

2016 SPONSOR KIT

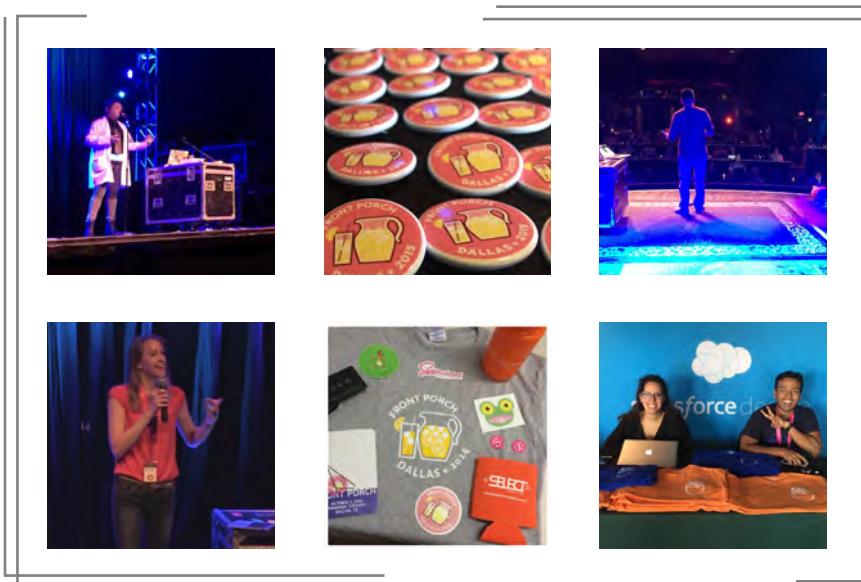
July 19, 2016 | Alamo Draft House | Austin, TX
October 24, 2016 | Granada Theater | Dallas, TX¹

What is Front Porch?

FRONT PORCH's mission is to bring together the tech community in Dallas / Fort Worth for a day of education, sharing and connecting. We focus on the front-end development process—the workflow and technologies used by developers and how they collaborate with designers, clients, and stakeholders.

Over the course of main event, they learn about responsive workflows, prototyping strategies, new tools, and deliverables that make sense. The intimate scale of the conference helps to foster a sense of community, one we hope permeates long after the conference is done. The introduction of a workshop day allow attendees to deep-dive into topics such as responsive design practices, cutting-edge JavaScript techniques and user experience design and research.

Here's how you can be a part of it.



Hello!

We'd like to introduce you to Front Porch, the premier Texas conference for front-end web development. This will be our fourth year at Granada Theater in Dallas, and our debut in Austin at the Alamo Draft House.

This intimate, single-track conference is your chance to buff up on the latest web technologies and meet top professionals in the DFW area.

We are interested in lifting web development in Dallas/Fort Worth and Austin to rival of that of San Francisco, Seattle or New York. It's a challenge we can meet with your help.

Front Porch would not be possible without the help and partnership of our volunteers, speakers, and each of our sponsors. We are looking for engaging partners who want to help us make the event a unique and memorable experience for all attendees.

We've put together this information to tell you more about Front Porch, and suggest some ways you can be a part of it. The sponsorship opportunities aren't limited to this packet. Have ideas? Please share!

We look forward to partnering with you in making this year a great conference.



Yours truly,

Chris Williams
@amboy00
chris@frontporch.io

Austin

July 19, 2016

Alamo Drafthouse on Lamar

This year we've added a second track to be held in the heart of downtown Austin at the highly-acclaimed Alamo Drafthouse on Lamar.

After our time together concludes, attendees will be able to unwind at a nearby sponsored happy hour to compare notes and discuss the day.



Dallas

October 24, 2016

The Granada

Though we've branched out, our heart will always belong to Dallas. Join us again at the gorgeous, historic Granada Theatre for a gathering of tech-minds sharing and learning together.

After we will adjourn to the Greenville Bar and Grille for lively discussion at our sponsored happy hour.

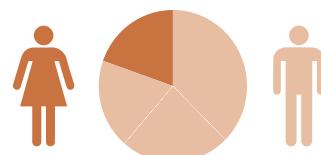
Who attends Front Porch?

Front Porch's audience consists of 150 developers, designers, digital strategists, project managers, and others all looking to build on their skills, process, and grow their network.

About 20 percent identify as female, and the average annual income greater than \$60,000¹. Dallas is experiencing a rapid growth in the computer and software industry. Jobs in this field have doubled in the last ten years². Local attendees make up more than 70% of the audience.

Job Titles include:

| | |
|---------------------------|------------------------------|
| UX Developer | Front-End Web Developer |
| Sr. Web Developer | Sr. Interactive Art Director |
| Chief Information Officer | Interactive Director |
| Senior UI Consultant | UI Designer |
| Sr. Front End Developer | Visual Designer |
| Web Designer | Project Manager |
| Web Developer | Senior Software Engineer |
| Founder & CEO | Digital Marketing Specialist |
| User Interface Developer | VP User Experience |
| Creative Technologist | Account Services |
| Creative Director | Industrial Designer |
| Senior Visual Designer | Production manager |
| Sr. Software Developer | Sr. Web Producer |
| Visual Architect | Principal Researcher |
| Design Team Lead | Independent Consultant |



WOMEN make up approximately
20% of our audience.



ATTENDEE COST
\$150 ticket includes
registration, breakfast, t-shirt,
sticker, sponsored swag.

¹ salary.com <http://bit.ly/1qCWjj5> ² Dallas News <http://bit.ly/1pmESTY>

Nice things people've said

Researching topics that piqued my interest at Front Porch — I'm amazed that in its second year, it's already the front-end development conference in Dallas.

— Nathan Smith, @nathansmith

I had a wonderful time at Front Porch! Dallas really has something to offer with this intentionally small conference. I really felt like I was a part of a small community and really enjoyed getting to know the growing and unique tech community in Dallas.

— Julia Elman, @juliaelman

Wow, Front Porch was amazing. Still processing through it all. Thanks to Chris Williams and Mina Markham for the goodness!

— Ryan Boone, @therealboone

Another awesome year of Front Porch, plenty of new things to add to my development workflow.

— Jake Smith, @jakefolio

What topics we talk about.

The Front Porch speaker lineup and workshops address all aspects of developing website and app interfaces. We strive to provide as many practical takeaways as possible, in addition to inspirational calls-to-action for our attendees.

CUTTING-EDGE TECHNOLOGY

- JavaScript frameworks, (i.e. React, Ember, Node, Flight.js, FeatherJS, Ionic, and Three.js)
- Sass & CSS Architecture
- Design and ethics
- WebGL, SVG, Responsive Images

REAL-WORLD CASE STUDIES

Developers love examples of real work and real problems. We regularly feature talks that review how a project was done, step-by-step.

IN-DEPTH WORKSHOPS

This year we're adding four in-depth workshops on topics such as responsive design workflow, CSS architecture, and UX design.

CALL-TO-ACTION

Each year we like to include an inspirational call-at-arms type talk. Julia Elman took our attendees to the moon and back, using the Apollo moon landing to discuss the past, present and future of innovation and solving big problems. Kris Borchers inspired the audience to participate in open source development.

ALUMNI SPEAKERS



KASSANDRA PERCH

Javascript specialist, developer, educator, roboticist and more



MATTHEW CARVER

Technology Director at Code and Theory and the author of *The Responsive Web*



JONATHAN SNOOK

Author of *Scalable and Modular Architecture for CSS*, and co-author of two others books.

Our format

We believe that one of the most important parts of any conference is the opportunity to meet, talk and learn from one another. This belief is supported by our format of 40 minute talks and 20 minute breaks.

After each presentation, the attendees will have time for discussions with the speakers, as well as each other, in addition to the hour lunch break. A bonus is that the breaks allow the attendees keep their focus during the day.

As a sponsor you will have plenty of opportunities to interact during each of these breaks, as well as at the happy hour.

The conference is single-track with 5-10 minute lightning talks.



How you can get involved.

Thank you for sponsoring us! You make it possible. We really appreciate all the support!

Please consider the following levels as a starting point for conversation. We're always happy to hear your ideas.

| Lanyard Logo | | |
|---|--|---|
| A display table in the lobby or 5 minutes on stage (optional) | A display table in the lobby or 5 minutes on stage (optional) | Lanyard Logo |
| Verbal mention on stage | Verbal mention on stage | Verbal mention on stage |
| 5 tickets to the event | 7 tickets to the event | 7 tickets to the event |
| Item on swag table | Item on swag table | Item on swag table |
| Bronze logo placement in event program | Platinum logo placement in event program | Diamond logo placement in event program |
| Bronze logo placement on slides during breaks | Platinum logo placement on slides during breaks & banners around venue | Diamond logo placement on slides during breaks & banners around venue |
| Bronze logo placement on frontporch.io | Platinum logo placement on frontporch.io | Diamond logo placement on frontporch.io |
| Tweets of appreciation from @frontporchio | Tweets of appreciation from @frontporchio | Tweets of appreciation from @frontporchio |

SILVER — \$500
10 Available

PLATINUM — \$5,000
2 Available

DIAMOND — \$7,000
1 Available

Diamond and Platinum sponsors will have preferential logo placement on all mentioned signage.

À la carte opportunities

In addition (or as an alternative) to the sponsorship levels shown previously, we have a few special events, services and items that can be sponsored.

LOBBY TABLE [2 @ \$1,500]

Granada Theater lobby is a great location to hold a physical presence at a booth table near the registration table. This is visible to anyone entering or exiting the theater.

POSTER DISPLAYS [4 @ \$250]

It is a theater after all. Granada has four large movie posters shown outside of the theater underneath the marquee. These are visible to both attendees and the general public. Additionally, the box office booth itself is an option for signage.

HAPPY HOUR [est. \$1,500*]

*price varies by venue

After the conference concludes, attendees are invited to stick around for socializing at one of Greenville Ave's cozy pubs. This is a great space for sponsoring a bar tab and/or snacks for attendees. The deck also offers a projector for programmed presentations similar to the displays inside, and has a capacity for up to 100 attendees.

PHOTO BOOTH [\$1,200]

This is an unique opportunity to provide a fun experience, and souvenir, to attendees.

VIDEO [\$1,000]

All sessions are recorded, edited, and posted online in the weeks following the event. The video sponsorship places your logo at the beginning of every session video in the series for as long as that video remains online (ideally, indefinitely).

SWAG [prices below]

Attendees love swag! Provide the swag & the bag for every attendee. One side will have your logo*! Suggested items with estimates are below:

**applicable on tote bag only.*

| | | | |
|---------------|---------|-----------|---------|
| T-shirts | \$2,000 | Chargers | \$1,500 |
| Lanyard strap | \$600 | Notebooks | \$500 |
| Buttons | \$150 | Pens | \$350 |
| Stickers | \$150 | Mugs | \$1,250 |
| Magnets | \$250 | Beanies | \$1,400 |

SPEAKER DINNER [\$1,000]

We like to treat our content providers to a special dinner to thank them for their hard work. This will take this form of either a catered dinner, or a private room in a local restaurant. Help us say thank you to the people that make Front Porch possible. Two seats included.

Subject to availability

In-Kind sponsorship

We want Front Porch to be an awesome overall experience for our attendees, so we welcome any contributions that add to the fun. Chip in something that our audience will enjoy— tees, books, free trials, treats, etc.—and we'll put your logo on the site and tweet our appreciation.

Past In-Kind sponsorships:

TREEHOUSE

Team Treehouse sent over some swag for our attendees, such as t-shirts, stickers and notebooks.

CODE SCHOOL

Code School gave all attendees a 48-hour pass, in addition to a handful of free three- and six-month subscriptions.

DEV TEES

Developers love t-shirts, so this gift of 15% off all Dev Tees was very welcomed.

Sponsorship overview



If you need to print a page to show to decision makers, this is the one.

WHAT is Front Porch?

Front Porch is the premier Dallas conference for front-end web development. This intimate, single-track conference gives you the chance to buff up on the latest web technologies and meet top web professionals in the DFW area.

WHEN and WHERE?

DALLAS, TEXAS

Conference: October 24, Granada Theater. This venue features hand painted art deco murals throughout, in-house catering, and two large screens beside the stage.

HOW to get started?

For questions about sponsorship, please contact us at team@frontporch.io.

WHO attends Front Porch?

Past events had approximately 150 attendees made up of developers, designers, founders, project managers and students, all looking to learn and make new connections.

WHY become a sponsor?

Our main goal is to keep prices accessible to as many as possible. We cannot do this without your help. We promise to do our best to promote your company, service, or product to our attendees, both during the conference and via social media. We accept support on all scales, from in-kind to the most generous. The levels to the right are just suggestions. Have a better idea? We're listening!

Levels at-a-glance

ALL SPONSORS

- Logo placement on website, slides shown between talks, and banners on stage.
- Swag
- A mention from @frontporchio

PLATINUM SPONSOR (\$5,000)

- Everything above, plus:
- 2 additional tickets (5 total)
- Mentions from the stage
- Movie poster in lobby

DIAMOND SPONSOR (\$7,000)

- Everything above, plus:
- 2 additional tickets (7 total)
- Logo on lanyard
- A display table in the lobby or 5 minutes on stage (optional)

A LA CARTE OPPORTUNITIES

- Video — \$1,000
- Happy Hour — \$1,500
- Photobooth — \$1,200
- In-Kind — let's talk!

Alumni Sponsors:

projekt202

IBM Design

MailChimp

stickermule

treehouse™

salesforce.com

twilio
CLOUD COMMUNICATIONS