.NET Conf is a free, three-day, virtual developer event that celebrates the major releases of the .NET development platform. It is co-organized by the .NET community and Microsoft and sponsored by the .NET Foundation and our ecosystem partners. It will be held November 9-11, 2021. The three-day online technical conference features the best known and most popular Microsoft and community speakers and is the launch event for the .NET 6 release. Learn more at www.dotnetconf.net

Last year, .NET Conf saw **more than 100K live viewers and an average viewing time of 89 minutes!** See below for specific viewing numbers.

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 awareness and attendance to the event. This year, .NET Conf will host a Secret Decoder challenge which will drive attendees to your website, two #CodeParty virtual attendee events which will bring awareness to your company/product, plus you can provide attendees a SWAG Bag offer which last year generated a lead list of 9K .NET developer names and emails.

Sponsorship Qualifications:
- You must have a product, service, or developer community association that is appropriate for the .NET ecosystem. All sponsors are subject to approval from Microsoft.
- You must be willing to actively promote .NET Conf and .NET 6 to your customers/partners via social media, blogs, email and other appropriate channels.
- You must be willing to provide prizes (based on your participation level) and handle all prize fulfillment directly.

.NET CONF VIEWERSHIP

Year	Total Live Stream views (thousands)	Unique Viewers (thousands)	Average viewing time (min)
2018	86.13	42.22	44
2019	108.92	67.01	69
2020	195.22	131.11	89

Sponsorship Opportunities At-A-Glance

Sponsorship	Partner Opportunity	Benefits plus requirements
#CodeParty Sponsor BIG	**Pre-Recorded Bumper (recorded by host Jeff Fritz) - Played during each #CodeParty** You provide the copy - we provide the talent. Draft a message (no more than 30 seconds - approx 700 characters with spaces) that Jeff will record and read. The message must include a reference to .NET 6 and is subject to approval by Microsoft. **2 Trivia Questions** Topic can be your product, company, technology, etc. Sponsor to provide and fulfill a prize for each question – $250 value or more **Host a Virtual Tour Event** Host a virtual or face-to-face tour event by delivering .NET Conf and .NET 6.0 content. The event can be held any time between November 9, 2021 and January 31, 2022. **Inclusion in the SWAG Bag - Two Ways** You have two opportunities to participate in the SWAG Bag. All prizes subject to Microsoft approval. 1) Attendees enter to win one of 25 SWAG Bags. Each sponsor will be responsible for fulfilling the swag item for the winners. (SWAG Bag prizes can include gift cards, software licenses, t-shirts, stickers, etc.) All sponsors will receive the list of winners and the full list of registrants. 2) Provide a piece of digital SWAG that anyone can download (wallpaper, a video, ebook). **Contribution of a GRAND PRIZE** Each #CodeParty BIG sponsor will contribute 1 grand prize ($500 value or greater) that will be given away to a lucky winner who is randomly selected from the SWAG Bag registrants	BIG sponsors receive: ● Pre-recorded bumper aired during the CodeParty event ● Promotion on Twitter ● Logo displayed during party ● Logo and attribution on .NET Conf site. ● Opportunity to syndicate .NET Conf on your site ● Opportunity to receive leads via the SWAG Bag BIG sponsors agree to: ● Provide two prizes for trivia - $250 value or more ● Provide and fulfill 25 giveaways for SWAG bag ● Provide 1 grand prize for the SWAG bag drawing ($500 or greater) ● Publicize .NET Conf via your promotional channels including: o 3 social media posts o 1 blog post o 1 email/newsletter mention

#CodeParty Sponsor Not-as-Big	2 Trivia Questions.
	Topics can be your product, company, technology, etc. Sponsor to provide and fulfill 2 prizes – a $250 amazon.com gift card (or comparable)
	
	Host a Virtual Tour Event. Host a virtual tour event by delivering content.
		Not-as-Big sponsors receive:
		● Mention on camera
		● Promotion on Twitter
		● Logo displayed during party
		● Logo and attribution on .NET Conf site.
		● Opportunity to syndicate .NET Conf on your site
		Not-as-Big sponsors agree to:
		● Provide two $250 prizes
		● Host one virtual event
		● Publicize .NET Conf via your promotional channels including:
		  • 3 social media posts
		  • 1 blog post or 1 email/newsletter mention

Secret Decoder Challenge Prize Sponsor	● On the .NET Conf site we will have a page dedicated to the Secret Decoder Challenge. The page will include the sponsors, a unique URL for each sponsor page they've created, and a short clue. ● The clue will provide the participants insight as to where they can find a hidden letter on the page. ● Once the participant has found all the letters, he/she will have to figure out what word they spell. ● There will be a form on the Secret Decoder Challenge page where they submit the word plus their info (first name, last name, email, country). ● The first 200 participants to complete the challenge and submit the correct word will receive a $25 .NET Foundation store credit. All entrants who submit the correct word will be entered to win a prize valued at $500 or more. The cost to sponsor is the creation of the landing page and the purchase and fulfillment of the prize. The number of prizes will be determined by the number of sponsors participating. ● Sponsors will receive a list of winners as well as all participants The cost to sponsor is the creation of the landing page, the clue to where to find the letter and the purchase and fulfillment of the prize (prize must be approved by .NET Conf coordinators). The page where entrants can find **the hidden letter must reference .NET 6 plus provide a link to .NET 6 download.**	**Secret Decoder Challenge sponsors receive:** ● Mention in the bumper videos that will run between sessions, pointing people to the Secret Decoder Challenge page. ● Mention on camera ● Promotion on Twitter ● Logo displayed during party ● Logo and attribution on .NET Conf site. ● Lead list **Secret Decoder Challenge sponsors agree to:** ● Create landing page ● Provide $500 prize ● Publicize .NET Conf via your promotional channels including 1 social media plus 1 other mktg activity

Sponsorship Opportunity Descriptions

#CodeParty Sponsor BIG

Attendee Party via Twitter & Twitch

In 2021, community partners will host two .NET Conf Attendee Party events (affectionately known as #CodeParty) via Twitch, and Twitter at approx. 5 p.m. PT on Tuesday, November 9th and 4 a.m. PT on Thursday, November 11th. The parties will be hosted on twitch.tv/visualstudio and will pull in the #dotnetconf Twitter feed. Throughout each 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 provide copy for a **pre-recorded bumper message** (recorded by Jeff Fritz) that will air during each 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 the party, your logo and attribution on .NET Conf site and the opportunity to syndicate .NET Conf on your site

Back by popular demand is the **SWAG Bag**. The 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. You will receive a list of 25 winners and the full lead list; you will be responsible for fulfilling the 25 prizes. Additionally, you can provide digital swag for all who want to download (wallpaper, ebook, video) .NET Conf will help promote the SWAG Bag to all attendees.

As part of the BIG sponsorship, each partner is expected to host and/or sponsor a virtual .NET Conf Tour event, provide copy for the bumper, provide two trivia questions, purchase and fulfill a prize for each #CodeParty, provide an offer for the SWAG Bag plus 1 grand prize.

#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 to **ask and sponsor two trivia questions** and **host or sponsor an official .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 two trivia questions and purchase and fulfill two prizes and host or sponsor an official Virtual .NET Conf Tour.

Secret Decoder Challenge Sponsor

While we loved the Technical Treasure Hunt from the past few years, we thought we'd mix it up a little in 2021. As such, we're excited to introduce the Secret Decoder Challenge!

How it will Work

- On the .NET Conf site we will have a page dedicated to the Secret Decoder Challenge. The page will include the sponsors, a unique URL for each sponsor page they've created, and a short clue.
- The clue will provide the participants insight as to where they can find a hidden letter on the page.
- Once the participant has found all the letters, he/she will have to figure out what word they spell.
- There will be a form on the Secret Decoder Challenge page where they submit the word plus their info (first name, last name, email, country).
- The first 200 participants to complete the challenge and submit the correct word will receive a $25 .NET Foundation store credit. All entrants who submit the correct word will be entered to win a prize valued at $500 or more. The number of prizes will be determined by the number of sponsors participating.

The cost to sponsor is the creation of the landing page, the clue to where to find the letter and the purchase and fulfillment of the prize (prize must be approved by .NET Conf coordinators). The page where entrants can find the hidden letter must reference .NET 6 and provide a link to the .NET 6 download page. Sponsors will receive the full list of participants.

Promotion & In-Conference Activity

Two weeks prior to .NET Conf, the Secret Decoder Challenge landing page on .NET Conf will be revealed and promoted. Additionally, the Challenge will be promoted throughout the event and will be a topic of conversation throughout the #CodeParty events.

Example Secret Decoder Challenge

https://www.telerik.com/secret-decoder-challenge

Secret Decoder Challenge Message: *Introducing Telerik UI for MAUI – the first component suite on the market for .NET MAUI! Telerik UI for MAUI is in a free Early Preview mode and runs on the latest .NET MAUI Preview 4 bits. While the rendered UI shines for the components, much of the engineering work is behind the scenes with alignment to the .NET MAUI Handler architecture. Telerik UI for MAUI is modern cross-platform UI done right, utilizing the best of the underlying framework abstractions and catering to the strengths of each platform. Telerik UI for MAUI Preview ships with four polished UI components—Charts, Border, Button and ItemsControl. So what are you waiting for? Surf on over to telerik.com/maui-ui and download the bits today!*

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 Secret Decoder Challenge, 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. The BIG sponsorship requires you pay for and fulfill two prizes each valued at $500 or more (with approval from the committee); the Not-as-Big sponsorship requires you to pay for and fulfill two prizes valued at $250 or more (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. Prizes will be vetted and approved by the planning committee first. During each #CodeParty, one of your trivia questions 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. You need to remember TWO dates: Sept 27th and Oct 20th.

All sponsors **must be confirmed no later than September 27**.
All Secret Decoder Challenge landing pages must be submitted for review by October 20.
All bumper copy must be submitted no later than October 20.
All trivia questions must be submitted by October 20.
All Secret Decoder Challenge landing pages must be live by October 27.