Sponsoring - the small print

WordCamp Berlin is awaiting about 150 WordPress enthusiasts. This is an unique opportunity to advertise your products or services and to support the Open Source Project WordPress.
You may choose between the following sponsor packages:

<table>
<thead>
<tr>
<th>Package:</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on attendee badge</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own info booth</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beamer presentation during the breaks</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Separate post</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on homepage</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thanks in tweets and social media</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thanks in opening and closing session</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Display of info material</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Mentioning in newsletter footer</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Free tickets</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Mentioning on sponsor page**

<table>
<thead>
<tr>
<th>Logo Name</th>
<th>Claim (unlimited)</th>
<th>Description (unlimited)</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo Name</td>
<td>Claim (200 characters)</td>
<td>Description (50 words)</td>
<td>Link</td>
</tr>
<tr>
<td>Logo Name</td>
<td>Claim (200 characters)</td>
<td>Link</td>
<td>Name</td>
</tr>
</tbody>
</table>

| Price: | 1.000 € | 500 € | 250 € | 70 € |

WordPress Foundation • 660 4th Street • Suite #119 San Francisco • CA 94107 // wordpressfoundation.org • a 501(c)3 non-profit organization • Federal Tax ID: 205498932 // berlin.wordcamp.org/2015 • berlin@wordcamp.org
Sponsoring: Legal

Official WordPress events are backed by the WordPress Foundation (a US 501(c)3 non-profit) as their legal (and usually financial) entity, and so the relationship between events and sponsors is subject to some restrictions from the IRS. WordPress Foundation is grateful for the valuable support sponsors provide to official WordPress events. For tax-related reasons, we ask our sponsors to observe certain practices in presenting themselves and their products and services at official events.

1. Sponsors may provide:
   - The sponsor’s name and logo
   - Slogans that are an established part of the sponsor’s image
   - The sponsor’s brands and trade names
   - Sponsor contact information (such as telephone numbers, email addresses, and home page URLs)
   - Factual (value-neutral) displays of actual products
   - Displays or handout materials (such as brochures) with factual, value-neutral, non-comparative/non-qualitative descriptions or listings of products or services

2. Sponsors may not provide:
   - Promotional or marketing material containing qualitative, comparative, or non-neutral messages about the Sponsor, its products or services (such as “the first name in WordPress hosting”, “award-winning”, or “the best e-commerce plugin”)
   - Qualitative or comparative language, price information, or other indications of savings or value
   - Inducements to purchase or use the Sponsor’s products or services (for example, by handing out coupons or discount purchase codes)
● Calls to action (“visit this site for details”, “call now for a special offer”, “go to”, “join our league of savings”, etc.)

● Claims that WordPress Foundation, WordCamps, or WordCamp organizers endorse or favor a Sponsor or its products or services

3. Sponsors agree that the Foundation and WordCamp organizers have the right to request and review sponsor materials in advance of an event, to require changes to any materials in advance, and to require that any materials that do not meet the above expectations be taken down or that any practices that do not meet the above expectations be discontinued during a WordCamp or event. The above restrictions also apply to material placed on any self-serve swag tables reserved for sponsor use.

4. All sponsors are expected to support the WordPress project and its principles, including:

● No discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability.

● No incitement to violence or promotion of hate

● No spammers

● No jerks

● Respect the WordPress trademark.

● Embrace the WordPress license; If distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org.

● Don’t promote companies or people that violate the trademark or distribute WordPress derivative works which aren’t 100% GPL compatible.
5. Sponsorship is in no way connected to the opportunity to speak at an official WordPress event and does not alter the WordPress or WordCamp trademark usage policy found at http://wordpressfoundation.org/. WordPress Foundation reserves the right to modify the above requirements and expectations at any time by providing written notice to the sponsor.
Agreement among WordCamp Organizers, Speakers, Sponsors, and Volunteers

1. I agree that WordCamps are meant to benefit the local WordPress community through live events and the broader WordPress community through the sharing of online video and other materials.

2. I agree that a WordCamp is a casual, locally- and volunteer-organized event, focused on WordPress and reflecting the local WordPress community it represents.

3. I understand that WordCamp organizers, speakers, sponsors, and volunteers are expected to support the WordPress project and its principles.

4. I understand that the principles of the WordPress project include:
   a. no discrimination on the basis of economic or social status, race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, marital status, age, or disability
   b. no incitement to violence or promotion of hate
   c. no spammers
   d. no jerks
   e. respect the WordPress trademark
   f. embrace the WordPress license; if distributing WordPress-derivative works (themes, plugins, WP distros), any person or business officially associated with WordCamp should give their users the same freedoms that WordPress itself provides: 100% GPL or compatible, the same guidelines we follow on WordPress.org.
   g. don’t promote companies or people that violate the trademark or distribute WordPress derivative works which aren’t 100% GPL compatible

5. I agree that WordCamps are not-for-profit events, organized with budget and funding transparency.

6. I agree that WordCamps should be accessible to as many people as possible, regardless of financial status.

7. I agree that I am not an employee of the WordPress Foundation and am participating in WordCamp exclusively as a volunteer.

Agreement is confirmed by:  

________________________________________  ______________________________________
first name                                   last name

________________________________________
Company / Stamp

________________________________________
Date

________________________________________
Signature

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