



Wikimedia Foundation, Inc.

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“Bringing the sum of human knowledge to everyone in the world”

Wikimania Sponsorship Opportunities

Taipei, Taiwan • August 3 - 5, 2007

The Wikimedia Foundation has a special opportunity for your company to dramatically increase your visibility in the global community, while at the same time support a cutting-edge international nonprofit that runs such popular websites as Wikipedia – currently, one of the top 10 websites in the world.

Wikimania is the Wikimedia Foundation's annual conference and will be held this year in Taipei, Taiwan from August 3 - 5. The event brings together international users from various Wikimedia projects, as well as individuals interested in learning about Wiki technology, free content and free knowledge, and educational and social trends in the internet culture. Both a scientific conference and community event, Wikimania provides attendees with the opportunity to exchange ideas, build relationships, and report on various research and project efforts in the Open Source community.

Media Coverage

Wikimania attracts journalists and renowned bloggers from around the world. The event receives media coverage worldwide. A sample of media present in Wikimedia 2005 and 2006 included: BBC, CBS, CNET, Computer World, Die Zeit, Network World, Chicago Sun Times, New York Times, Boston Globe, Chronicle of Higher Education, Cox Newspapers, Frankfurter Allgemeine Zeitung, German News Radio, Global Vision, Guardian, Harvard Advocate, Popular Science, Spiegel online, Stern, Technology Media Group, The Guardian and ZDF, among others.

Technology Leaders

Wikimania is considered a premiere event in the open source community. As a result, the event draws such notable technology leaders as Ward Cunningham, inventor of the wiki, Mitch Kapor, founder of Lotus Development Co. and Mozilla Foundation. In addition, a three-day technology workshop, Hacking Days, is also held as part of the main conference. Hacking Days attract high profile developers interested in learning about important initiatives in the Mediawiki software and open source development.



Quick Facts

Wikimania attracts individuals from around the globe. In Wikimania 2006, over 50 countries were represented.

The event has become a premiere event for the Open Source Community.

Renowned technology leaders such as Ward Cunningham and Mitch Kapor have attended.

Wikimedia attracts global media coverage.



Sponsorship Levels

Patron: \$60,000 and Up

- Admission to conference for 10 persons and 5 tickets to the VIP party.
- Name and logo of sponsor on brochures, flyers and press as well as in conference room.
- Opportunity for sponsor to place promotional materials or gift in giveaway bags.
- During coffee break, name and logo of sponsor will be shown on screen in each conference room.
- Recognition of sponsor display on streaming video randomly.
- Verbal recognition of sponsor in opening ceremony, closing ceremony, special events and press conference.
- Commercial film of sponsor display in open area.
- Mention in Wikimania conference staff T-shirt as presenting sponsor.
- 10% of sponsorship fund will be allocated to a scholarship program to help third-country attendants to participate in the conference.
- Privilege to offer a Wikimania contest award in sponsor's name.
- Recognition of sponsor on website and email blasts.

Benefactor: \$30,000 to \$59,999

- Admission to conference for 6 persons and 2 tickets to the VIP party.
- Name and logo of sponsor on brochures and flyers as well as in conference room decoration.
- Opportunity for sponsor to place promotional materials or gift in giveaway bags.
- During coffee break, name and logo of sponsor will be shown on screen in each conference room.
- Commercial Film of sponsor display in open area.
- Mention on Wikimania conference staff t-shirt as presenting sponsor.
- 10% of sponsorship fund will be allocated to a scholarship program to help third-country attendants to participate in the conference.
- Privilege to offer Wikimania contest award in sponsor's name.
- Recognition of sponsor on website and email blasts.

Friend: \$15,000 to \$29,999

- Admission to conference for 4 persons.
- Name and logo of sponsor on brochures and flyers as well as in conference room decoration.
- Mention on Wikimania conference staff t-shirt as presenting sponsor
- Commercial film of sponsor display in open area.
- Opportunity for sponsor to place promotional materials in giveaway bags.
- Privilege to offer a Wikimania contest award in sponsor's name.
- Recognition of sponsor on website and email blasts.



Supporter: \$3,000 to \$14,999

- Admission to conference for 2 persons.
- Name and logo of sponsor on brochures and flyers as well as in conference room decoration.
- Opportunity for sponsor to place promotional materials in giveaway bags.
- Recognition of sponsor on website and email blasts.

Contributor: \$2,999 and less

Note: Only applied to academic institutions, social organizations, individuals and companies that cannot sponsor money instead of human resource or equipments that Wikimania needs.

- Admission to Conference for 1 person.
- Name and logo of sponsor on brochures and flyers.
- Recognition of sponsor on website and email blasts.

Additional Sponsorship Opportunities

Additional sponsorship possibilities exist, including the ability to host specific events, such as our interactive laboratory our or mini technical conference "Hacking Days". For these types of sponsorships, please contact us directly to discuss possibilities.

Exhibit Tables

Organizations may also chose to rent an exhibit table, which will be set up in one of the central venues. The cost of a table is \$3,000.

Citizen Journalism Unconference

The event brings together individuals with the purpose of brainstorming and discussing key aspects of citizen journalism, including principles, techniques, tools, business models, and more. It follows an "unconference" format, in that the audience are the the experts.

Hacking Days Extra

The event is an offshoot of Hacking Days, the mini-technical conference held during Wikimania. During this event, sponsors and other interested parties have the opportunity to talk to the high profile developers, who work extensively on MediaWiki.

Contact

For more information, please contact Sandra Ordonez at (727) 231-0101 or email her at sordonez@wikimedia.org. You can also visit the official Wikimania 2007 website at <http://wikimania2007.wikimedia.org>.