

vala



William Angliss Institute **13-14 JULY**

Welcome to
VALA Tech Camp 2017
13-14 July 2017

William Angliss Institute, Melbourne, Australia



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The inaugural Australian gathering of technologists who work for and with libraries, galleries, archives and museums.

Comprising workshops, short talks and a 'make and hack' day, Tech Camp 2017 will be an intensive, active, hands-on learning and sharing experience for everyone who codes, builds, teaches and maintains technology for and with libraries.

VALA is seeking tech-savvy partners and sponsors to aid in the delivery of Tech Camp 2017. This is your opportunity to position your brand alongside one of the most trusted professional library technology networks in Australia. With 40 years' experience and 18 successful national conferences behind us, the VALA brand has both reputation and visibility with technologists in the GLAM sector.

Tech Camp 2017 is an event for everyone who codes for libraries and allied professions. Drawing on the concepts and success of international events like Code4Lib and mashcat, the 2 days of intense, hands-on activity will have practical outcomes and take-aways for all participants. We also want it to be a bit of fun.

Take-Aways:-

- Practical stuff you can use in your workplace tomorrow
- Collaborations and useful networks
- Serious upskilling
- A t-shirt – maybe.

If your business is active in the library technology space, values practical outcomes, collaborative problem-solving, clever ideas and serious thinkers who don't take themselves too seriously, talk to us about how we can support your business when you support VALA Tech Camp 2017.

Here's some ideas to get you started.

Tech Partner – \$5,000

This is the big one, the head honcho of sponsors. Technology is king at Tech Camp 2017. Write us a cheque, and we'll put your logo and your business on every banner, every social media platform that talks about Tech Camp. We'll promote you everywhere. We don't know how many times yet – but lots. Oh, and you'll get a table in the main rooms of the venue (as many as you can carry) and we'll give you a spot in the session.

Too easy.



PD Partner - \$2,500

We're making 3 of these available; they're sibling sponsors so we need you guys to be happy to play nicely together. There's a really big program over the 2 days, and we think the pieces fit neatly together like this:-

Workshops and Short Talks

These sessions will be going on in 2 or 3 smaller rooms and you can have them all. Banners, low-tech, but you can have them if you want. And you can have a Short Talk session of your own (but you have to talk about really interesting stuff, not a product placement).

Make-a-thon/Hackathon

So, groups of like-minded geeks will tackle a problem - and solve it - in a 4-5 hour session. It will be chaos, but in a good way. You can stamp your brand all over the hearts and minds of these grateful technologists.

Scholarships/Travel

This is the good corporate citizen sponsorship. There are crazy tech folk all over this wide brown land who won't be able to make the trip to Tech Camp 2017 - without some help. Give a deal to the community that you support in a good way. We've also got a lot of struggling students who would it be to gift them a ticket? Up to you how wide the net, but a national scholarship program, appropriately marketed to the wide VALA network, is not out of the question. Let us sing your praises!



Hospitality Partner - \$2,500

A sure way to make yourself memorable to a bunch of techies is to pay for their coffee. And their pastries. And maybe a nice chardie. Over our 2 full Tech Camp days, we'll provide breakfast and snacks, bottomless coffee and a Happy Hour (cash bar, but be nice if you could spring for some chips). They'll thank you for it. In return, you can brand all the breaks and make a short speech before everyone gets silly at the Happy Hour.

Your Logo Lunch Break



Cool Stuff Partner - \$2,500

Also known as "give a tech a T-shirt". We'd love to have some cool event stuff for people to take away, and we're pretty relaxed about working with you on what that stuff might be. We're thinking T-shirts, caps, keep-cups (we really do like our coffee...) and maybe something relevant, like a branded USB. Some tech folk still remember how to use a pen, so that's an option too. And we'd really like to run a competition with a cool techie prize at the end.



So there you have it - 6 unique opportunities to become a Foundation Sponsor of VALA Tech Camp.

2017 is this event's first time out on its own, but like its big sibling VALA Conference - now in its 19th iteration - we think it has a bright future.

For more information, to jump on board or just to have a chat, call Lesley Ryall at the VALA Secretariat on **03 9844 2933** or email her at **vala@vala.org.au**.