Form Function & Class

Sponsorship Invitation

We have exciting news! This year's **<form> function() & .class conference (FFC)** will be held on October 22, 2016—and we would love to partner with you as event sponsor.

FFC is a grassroots event by the **Philippine Web Designers Organization (PWDO)** that highlights trends in design & development, from typography & UX to mobile & startups. More importantly, it teaches the best ideas and practices, shared by the biggest names in the industry and our very own talents in the Philippines & Asia.

The conference is attended by 300 professionals from all over the Philippines and our neighbors in Southeast Asia, while PWDO reaches thousands of practitioners through various channels. Your brand can greatly benefit from connecting with the web design community through our conference & the organization.

Kindly refer to the succeeding pages for more details on how we can collaborate. We're looking forward to hearing from you soon!

Sincerely,

Sophia Lucero
Co-Founder & External Affairs
Philippine Web Designers Organization

Form Function & Class

Form Function & Class is the pioneering web design conference in the Philippines & Asia. The event draws over 300 professionals & students of web design and related fields: HTML, CSS, JS, UX, Interaction Design, Mobile, Business, and more.

FFC has brought in top names in the industry including Rachel Nabors, Brad Frost, Jina Bolton, Sacha Greif, John Allsopp. We have also welcomed delegates from provinces & neighbor countries.

http://formfunctionclass.com

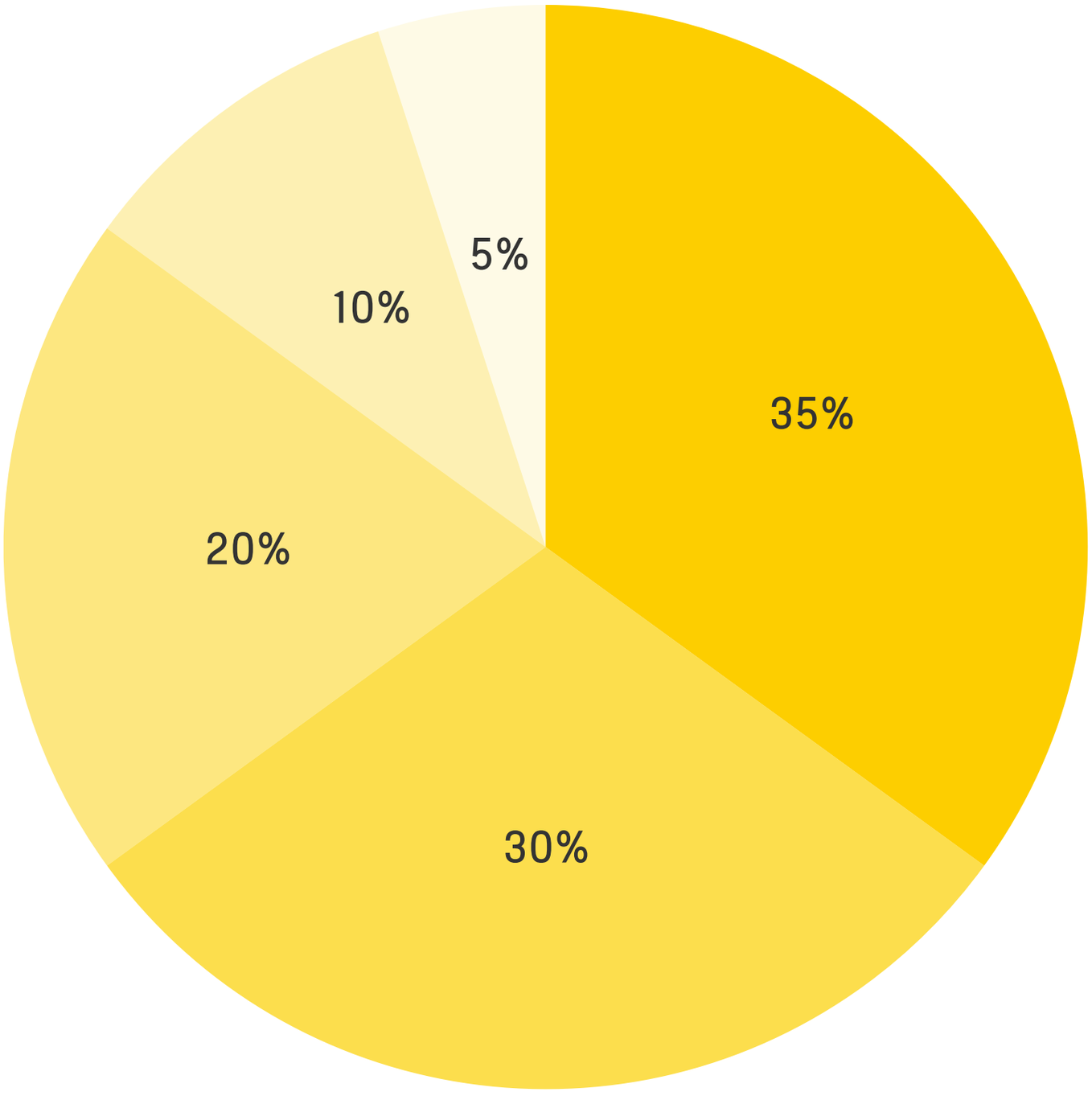
Sponsor Benefits

- Discuss & demonstrate your product with lightning talks, audio-visual presentations, and booth exhibits.
- Increase brand awareness and provide incentives with brochures, swag, raffle items, discounts, or trials.
- Let your brand shape a memorable event experience, learning environment, & avenue for new opportunities.
- Reach not only conference participants but also the web design community on social media.

Audience

- Majority are professionals who work in corporations, agencies, studios, startups, & independent outfits. Smaller percentage are students in CS/IT & Arts/Design courses.
- You'll talk to designers, front-end developers, back-end developers, hybrid designers/developers, project managers.
- We take pride in having a fairly balanced gender ratio (3:2 male-female) in attendees. Last year with had a 1:1 male-female speaker ratio.

Audience



- 35% - Designers
- 30% - Developers
- 20% - Designer/Dev Hybrids
- 10% - Marketers
- 5% - CEO/CTO/Founders

Audience

Aside from the conference, your brand will be visible in promotions posted on social media, blog, mailing list, and the Philippine Web Designers Facebook group.

PWDO Facebook 5,300+	Philippine Web Designers 8,600+	Mailing List 2,500+
PWDO Twitter 990+	FFC Facebook 1,200+	Blog, Instagram, Google+ 880+

Sponsor Deals

SPONSOR BENEFITS	CO-PRESENTER ₱200,000	DIAMOND ₱150,000	PLATINUM ₱100,000	GOLD ₱50,000	SILVER ₱30,000	BRONZE ₱10,000
Exclusivity / Lock-out	✓ w/ approval	✓ w/ approval	✓ w/ approval	✗	✗	✗
Name & logo	CO-PRESENTER	TOP BILLING	MAJOR BILLING	✓	✓	✓
Sponsor talk + Promo booth	✓	✓	✓	✓	✓	✗
Play video + Give out swag	✓	✓	✓	✓	✓	✓
Free tickets	6	5	4	3	1	✗
Banners	6	5	4	3	2	1
Social blasts	7	6	5	4	3	2
Email blasts	3	2	2	1	1	✗

Terms

Payment: Checks payable to **Philippine Web Designers Organization, Inc.** or deposit to Banco De Oro Account 0280892586 (SM Megamall B branch). Please indicate the complete company name registered at the BIR as well as the tax identification number (TIN).

Ex-deals: eligibility for free tickets & sponsor talks are subject to approval.

Video: should not exceed 60 seconds. Since they'll be played multiple times, sponsor can provide several videos for variety.

Sponsor talk: first-come, first serve basis & should not exceed 10 minutes. Slot shall be confirmed when the contract has been signed by both parties and the sponsorship has been turned over to PWDO.

Logo & blasts: sponsor shall provide content (images, text, video) before blasts can be published. Logos for printed materials (300 DPI) must be turned over on or before Sep 24.

Tickets: booth exhibitors included in free ticket count. Names of ticket holders must be turned over by Oct 31.

Booths: sponsor shall submit list of equipment to be brought in on or before Sep 24.

Database: PWDO does not distribute contact information of its event attendees.

Code of Conduct: All participants of the event shall adhere to the PWDO Code of Conduct.

In-kind Sponsorship

Examples of ex-deals, with estimated values.
Corresponding sponsor values can be negotiated.

Speaker fly-in & hotel
~ ₱10,000 – 150,000

Venue, food, beverage
~ ₱10,000 – 300,000

After-party
~ ₱10,000 – 20,000

Speakers' dinner
~ ₱10,000

Venue internet
~ ₱10,000 – 100,000

Speakers' mobile internet
~ ₱500 – 10,000

Swag & speaker tokens
~ ₱10,000 – 60,000

PWDO

Philippine Web Designers Organization

About the Organizer

Who we are

The **Philippine Web Designers Organization** is a grassroots, non-profit group that aims to uplift the local web design industry in the Philippines by championing professionalism and excellence in crafting interfaces for the Web.

To accomplish this, our core team of volunteers organizes conferences, meet-ups, and hackathons to sharpen the skills of Filipino web designers & developers, from students to professionals.

Our story

PWDO started in September 2008, when several of us gathered because we wanted to have a web design conference in the Philippines. We held the first **MiniFFC** meet-up by the end of October, registered with the SEC as a non-stock, non-profit corporation in March 2009, and on July 10th launched the first **<form> function & .class** conference.

Since then we've expanded our conference format to include workshops, created a **Junior FFC** for students, held a code camp on **Rails for Designers**, and organized a pro-bono website building hackathon for charities/non-profits called **Caritakathon**. We've done all this on our own free time.

Get the whole story at http://medium.com/@PWDO

Past Partners

Over the years we're honored to have gained the support of many different companies, organizations, and institutions who make our events possible:

Google, Adobe, Globe, Mozilla, Smart, Microsoft, Canva, Upwork, PortfolioMNL, OLX.ph, DevCon, co.lab, Rain Creative Lab, MediaTemple, dotPH, UX Philippines, Skillshare, Philippine Ruby Users Group, Campaign Monitor, Punchdrunk Panda, JSConf.Asia, InDinero, Uber, Exist, Freelancer.ph, SourcePad, Balsamiq, GitHub, Adobo Magazine, Business World, Inquirer.net, AIM, UST, Benilde, Ateneo, La Salle, & more.

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