



WIKIMANIA

2012

D.C.

The International Wikimedia Conference

EXPLORE. ENGAGE. EMPOWER

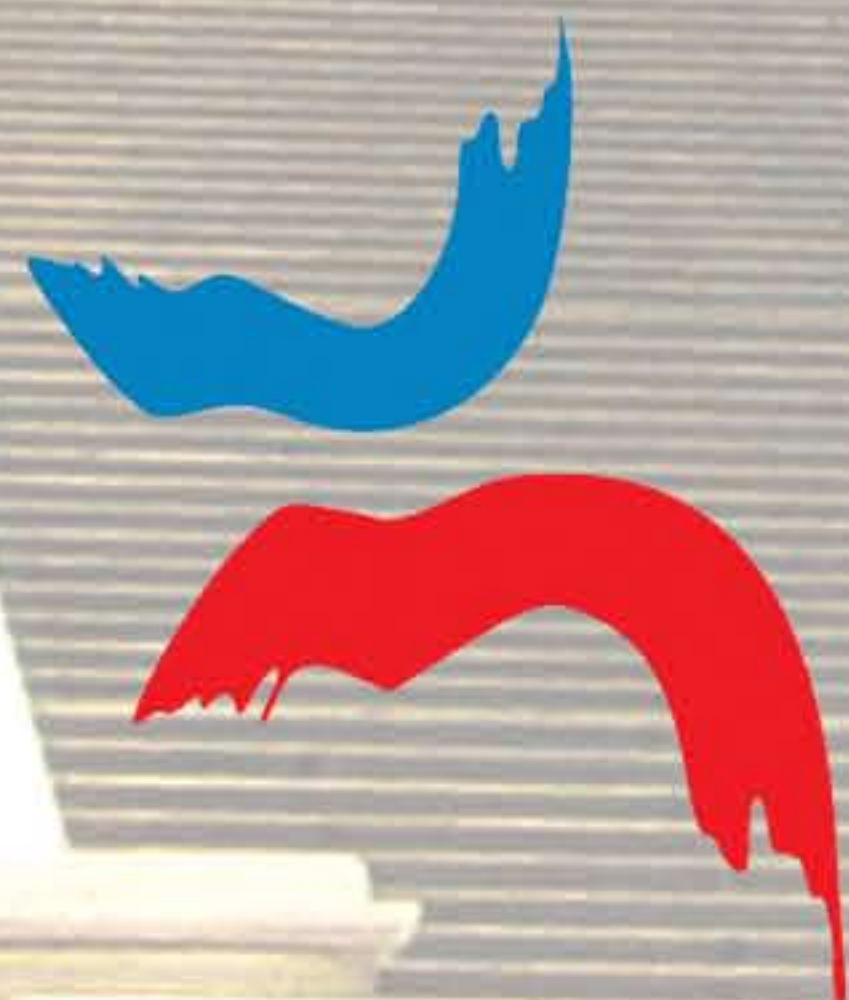
Sponsorship Opportunities

join our global vision

July 12-15

George Washington University

Washington, DC

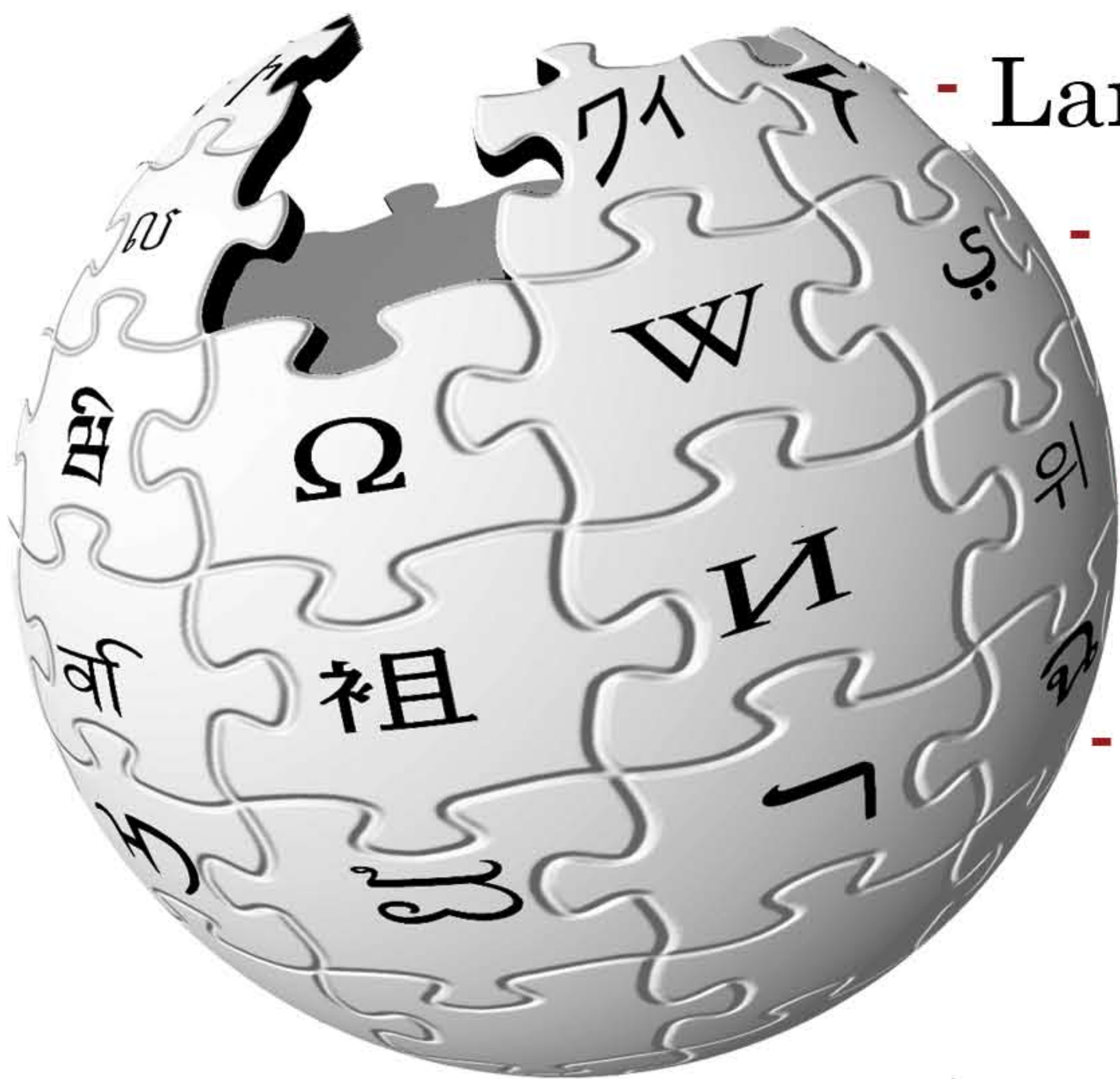


<http://www.wikimania2012.org>

Explore.

Wikimania is the premier global event held annually by the **Wikimedia Foundation**

Wikipedia at-a-glance

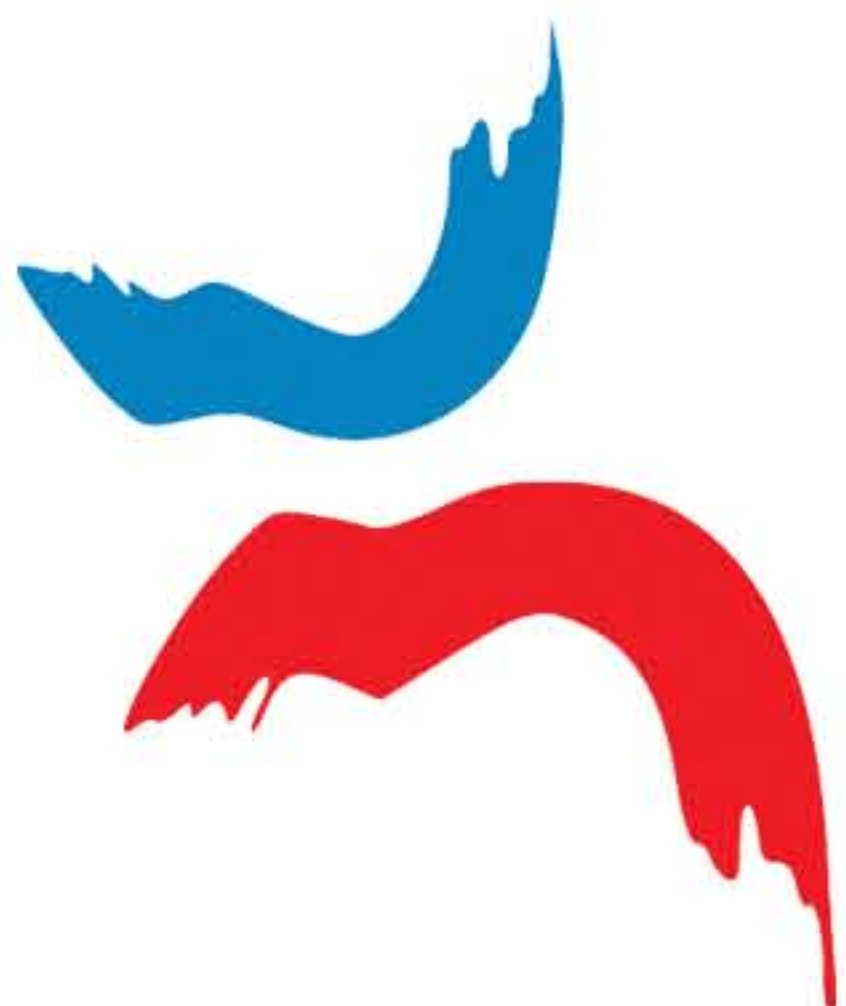


- Largest encyclopedia ever created
- Over 20.5 million articles in 273 languages as of November 2011
- Ranked #6 website in the world in terms of traffic
- Over 16 million registered global users

THE WALL STREET JOURNAL.

“Web sites have a long way to go before they provide the kind of quality that Wikipedia offers – and that users deserve.”

– Wall Street Journal, December 23, 2008



Explore. What is Wikimania?



2012 Washington, DC, USA

- Multi-day annual event with keynotes and multiple panel tracks discussing all things Wikipedia, the famous online encyclopedia, as well as other Wikimedia projects
- Focus on connecting people; raising global awareness on Wikipedia and other Wikimedia projects; celebrating participation in creating and distributing knowledge
- planned and produced by the local Wikimedia community. funding comes from donations and sponsorships.
- Held in a different city each year

It all started
here



2005 Frankfurt, Germany

And then it
went all around
the world



2006 Cambridge, MA, USA



2007 Taipei, Taiwan



2008 Alexandria, Egypt



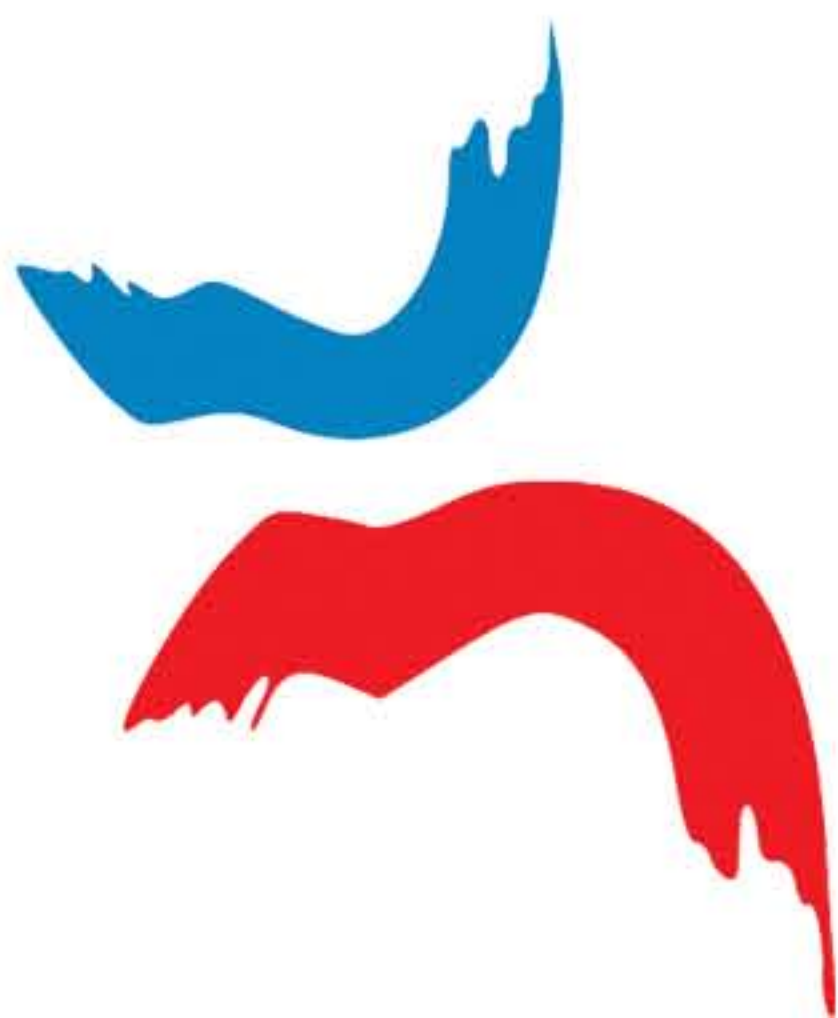
2009 Buenos Aires, Argentina



2010 Gdańsk, Poland



2011 Haifa, Israel



Engage.

Why sponsor Wikimania?

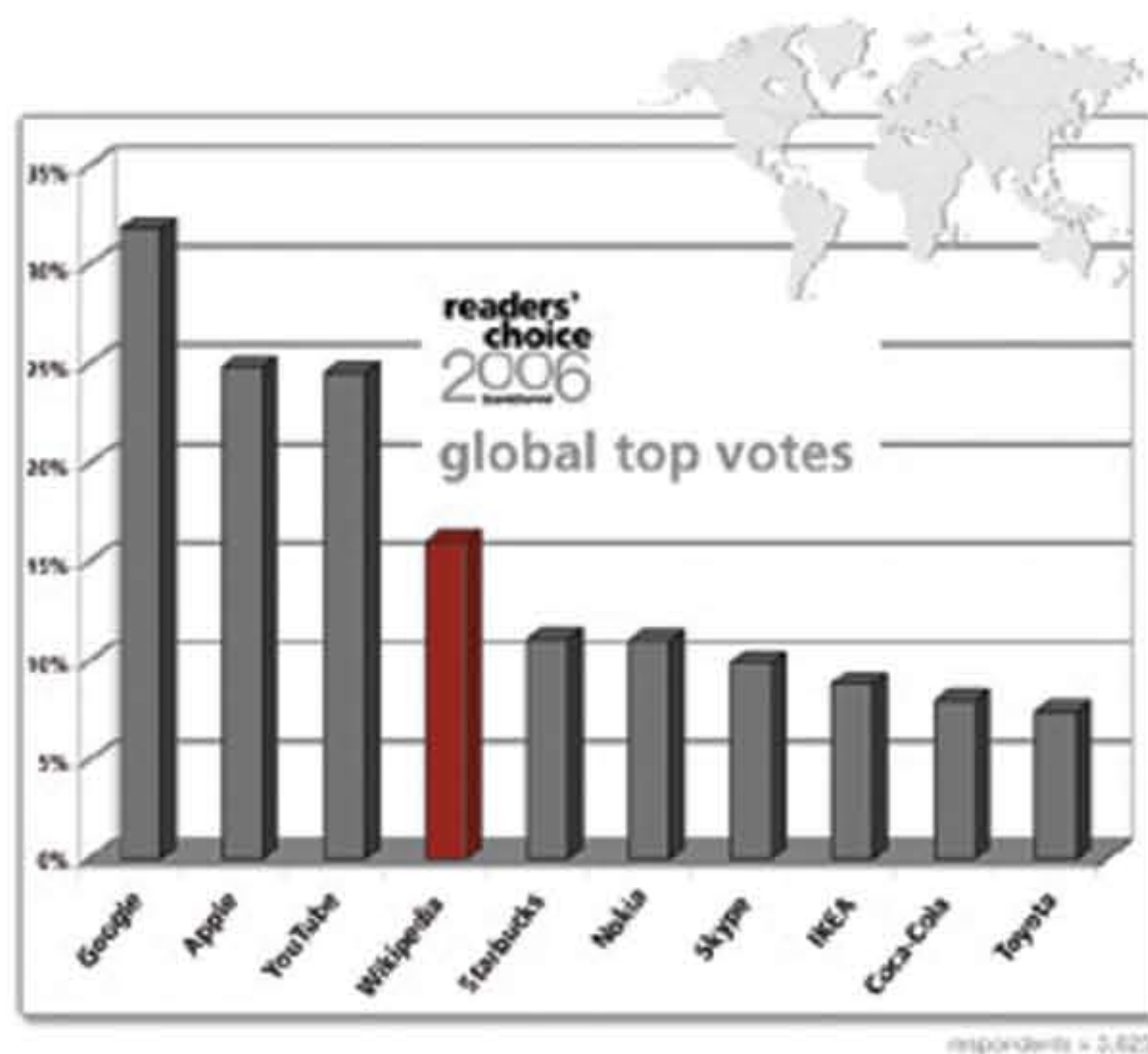
1. Global event sponsored by a highly respected, top 10 website

2. Broad exposure through global press coverage

The New York Times CBS cnet theguardian NETWORKWORLD®

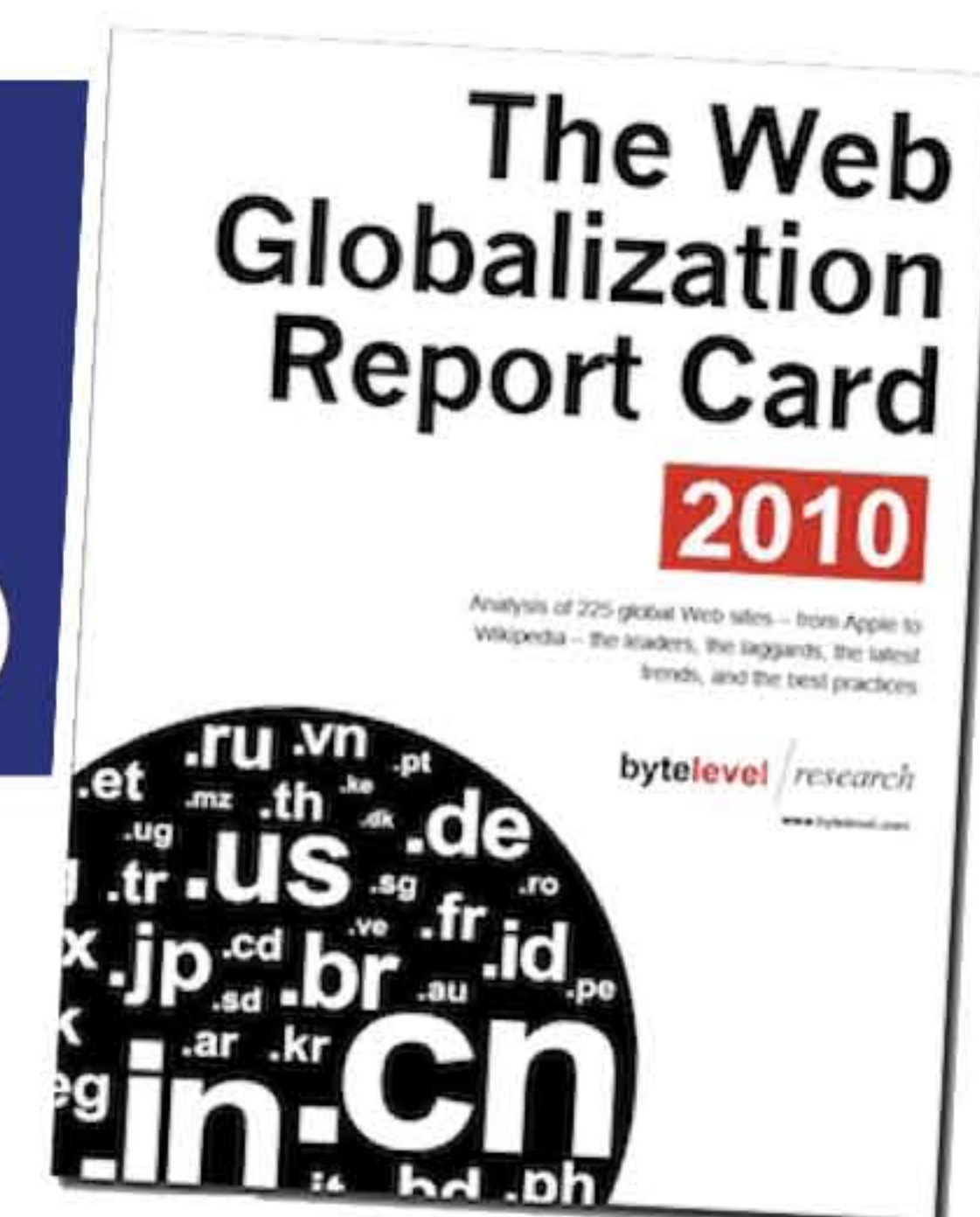
BBC The Boston Globe COMPUTERWORLD CHICAGO SUN-TIMES POPULAR SCIENCE

3. Share in Wikipedia's tremendous brand value



The Best Global Web Sites (and why)

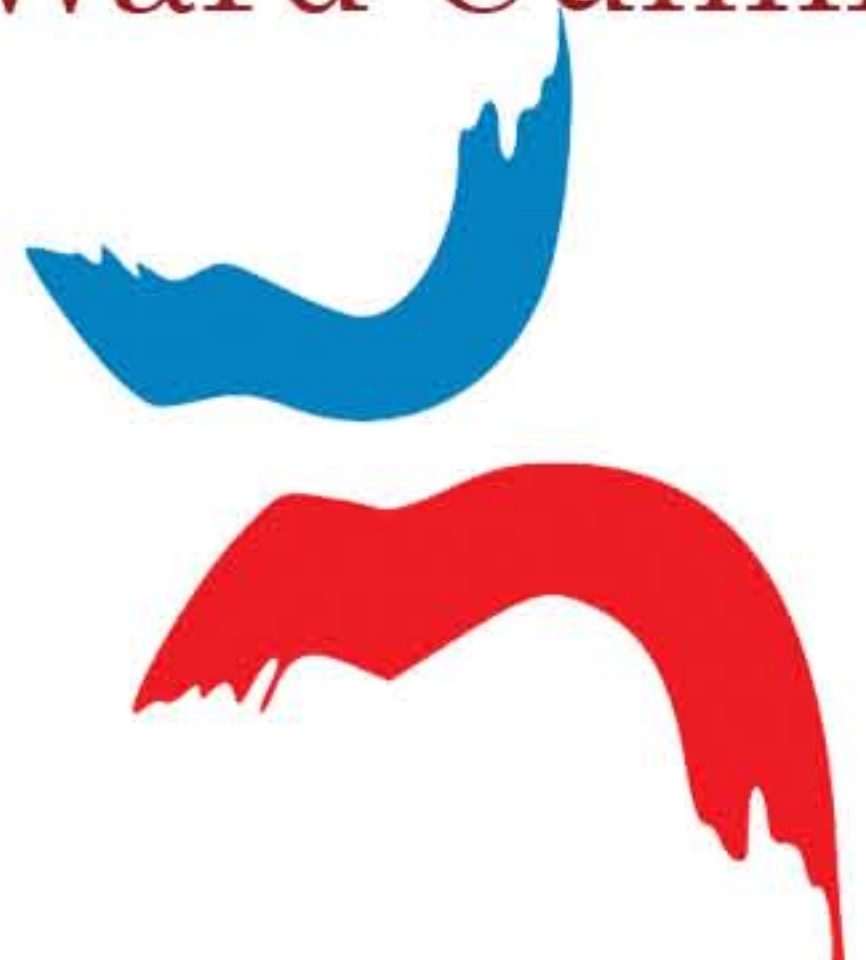
#6. Wikipedia



4. Join Wikimedia's elite previous sponsors



5. Attended by hundreds of tech and social community leaders and influencers. High-profile speakers have included **Jimmy Wales**, Wikipedia founder; **Lawrence Lessig**, author and law professor; **Ward Cunningham**, inventor of the Wiki system; and many more



Engage.

Angel level, \$50,000

Put your brand front and center by sponsoring Wikimania's main social lounge.

Our Angel sponsor will also receive:

- Large banner during Wikimania
- 5 VIP tickets and full conference passes
- Full-page ad in the program
- Exhibit table for the duration of Wikimania
- Name & logo prominent on conference website and slideshow prior to the start of plenary sessions
- Promotional items in attendee bag
- Other considerations negotiable

Platinum Level, \$25,000

Our four Platinum sponsors will receive the naming rights to one of Wikimania's lunch breaks.

Platinum sponsors will also receive:

- 4 VIP tickets and full conference passes
- Half-page ad in the program
- Name & logo on conference website and slideshow prior to the start of plenary sessions

Silver Level, \$10,000

Silver sponsors will receive the naming rights to one of Wikimania's coffee breaks.

Silver sponsors will also receive:

- Two VIP tickets and full conference passes
- Acknowledgement in the program
- Name & logo on conference website and slideshow prior to the start of plenary sessions

Contact us

We would love for you to join our global vision.

To contact us:

Email: wikimania-sponsorships@wikimedia.org

Phone: (+1) 202-599-0429

Diamond Level, \$40,000

Our three Diamond sponsors will receive the naming rights to the attendee party, opening night reception, or the Unconference.

Diamond sponsors will also receive:

- Large banner and acknowledgement during sponsored event
- 5 VIP tickets and full conference passes
- Full-page ad in the program
- Name & logo prominent on conference website and slideshow prior to the start of plenary sessions
- Promotional items in attendee bag
- Other considerations negotiable

Gold Level, \$15,000

Our four Gold sponsors will receive the naming rights to one of Wikimania's breakfasts.

Gold sponsors will also receive:

- Two VIP tickets and full conference passes
- Quarter-page ad in the program
- Name & logo on conference website and slideshow prior to the start of plenary sessions

Bronze Level, \$5,000

Bronze sponsors are significantly important to the success of Wikimania.

Bronze sponsors will receive:

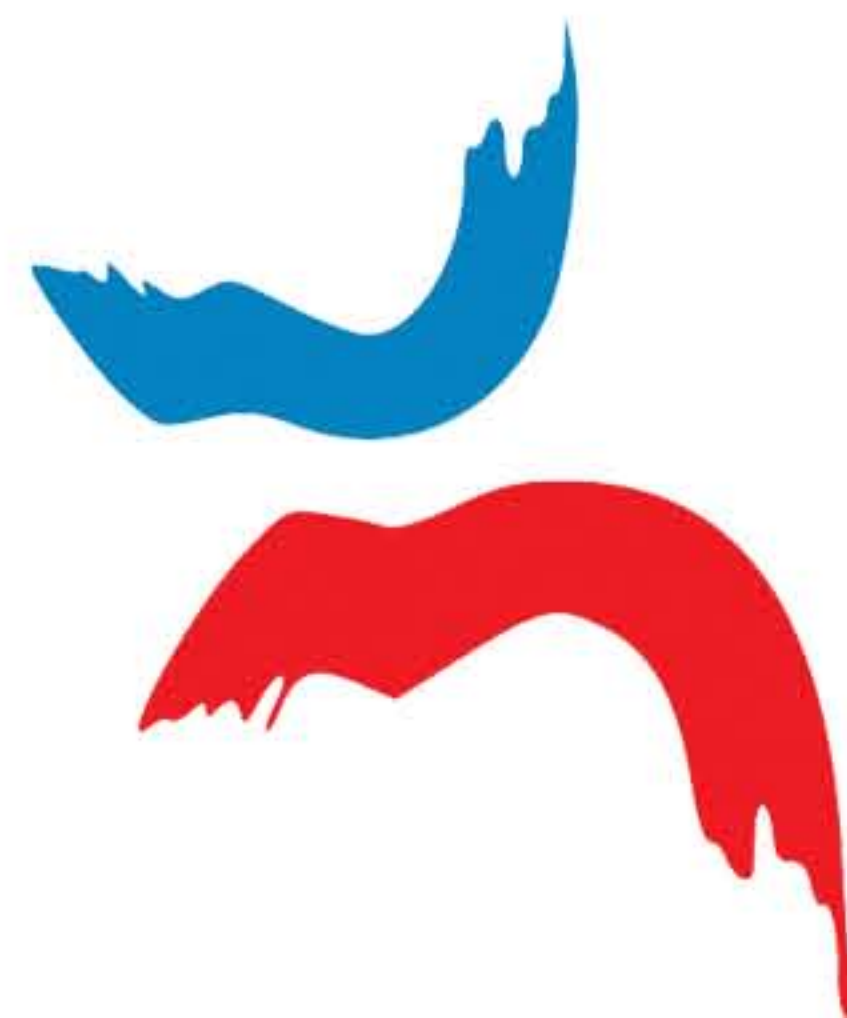
- Two VIP tickets and full conference passes
- Acknowledgement in the program
- Name & logo on conference website and slideshow prior to the start of plenary sessions

Copper Level, \$1,000

Copper sponsorships are a great way for individuals from around the world to support Wikimania.

Copper sponsors will receive:

- Two full conference passes
- Acknowledgement in the program and on the conference website

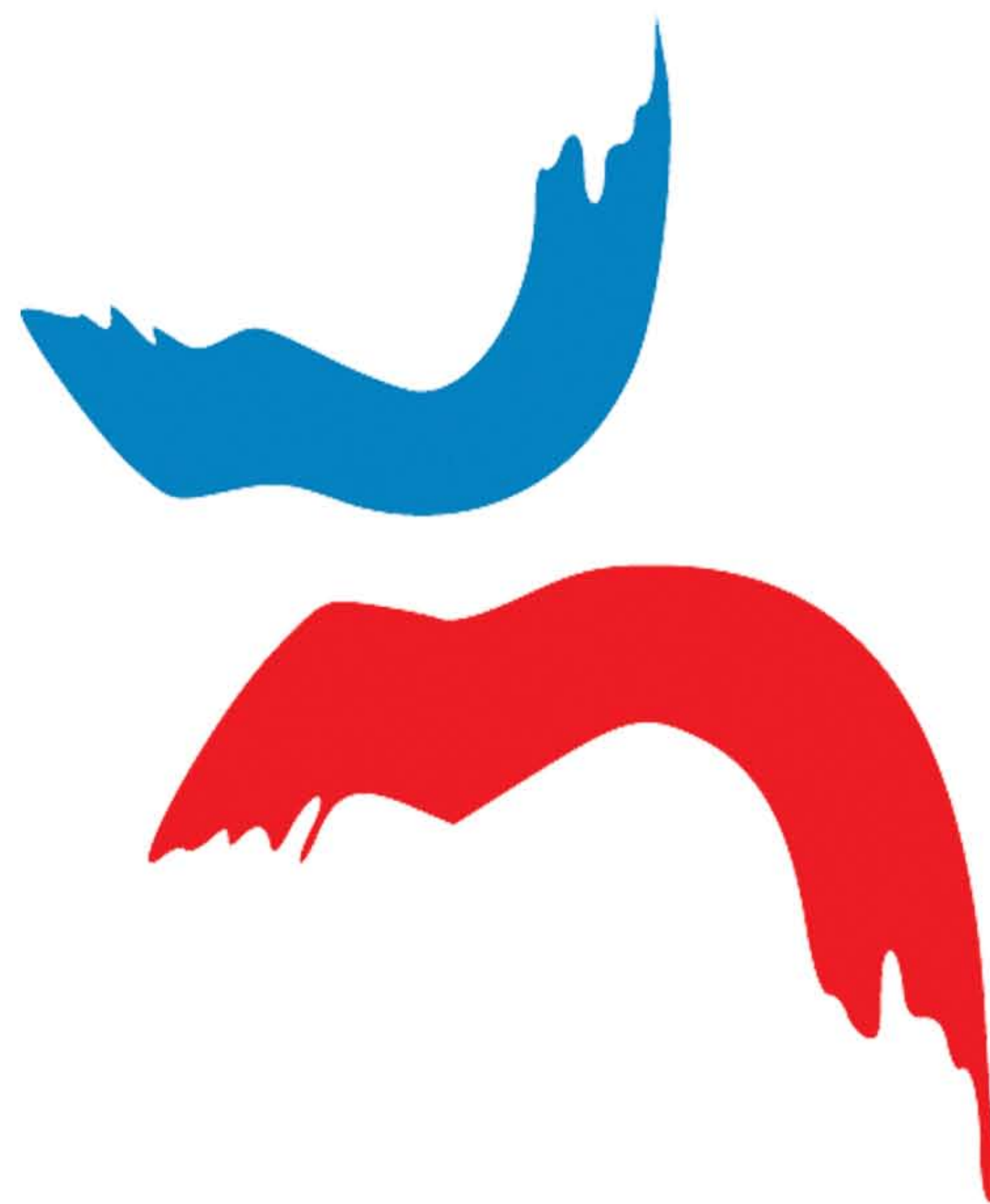


Empower.

Your sponsorship will help
us move one step further
toward our goal of
empowering millions
of people around the world
through free access to
global knowledge



WIKIMEDIA
DISTRICT OF
COLUMBIA



Thank you!
