



SPONSORSHIP PROSPECTUS

OCTOBER 2-3, 2025 | CHICAGO, IL

A LETTER FROM THE ORGANIZING COMMITTEE

Get ready for the 2025 Umbraco US Festival!

Last year was a fantastic event which you, our wonderful sponsors, made possible. The 2024 US Festival welcomed 131 attendees from all over the world to enjoy talks and workshops given by 28 talented and knowledgeable presenters and panelists. Additionally, 44 developers participated in the Hackathon and workshops on Day 1, and 82 people came to the official pre-party.

The Festival spans two action-packed days focused on learning, connection, and community. Day 1 features a Hackathon and Umbraco training, capped off with an opening party. Day 2 features two tracks of talks, ranging from in-depth Umbraco sessions to broader tech topics, all led by insightful speakers from across the community. While Umbraco remains at the heart of our discussions, we're also committed to covering a broad range of topics that are vital to our industry today.



Bringing the Umbraco US Festival to life takes a community—and we're grateful to the sponsors who make it possible. This isn't just another dev conference; it's a celebration of innovation, learning, and connection. With your sponsorship, you are not only supporting that energy, you are gaining visibility within it. Join us in making the 2025 Festival even more unforgettable!

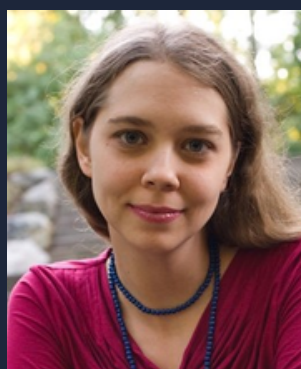
ORGANIZING COMMITTEE



**JEN
BARANGAN**



**KYLE
BRIGHAM**



**HEATHER
FLOYD**



**TAYLOR
LOPOUR**



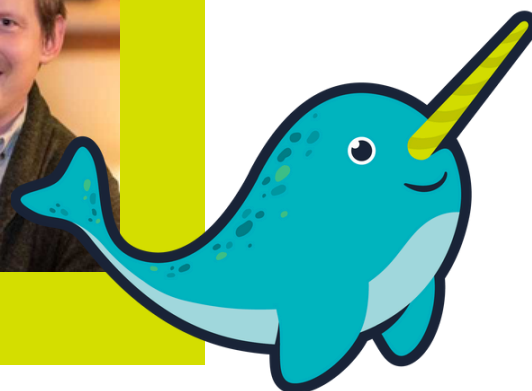
**ERICA
QUESSENBERRY**



**KARLA
SANTI**



**ALEX
VILMUR**



Meet Narly the Narwhal—our beloved mascot and accidental celebrity



**BLAKE
WATT**



**ADAM
WERNER**

The Festival committee is a passionate crew of volunteers—developers, designers, strategists, and community leaders—united by a love for Umbraco and a commitment to hosting a welcoming, high-quality event.

ABOUT

The Umbraco US Festival is brought to you by the Umbraco US Foundation. Established in 2024, the foundation is actively organizing events like the Umbraco US Festival and is dedicated to fostering a vibrant, inclusive Umbraco community across the U.S.

The Umbraco US Foundation is in the process of securing a 501(c)(3) nonprofit status. We anticipate this process to be completed before this year's event in October, fingers crossed.



Since launching in 2014 as uWestFest in Las Vegas, the Festival has been a cornerstone of the Umbraco community in the U.S.—bringing together developers, strategists, and content pros to learn, grow, and connect around a shared passion for Umbraco and tech.

THE AUDIENCE

Past years' attendees have represented a diverse cross-section of professionals across various levels of expertise and roles within the tech and digital industries, particularly those with an interest in content management systems and web-related technologies.

Generally, previous attendees have been identified as any of the following:

- **Umbraco developers** - individuals who work directly with the Umbraco CMS to build and maintain websites
- **Digital agencies** - employees or owners of digital marketing and web development agencies that utilize Umbraco to deliver solutions to their clients
- **Business owners and decision-makers** - owners of businesses, especially subject matter experts, who use or are considering using Umbraco for their company websites
- **Project managers and product owners** - individuals overseeing projects that use the Umbraco CMS that are interested in best practices, workflows, and tools that integrate well with Umbraco
- **Tech enthusiasts and students** - individuals who are exploring content management systems and web development as an area of interest



THE DETAILS

The Umbraco US Festival returns to mHUB in Chicago for two days of connection and learning. Day 1 offers both a hackathon and Umbraco training, followed by an official opening night party. Day 2 features two tracks of speakers and panels, designed to engage a wide range of interests. We'll finish strong with an official closing party celebration. We're building on a strong foundation to bring the community even closer together in 2025.

WHEN & WHERE

mHUB
1623 W. Fulton Street
Chicago, IL 60647

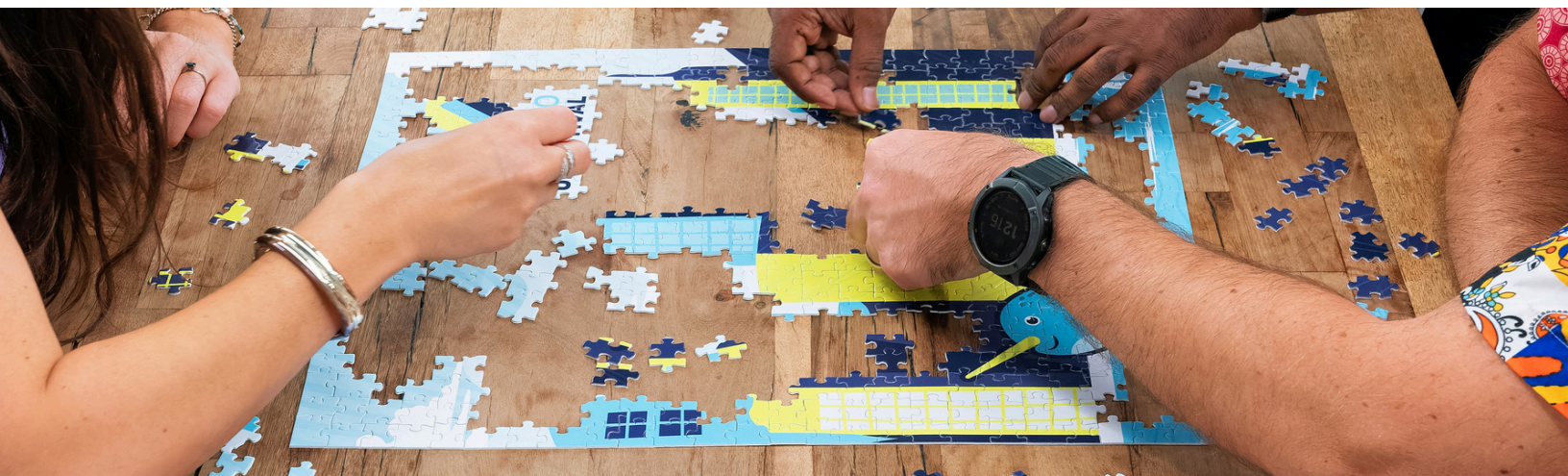
DAY ONE - OCTOBER 2, 2025

- Hackathon and Umbraco training sessions run in parallel
- Opening Night Party*

DAY TWO - OCTOBER 3, 2025

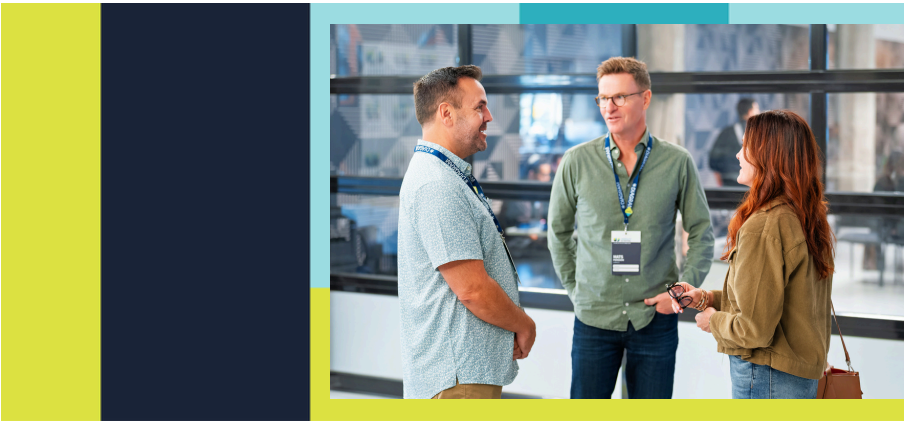
- Full day event, keynote speaker, two tracks of talks, and breakout sessions
- Lunch, snacks, and everything in between
- Closing Party Celebration*

** Check below for opportunities to sponsor these events!*





Sponsorship Opportunities



	WHAT YOU GET	COST	TICKETS
PRESENTING 5 OPPORTUNITIES	As a Presenting Sponsor of the 2025 UmbraCo US Festival, your brand will be front and center—from signage to shoutouts and everything in between.	\$10,000	6
CELEBRATION 3 OPPORTUNITIES	A key supporter who brings the UmbraCo spirit to life through fun, connection, and celebration. Your brand will be recognized for making the festival experience unforgettable.	\$7,500	4
EXPERIENCE 7 OPPORTUNITIES	Essential for keeping attendees refreshed, engaged, and connected, these sponsors help cultivate the collaborative environment that UmbraCo is known for.	\$5,000	2
COMMUNITY 3 OPPORTUNITIES	These sponsors are key contributors to the festival experience, adding a personal touch to the event with branded swag and interactive digital experiences.	\$2,500	1
PIXEL PARTNERS 1 OPPORTUNITIES	Create unique, memorable moments for attendees while giving your brand a prominent, creative presence.	\$1,000	
OPEN SOURCE UNLIMITED	Support the Festival with a monetary donation and help us keep it accessible, welcoming, and community-driven.	ANY AMOUNT	

Have something else in mind? We'd love to hear your ideas. Shoot us an email at sponsorships@umbracousfoundation.org

PRESENTING SPONSORS

\$10,000 - 5 Opportunities

As the Presenting Sponsor, your organization will be a premier sponsor of the 2025 Umbraco US Festival. This exclusive opportunity showcases your brand as a key supporter of the Umbraco community.



KEYNOTE SPONSOR

Seize the spotlight with an exclusive stage keynote.

UNIQUE BENEFITS:

- Showcase your company by securing the main stage keynote. This exclusive sponsorship ensures prominent visibility by being our first main speaker of the day and engagement throughout the event.

BRAND VISIBILITY:

- Acknowledgement during event opening and closing by event emcees
- Logo on the event website homepage
- Company description on US Fest website sponsor page
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo placement on venue promotional screens
- Logo included in event emails
- Conference attendee list with emails

PANEL SPONSOR

As the Panel Sponsor, your organization has the opportunity to sponsor the conference's featured panel(s). Help us determine the topic of choice that is relevant to the Umbraco community or attendees.

UNIQUE BENEFITS:

- 2 minutes onstage to talk about your organization
- Guaranteed speaking spot on a panel, or as the panel host

BRAND VISIBILITY:

- Acknowledgement from main stage during event opening and closing by event emcees
- Logo on the event website homepage
- Company description on US Fest website sponsor page
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo placement on venue promotional screens
- Logo included in event emails
- Conference attendee list with emails

SPARK SPACE SPONSOR

As the Spark Space Sponsor, your organization will be the host of the entire networking area right outside the main room. We will rename the space with your organization's name.

UNIQUE BENEFITS:

- 2 minutes onstage to talk about your organization.
- Exhibit/branding/etc. in Spark Space. We will work with you to bring your creative ideas to life here!

BRAND VISIBILITY:

- Acknowledgement from main stage during event opening and closing by event emcees
- Logo on the event website homepage
- Company description on sponsor page
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo placement on venue promotional screens
- Logo included in event emails
- Conference attendee list with emails

LEARNING LEADER SPONSOR

As the Learning Leader Sponsor, your organization will be the host to the Workshops & Training on Day 1.

UNIQUE BENEFITS:

- 2 minutes onstage on Day 2 to talk about your organization and provide a recap of workshop day.
- Kick off each workshop by talking about your organization and introducing the training facilitator.

BRAND VISIBILITY:

- Acknowledgement from main stage during event opening and closing by event emcees
- Logo on the event website homepage
- Company description on sponsor page
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo placement on venue promotional screens
- Logo included in event emails
- Conference attendee list with emails

SMALL GROUP SESSION SPONSOR

Host of the Conference Room that seats 20 to be used for Small Group conversations or demos. Full day.

UNIQUE BENEFITS:

- Can be used to do demos, have company talks, individual sessions, or workshops throughout the day.

BRAND VISIBILITY:

- Acknowledgement from main stage during event opening and closing by event emcees
- Logo on the event website homepage
- Company description on sponsor page
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo placement on venue promotional screens
- Logo included in event emails
- Conference attendee list with emails

CELEBRATION SPONSORS

\$7,500 - 3 Opportunities

A key supporter who brings the UmbraCo spirit to life through fun, connection, and celebration. Your brand will be recognized for making the festival experience unforgettable.



OPENING PARTY SPONSOR

Kick off the conference in style! As the Opening Party Sponsor, your organization will take the spotlight.

UNIQUE BENEFITS:

- Official host of the Opening Party.
- Work with us to select a venue, drink, and food offerings. \$2500 food & beverage credit included in sponsorship.

BRAND VISIBILITY:

- Logo and company description on the sponsor page of the US Festival website
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo on cups/napkins at sponsored party, if allowed by selected venue
- Named as celebration sponsor with all official mentions of the party by the US Foundation
- Pre-event email detailing party logistics and your sponsorship
- Conference and hackathon attendee list with emails

CLOSING PARTY SPONSOR

End on a high note! As the Closing Celebration Sponsor, your organization will headline the final party.

UNIQUE BENEFITS:

- Official host of the Closing Party.
- Work with us to select a venue, drink, and food offerings. \$2500 food & beverage credit included in sponsorship.

BRAND VISIBILITY:

- Logo and company description on the sponsor page of the US Festival website
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo on cups/napkins at sponsored party, if allowed by selected venue
- Named as celebration sponsor with all official mentions of the party by the US Foundation
- Pre-event email detailing party logistics and your sponsorship
- Conference and hackathon attendee list with emails

HACKATHON HOST

What better way to bring the community together? Because nothing brings people together like bugs, pizza, and a deadline.

UNIQUE BENEFITS:

- As Hackathon Host, you can be as visible as you'd like with this crew for the full half-day event.
- Provide lunch, snacks, and refreshments as part of your sponsorship investment. Work with us to select drinks and food with the \$2500 food & beverage credit included in sponsorship.

BRAND VISIBILITY:

- Logo and company description on the sponsor page of the US Festival website
- Dedicated section in a pre-event email sent by the Foundation highlighting contribution
- Post on social announcing sponsorship
- Logo on cups/napkins at hackathon
- Named as celebration sponsor with all official mentions of the hackathon by the US Foundation
- Pre-event email detailing hackathon logistics and your sponsorship
- Conference and hackathon attendee list with emails



The 2024 Umbraco US Festival Hackathon offered over 50 attendees a vibrant environment to collaborate, learn, and contribute to the open-source community. Held in conjunction with Umbraco's Hacktoberfest, the event provided a platform for developers of all levels, as well as some onlookers, to engage with Umbraco's latest features and share their ideas.

EXPERIENCE SPONSORS

\$5,000 - 6 Opportunities

Essential for keeping attendees refreshed, engaged, and connected, these sponsors help cultivate the collaborative environment that UmbraCo's community is known for.



HYDRATION HERO

As the Hydration Station Sponsor, your organization will be the source of refreshments during the event on Day 2.

UNIQUE BENEFITS:

- Covers drink stations - standing water jugs
- Branded drinkware such as a reusable waterbottle
- Mention from stage minimum of 2 times

BRAND VISIBILITY:

- Logo and company introduction on the sponsor page of the US Festival website
- Post on social announcing sponsorship
- Sign with logo on refreshments table

CAFFEINE CHAMPION

Fuel the fun! As the caffeine champion sponsor, your organization will power attendees through the day.

UNIQUE BENEFITS:

- Covers all coffee and caffeinated drinks
- Branded barware & napkins
- Mention from stage minimum of 2 times

BRAND VISIBILITY:

- Logo and company introduction on the sponsor page of the US Festival website
- Post on social announcing sponsorship
- Sign with logo on snack table

MENU MASTERS

Fuel every moment. As the Menu Masters, your brand powers lunch and snack breaks—keeping attendees energized, engaged, and ready for what's next.

UNIQUE BENEFITS:

- Covers one lunch and two snack breaks
- Branded napkins & table tents at all food stations
- Mention from stage minimum of 3 times

BRAND VISIBILITY:

- Logo and company introduction on the sponsor page of the US Festival website
- Post on social announcing sponsorship
- Sign with logo on snack table

RECHARGE ROOMS (2)

Help attendees recharge—literally and mentally. These quiet spaces are perfect for taking a call, hosting a quick meeting, or simply catching a breather between sessions. As the Recharge Room Sponsor, your brand will be front and center as the one who made the calm possible.

UNIQUE BENEFITS:

- Logo on door to entrance, we have two rooms right off the main social space. Sponsor both rooms to become a Presenting Sponsor
- Mention from stage minimum of 2 times

BRAND VISIBILITY:

- Logo and company introduction on the sponsor page of the US Festival website
- Post on social announcing sponsorship
- Vinyl cling with your logo on the door to the space

SMALL GROUP SESSIONS (2)

Host of the Conference Room that seats 20 to be used for Small Group conversations or demos.

UNIQUE BENEFITS:

- Host of the Conference Room that seats 20. Half day. *Upgrade to Presenting Sponsor to have full day. See above.*
- Mention from stage minimum of 2 times

BRAND VISIBILITY:

- Logo and company introduction on the sponsor page of the US Festival website
- Post on social announcing sponsorship
- Your branding in the conference room

COMMUNITY SPONSORS

\$2,500 - 3 Opportunities

These sponsors are key contributors to the festival experience, adding a personal touch to the event with interactive experiences.

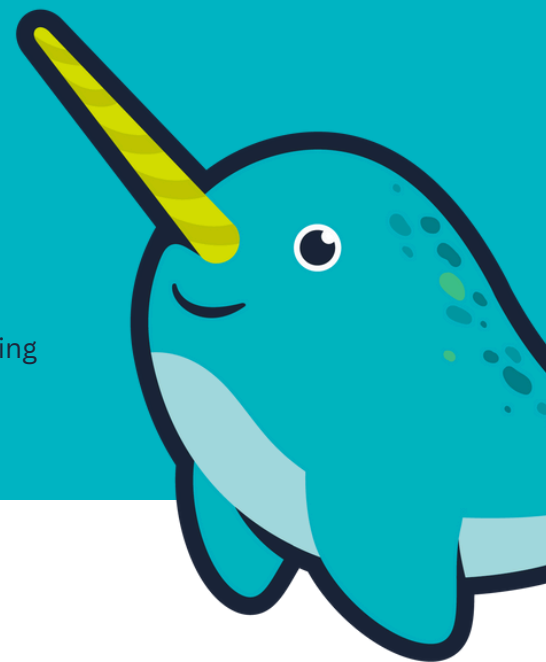


PHOTO BOOTH

Capture the moment! As the Photo Booth Sponsor, your brand will be featured on every snap, filter, and memory shared from the event.

UNIQUE BENEFITS:

- "Brought to you by" and your logo on the top of the photo booth backdrop
- Your logo on custom props

BRAND VISIBILITY:

- *Logo on the sponsor page of the US Festival website*
- *Mentioned on social with other sponsors of this category*

PUZZLE PARTNER

As the Puzzle Partner, your organization will be at the heart of a team-building activity that engages and connects participants.

UNIQUE BENEFITS:

- Custom branded puzzles for attendees to assemble in the Spark Space
- Sign at puzzle table

BRAND VISIBILITY:

- *Logo on the sponsor page of the US Festival website*
- *Mentioned on social with other sponsors of this category*

BRING YOUR IDEA

We're all ears! Have a creative idea on how to highlight your brand? Reach out to us at sponsorships@umbracousfoundation.org

PIXEL PARTNERS

\$1,000 - 3 Opportunities

These sponsors are key contributors to the festival experience, adding a personal touch to the event with branded swag and interactive digital experiences.



TATTOO TEAM

As the Tattoo Team Sponsor, your organization will be featured on custom tattoos that attendees can rock throughout the event

UNIQUE BENEFITS:

- Custom tattoo with your logo and an assortment of US Festival and Umbraco tattoos
- Sign at tattoo station

BRAND VISIBILITY:

- Logo on the sponsor page of the US Festival website
- Mentioned on social with other sponsors of this category

CANDY BAR

As the Candy Bar Sponsor, your logo will be front and center at the ultimate sweet stop, making sure attendees are energized and satisfied all day long.

UNIQUE BENEFITS:

- Sponsor the candy-filled table – helping our attendees stay energized

BRAND VISIBILITY:

- Logo on the sponsor page of the US Festival website
- Mentioned on social with other sponsors of this category

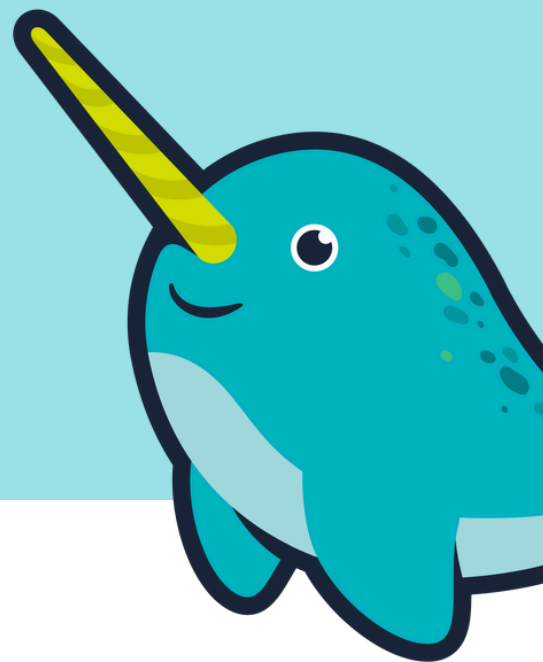
BRING YOUR IDEA

We're all ears! Have a creative idea on how to highlight your brand? Reach out to us at sponsorships@umbracousfoundation.org

OPEN SOURCE

ANY AMOUNT - UNLIMITED

Support the Festival with a monetary donation and help us keep it accessible, welcoming, and community-driven.



DONATION

Want to support the Festival in a smaller (but still meaningful!) way? We gratefully accept monetary donations of any amount. Every dollar helps us create a more engaging, inclusive, and community-driven experience.

No sponsorship package needed—just good vibes and a love for Umbraco.

UNIQUE BENEFITS:

- Feeling of pride knowing you've made an impact. :)

BRAND VISIBILITY:

- *Mention on the sponsor page of the US Festival website*



WHY SPONSOR?

The Umbraco US Festival wouldn't be possible without the generosity of our sponsors. But aside from sponsoring out of love for Umbraco and our community, there are a few other valuable outcomes that are tied to your monetary commitment.

Build Community.

Our friendly community is supportive and connected. The US Fest offers the chance to meet new collaboration partners, learn about the latest technical solutions, and all the other connections the Umbraco community has to offer. Your brand's name listed as an event sponsor opens the doors to those introductions.

The event was great! It opened our eyes to how powerful the platform has become—and how, in many cases, it could be a stronger fit for us than our current offerings."

-Scott Wintheiser, CEO, Lightburn



Engage with Experts.

The US Fest offers a unique opportunity for our community's influential voices and leaders to engage with your brand. Get your name in front of those shaping the Umbraco platform, market, and global audience.

"We met an agency just like ours when we were a sponsor at this event a couple of years ago - that new introduction turned into a profitable project and long-term client partnership that is still in place today."

-Joe Kepley, CTO, Blend Interactive

Funding Diverse Voices.

It's our hope to use a portion of sponsorship dollars to help defray travel costs for speakers—if funding allows. With enough support, we can reduce economic barriers and open the door for a more diverse lineup, bringing in voices from a wider range of backgrounds, experiences, and locations.

WE THANK YOU.

As business owners and leaders, we understand the weight of every sponsorship decision, which makes us even more grateful for your consideration. Your support helps grow the Umbraco community in North America, and we can't wait to see you in October!

-The Umbraco US Foundation & 2025 Umbraco US Festival Planning Committee

