



.NET Conf is an annual, free virtual event for the community from the community, .NET Foundation members, and Microsoft product teams. It will be held November 10-12, 2020. This year, Scott Guthrie will keynote the event and .NET 5 will launch! It is an exciting opportunity for community partners to directly engage with developers who are using Microsoft and open source technologies. This three-day online technical conference features all of the best known and most popular Microsoft speakers including Scott Hanselman, Miguel de Icaza, Scott Hunter, and more.

Last year, .NET Conf saw **more than 108K+ live views and an average viewing time of 69 minutes!** The planning team anticipates besting these numbers again in 2020.

In the spirit of .NET Conf, the sponsorship packages were designed to allow you to drive awareness for your products while helping the .NET team drive mindfulness of and attendees to the .NET Conf.

This year, .NET Conf will host a Technical Treasure Hunt, a #CodeParty virtual attendee event, and provide attendees with a Virtual SWAG Bag. [Sign up here.](#)

VIEWS

.NET Conf 2019	Total Live Stream views (thousands)	Unique Viewers (thousands)
Day 1 (9AM-5PM) - Studios	36.76	24.82
Day 1 (9AM-5PM) - Twitch	17.85	9.35
Day 2 (9AM-5PM) - Studios	15.53	11.60
Day 2 (9AM-midnight) - Twitch	24.36	14.43
Day 3 (midnight-5PM) - Twitch	14.42	6.81
TOTAL	108.92	67.01

PEAK CONCURRENT VIEWERS

Peak Time	Studios	YouTube Live	Twitch	Total
9/23 @9:49AM	5,671	2,466	741	8,878
9/23 @9:58AM	5,633	2,587	760	8,980
9/25 @11:34AM	0	0	1,583	1,583

2018 = 5,434 (~40% increase YoY)

AVERAGE VIEW TIME

2019 = 69 minutes
 2018 = 44 minutes
 (36% increase YoY)

Sponsorship Opportunities At-A-Glance

Sponsorship	Partner Opportunity	Benefits plus requirements
<p>#CodeParty Sponsor BIG</p>	<p>Technical Interview. You or company rep can talk about a new product, technology, etc. Note that content must be technical. Interviews will be pre-recorded with Jeff Fritz.</p> <p>Trivia Question. Topic can be your product, company, technology, etc. Sponsor to provide and fulfill a prize – either an XBOX or a Surface Go (or comparable)</p> <p>Host a Virtual Tour Event. Host a virtual tour event by delivering content.</p> <p>Inclusion in the Virtual SWAG Bag. Make an offer to .NET Conf attendees – a t-shirt, a sticker, a discount, a Starbucks or Amazon gift card, etc. The Virtual SWAG Bag will be promoted to registered attendees – there will be a form they complete to get the SWAG Bag and you will receive all leads. We will limit the SWAG bag to the first 1,000 attendees who complete the form.</p>	<p>BIG sponsors receive:</p> <ul style="list-style-type: none"> • Mention on camera • Promotion on Twitter • Logo displayed during party • Logo and attribution on .NET Conf site. • The opportunity to syndicate .NET Conf on your site • Opportunity to receive leads via the Virtual SWAG Bag <p>BIG sponsors agree to:</p> <ul style="list-style-type: none"> • Provide Xbox or comparable prize • Host one virtual event • Provide 1,000 giveaways for SWAG bag • Publicize .NET Conf via your promotional channels including: <ul style="list-style-type: none"> ○ 3 social media posts ○ 1 blog post ○ 1 email/newsletter mention
<p>#CodeParty Sponsor Not-as-Big</p>	<p>Trivia Question. Topic can be your product, company, technology, etc. Sponsor to provide and fulfill a prize – a \$250 amazon.com gift card (or comparable)</p> <p>Host a Virtual Tour Event. Host a virtual tour event by delivering content.</p>	<p>Not-as-Big sponsors receive:</p> <ul style="list-style-type: none"> • Mention on camera • Promotion on Twitter • Logo displayed during party • Logo and attribution on .NET Conf site. • The opportunity to syndicate .NET Conf on your site <p>Not-as-Big sponsors agree to:</p> <ul style="list-style-type: none"> • Provide \$250 prize • Host one virtual event

		<ul style="list-style-type: none"> • Publicize .NET Conf via your promotional channels including: <ul style="list-style-type: none"> ○ 3 social media posts ○ 1 blog post ○ 1 email/newsletter mention
<p>Technical Treasure Hunt Sponsor</p>	<p>Create a .NET Conf Technical Treasure Hunt landing page on your site. On that page, provide clear instructions for a technical challenge (should be something easy to execute that does not require the participant to leave your site). Activities could include asking participants to do a screenscrape to find a code or call an API to get a code. At the end of the challenge, the participant should receive a code. The participant will then return to Twitch and whisper to the Bot the code. The Bot will verify the code and provide a clue to the next challenge. Once the participant completes all of the challenges, they will receive a \$25 .NET Foundation store credit and be entered to win a prize valued at \$500 or more. The cost to sponsor is the creation of the technical challenge and the purchase and fulfillment of the prize.</p>	<p>Treasure Hunt sponsors receive:</p> <ul style="list-style-type: none"> • Bumper videos that will run between sessions, pointing people to your challenge. • Mention on camera • Promotion on Twitter • Logo displayed during party • Logo and attribution on .NET Conf site. <p>Treasure Hunt sponsors agree to:</p> <ul style="list-style-type: none"> • Create landing page • Provide \$500 prize • Publicize .NET Conf via your promotional channels including: <ul style="list-style-type: none"> ○ 1 social media post

Sponsorship Opportunity Descriptions

#CodeParty Sponsor BIG

Attendee Party via Twitter & Twitch

In 2020, community partners will host a .NET Conf Attendee Party via Twitch & Twitter (affectionately known as #CodeParty) after the last session of the first day (approx. 5 p.m. PT on Tuesday, November 10). The party will be hosted on twitch.tv/visualstudio and will pull in the #dotnetconf Twitter feed. Throughout the hour and a half party we will talk about what was learned that day, things happening in the industry, and of course, we will have trivia/games.

As a BIG sponsor, you will have an opportunity to record a **technical interview** with Jeff Fritz that will air during the party. You will also have an opportunity to **ask and sponsor a trivia question** and host or sponsor an official Virtual .NET Conf Tour event. Microsoft and the .NET Foundation will publicize all Tour events on your behalf. Additional benefits of sponsorship include, mentions during the #CodeParty events, promotion on Twitter, your logo displayed during party, your logo and attribution on .NET Conf site and the opportunity to syndicate .NET Conf on your site

New this year is the Virtual SWAG Bag. The Virtual SWAG Bag provides sponsors an opportunity to collect leads from the event. To participate, share with the .NET Conf planning team your offer. Be creative and have fun with it. Once your offer is approved, you will create a landing page with a form. You will be responsible for collecting and fulfilling the offers. .NET Conf will help promote the offer to registered attendees.

As part of the BIG sponsorship, each partner is expected to host and/or sponsor a virtual .NET Conf Tour event, provide a technical resource for an interview, provide a trivia question, purchase and fulfill a prize (an Xbox, Surface Go, or other comparable prize – must be approved by the #CodeParty committee), and provide an item for the Virtual SWAG Bag.

#CodeParty Sponsor Not-as-Big

The Not-as-Big sponsorship is a lighter version of the BIG sponsorship. As a Not-as-Big sponsor, you will have an opportunity **ask and sponsor a trivia question** and host or sponsor an official Virtual .NET Conf Tour event. Microsoft and the .NET Foundation will publicize all Tour events on your behalf. Additional benefits of sponsorship include, mentions during the #CodeParty, promotion on Twitter, your logo displayed during the party, your logo and attribution on .NET Conf site and the opportunity to syndicate .NET Conf on your site

As part of the Not-as-Big sponsorship, each partner is expected to provide a trivia question and purchase and fulfill a prize (a \$250 Amazon gift card or other comparable prize – must be approved by the #CodeParty committee) and host or sponsor an official Virtual .NET Conf Tour.

Technical Treasure Hunt Sponsor

Back by popular demand is the Technical Treasure Hunt (TTH). The idea behind the TTH is to engage with the audience in a fun way while providing visibility for and awareness about key vendors in the community.

How it will Work

Each sponsor will be asked to create a .NET Conf Technical Treasure Hunt landing page on your site. On that page, you will need to provide clear instructions for a technical challenge. Challenges should be something easy for the participants to execute, technical in nature, and something that does not require the participant to leave your site. Activities could include asking participants to do a screenscape to find a code or call an API to get a code.

At the end of the challenge, the participant should receive a code or a phrase.

The participant will then return to Twitch.tv/visualstudio and whisper to the Bot the code. The Bot will verify the code and provide a clue to the next challenge.

Once the participant completes all of the challenges, they will receive a \$25 .NET Foundation store credit and be entered to win a prize valued at \$500 or more. The number of prizes available will depend on the number of Technical Treasure Hunt sponsors.

The cost to sponsor is the creation of the technical challenge and the purchase and fulfillment of the prize (prize must be approved by .NET Conf coordinators).

Requirements:

- 1) The challenge must be technical in nature.
- 2) All challenges must be ready for testing no later than October 20
- 3) Must be available to support the recording of the promotional bumper with a clue to your challenge
- 4) While not required, it is strongly suggested that your technical challenge have something to do with .NET 5

Promotion & In-Conference Activity

Two weeks prior to .NET Conf, the Technical Treasure Hunt landing page on .NET Conf will be revealed and promoted. Bumpers will be recorded that reveal clues to each of the challenges. The bumpers will air between sessions at .NET Conf. Additionally, the Technical Treasure Hunt will be a topic of conversation throughout the #CodeParty events.

FAQ

Here are a few more answers to anticipated questions.

Q: Can I choose more than one sponsorship option?

A: Yes! You can combine the BIG or the Not-as-Big with the Treasure Hunt, if you'd like.

Q: What's the real difference between the BIG and Not-as-Big sponsorships?

A: Two things, really. First, with the BIG sponsorship, you have the opportunity to collect leads by participating in the Virtual SWAG Bag. Second is the amount of money you are comfortable spending on a prize (and if you have a technical resource to put towards an interview). The BIG sponsorship requires you pay for and fulfill either an Xbox or Surface Go (or something of similar value, with approval from the committee); the Not-as-Big sponsorship requires you to pay for and fulfill a \$250 Amazon gift card (or something of similar value, with approval from the committee).

Q: You keep saying I have to pay for and fulfill the prize. How does that work?

A: 10 days before the event, you need to let Dee Dee and/or Sara know what prize you want to give away. If you want to give away something other than the recommended prizes at your sponsorship level, you need to clear it with the committee first. During the #CodeParty, your trivia question will be asked. Dee Dee/Sara will send you the name and email address of the winner. You will be responsible for ensuring the prize gets to the winner. Bear in mind, this is an international event. You may end up fulfilling a prize outside of your country of residence.

Q: I want in! What do I need to do to confirm?

A: [Complete this form](#) to sign up!

Q: What are the deadlines?

A: Oh! Our favorite topic. We're glad you asked.

All sponsors must be confirmed no later than October 10.

All technical challenges must be submitted for testing by October 20.

All video interviews must be scheduled and completed no later than October 20.

All technical challenge landing pages must be live by October 27.

All trivia questions must be submitted by November 1.