

2nd Annual Michigan Give Camp in Ann Arbor

July 17-19, 2009

Washtenaw Community College



Sponsor Prospectus

What is the Michigan Give Camp in Ann Arbor?

The Michigan Give Camp in Ann Arbor is a weekend-long event where software developers, designers, database administrators and project managers donate their time to create custom software for non-profit organizations. This custom software could be a new website for the nonprofit organization, an enhancement of an existing website, or a small data-collection application to keep track of members. Our event in 2008 helped 15 non-profit organizations including The Michigan Humane Society, Child Care Network, Center Stage Drama, Forgotten Harvest and many more.

The Give Camp is taking place over the weekend of July 17-19 on the campus of Washtenaw Community College.

Why does the Give Camp need sponsors?

Keeping a few dozen software developers fueled and motivated to accomplish their tasks over a weekend will take some doing. They need to be fed and hydrated to be able to work. To that end, we're looking for sponsors to offset the costs of food and drink, and to provide our volunteer developers with some SWAG ('Stuff-We-All-Get') to take home as a reward after giving up an entire summer weekend to charity.

What sort of company sponsors the Give Camp?

Since Give Camp is a developer community driven event, it makes sense that software companies, technical book publishers and other technology-related organizations would be the most likely source of sponsorship. Restaurants and other food vendors could provide our hungry and thirsty crew with nourishment. However, any company that is interested in supporting the community-at-large and this event is encouraged to dig deep.

What does our organization get in exchange for our sponsorship?

First and foremost, the thanks of a grateful community. You'll also get publicity in the form of your logo attached to any and all communications and printed material for and by the Give Camp. Your logo will be prominently displayed on our web site, included in the many emails we'll be sending out before and after the event, and on t-shirts, signs, and printed collateral we will be creating for the event. We are also working on getting publicity for the event through the major media outlets in Michigan.

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OK, I'm interested in helping out. What does Give Camp need?

Our biggest need will be food and drinks for our volunteers during the Give Camp weekend. We will be providing 1 meal on Friday, July 17, 3 meals on Saturday, July 18 and 2 meals on Sunday, July 19. We will also be providing snacks (fruit, cookies, chips, etc) for the duration of Give Camp. We also want to provide our volunteers with a 'goody bag' to take home as a token of our appreciation. We'd like to fill the bag with items that would appeal to 'geeks': t-shirts, books, software, etc. And of course, we can always use cash.

We've broken our needs into three types:

- Cash — We need to provide plates, cups, napkins, ice, and anything else that our sponsors don't specifically provide. We also have expenses like printing and web hosting to cover.
- Food — We need to provide 2 breakfasts, 2 lunches and 3 dinners for our crew, as well as snacks like cookies, chips and fruit throughout the weekend. Our list of volunteers continues to grow, so it's difficult to pin down how many people we'll need to feed. If your organization would like to provide one of our meals, we will work with you to determine the size of your donation as the event comes closer.
- Goody Bag — We would like to send each of our volunteer developers home with a goody bag stocked with books, software, wearables and other items of SWAG (Stuff-We-All-Get)

Below are some suggested donations by sponsor type

Sponsor Type	Suggested Donation
Cash Sponsor	\$500
Food Sponsor	Enough food & beverages to feed up to 100 people OR equivalent cash to cover the cost of an entire meal.
Goody Bag Sponsor	Books, software licenses, shirts, hats, logo'd items, etc.

If you are at all willing and able to help us provide our selected charities with some much needed technology, please send email to sponsors@michigangivecamp.org

We would love to work with you on a mutually beneficial sponsorship arrangement.