ...” announcements and wording
- (If the party is hosted at your venue, this lowers the cost of sponsorship. Contact for details)
- + ALL H1 Level benefits (sponsor booth, tickets, discounts, etc.)

### ~~Exclusive Venue Sponsorship (H2 Level) - \$2,500 Already Taken!~~

~~*Limited to 1 company*~~

- ~~● “Venue provided by ...” announcements and wording~~
- ~~● + ALL H2 Level benefits (sponsor booth, tickets, discounts, etc.)~~

### Exclusive Speaker Dinner Sponsorship (H2 Level) - \$2,500

*Limited to 1 company*

- Invitation for your company to join the dinner for speakers and volunteers the night before the conference
- “Speaker Dinner provided by ...” announcements and wording
- + ALL H2 Level benefits (sponsor booth, tickets, discounts, etc.)

## Standard Sponsorship Packages

### Title - \$4,000

*Limited to 4 companies*

- Everything in H1 **plus**
- Two additional conference passes (4 total)
- Listed in Title category everywhere applicable

### H1 - \$2,500

*Limited to 8 companies*

- Everything in H2 **plus**
- Sponsor booth (draped table and chairs with power strip)
- One additional conference pass (2 total) - additional passes purchased at 30% discount
- One additional item in our drawing(2 total)
- Listed in H1 category everywhere applicable

### H2 - \$1,500

*No Sponsor Limits*

- Everything in Local **plus**
- Logo on event signage
- Listed in H2 category everywhere applicable

### window.localSponsors / Non-Profit - \$500

*Limited to Oklahoma Companies/Startups or Non-profits*

- Logo on website in sponsor feature area
- Social media announcement
- One conference pass included - additional passes purchased at 20% discount
- You can place brochures, stickers, and other swag on our swag table
- You can include one item in our drawing

### In-Kind Donations

- In-Kind donations are also needed for this event including (but not limited to) prizes for drawings, silent auction items, floral arrangements, advertising, softwares, devices, etc.