



Form Function & Class

Sponsorship Invitation



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.



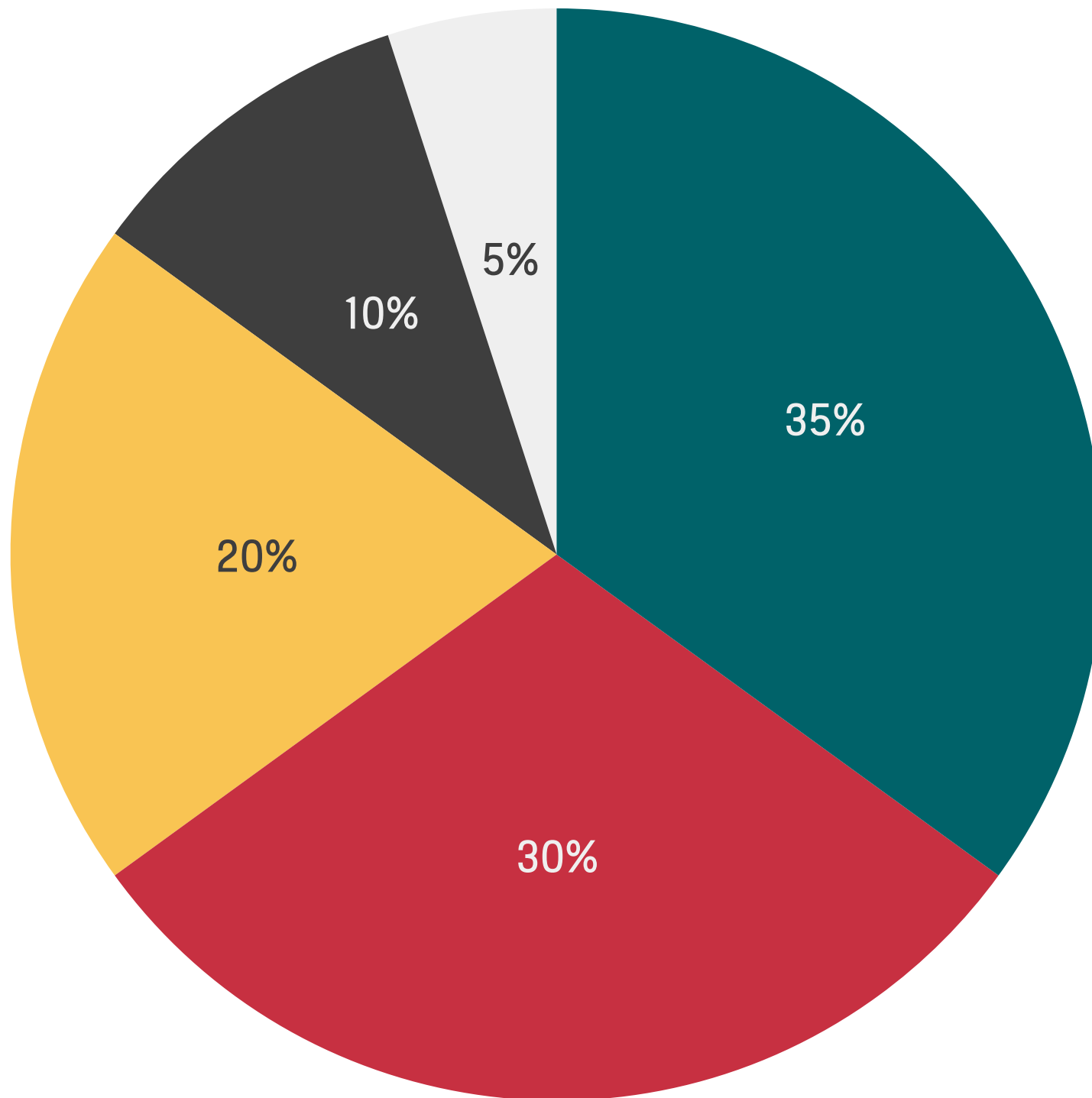
Audience



- 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 balanced gender ratio in speakers, attendees, and organizers.



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

9,250+

Philippine Web Designers FB

10,000+

Mailing List

2,500+

PWDO Twitter

1,480+

FFC Facebook

1,750+

Blog, Instagram, Google+

1,400+



Sponsorship Tiers

SPONSOR BENEFITS	CO-PRESENTER ₱200,000	DIAMOND ₱150,000	PLATINUM ₱100,000	GOLD ₱50,000	SILVER ₱30,000	BRONZE ₱10,000
Competitor Lock-out	subject to approval	subject to approval	subject to approval	X	X	X
Name & logo	CO-PRESENTER	TOP BILLING	MAJOR BILLING	✓	✓	✓
Sponsor talk ¹ Promo booth ²	✓	✓	✓	✓	✓	X
Play video ³ Give out swag	✓	✓	✓	✓	✓	✓
Free tickets ⁴	6	5	4	3	1	X
Early bird rate for added tix	✓	✓	✓	✓	✓	✓
Banners	6	5	4	3	2	1
Social blasts ⁵	7	6	5	4	3	2
Inclusion in email blasts ⁶	3	2	2	1	1	X



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 internet

~ ₱10,000 – 100,000

Venue, food, beverage

~ ₱10,000 – 350,000

Speakers' internet, sim

~ ₱500 – 10,000

After-party

~ ₱25,000 – 40,000

Swag & speaker tokens

~ ₱10,000 – 60,000

Speakers' dinner

~ ₱10,000 – 20,000



Sponsorship Terms

Payment: Deposit to **BDO account 0280892586** under **Philippine Web Designers Organization, Inc.** or **PayPal account info@pwdo.org**. Please indicate the complete company name registered at the BIR as well as the tax identification number (TIN).

Database: We do not distribute contact information of our attendees.

^{1 4} **Ex-deals:** eligibility for sponsor talks & number of free tickets with ex-deals subject to approval.

¹ **Talks:** should not exceed 10 minutes. Slots are limited & first-come, first-serve. Will be confirmed only when the contract is signed by both parties **and** the sponsorship has been turned over to PWDO.

⁴ **Tickets:** talk speakers & booth exhibitors are included in complimentary tickets. Names must be sent **30 DAYS** before the event, otherwise tickets will be forfeited. You can avail extra discounted tickets at the Early Bird rate.

^{5 6} **Blasts:** sponsor shall provide content for the social & email blasts (images, text, video) **30 DAYS** before the event, otherwise we'll draft the content to meet our schedules.

Logos: hi-res logos (300dpi) must be sent **30 DAYS** before the event, otherwise logo will be excluded from materials.

³ **Videos:** should not exceed 60 seconds; can provide several for variety. Must be sent **30 DAYS** before event, otherwise videos will be excluded from playlist.

² **Booths:** equipment & personnel must be submitted **30 DAYS** before event, otherwise booth will be forfeited. Roll-up tarps are recommended. Sticking, pasting, or tacking is forbidden at the venue. No guarantee on power outlets, extension cords, or internet.

Code of Conduct: All participants, including sponsors, must read & adhere to the [PWDO Code of Conduct](#).



Long-Term Partnership

We also have other initiatives for the community & our organization. Contact us at partners@pwdo.org for more info.

EVENTS

meetups, workshops,
roadshows, Junior FFC

- Venue
- Food & drinks
- Internet connectivity
- Giveaways
- Speaker token & honorarium
- Raffle items, prizes
- Promotions

MEMBERS

- Domain, hosting
- Books, fonts, classes, software, hardware
- Cafes, co-working spaces, bookstores
- Healthcare & wellness

ORGANIZATION

- Domain, hosting
- Mentors, interns, volunteers, speakers
- Tie-ups with companies, schools, venues, hotels
- Promotions



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 have expanded our conference format to include workshops & masterclasses, co-organized **JuniorFFC** for students, held a **Rails for Designers** code camp, launched a pro-bono website building hackathon for non-profits called **Caritakathon**, & did a **Code in the Dark** collab. We do all this as volunteers giving back to the community.

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:

Globe Labs, Z.com, Human Factors International, Philippine Center for Creative Imaging, Google, Adobe, Mozilla, Smart, Microsoft, .design, .tech, Canva, Teradoor, Upwork, PortfolioMNL, OLX.ph, DevCon, co.lab, Rain Creative Lab, ZenDesk, MediaTemple, dotPH, UXPH, Skillshare, Philippine Ruby Users Group, Campaign Monitor, Punchdrunk Panda, JSConf Asia, Webconf.asia, InDinero, Uber, Exist, Freelancer.ph, SourcePad, Balsamiq, GitHub, Adobo Magazine, Business World, Inquirer.net, AIM, UST, Benilde, Ateneo, La Salle, & more.



Contact Us

EMAIL

partners@pwdo.org

WEBSITE

pwdo.org

TWITTER

[@pwdo](https://twitter.com/pwdo)

YOUTUBE

[formfunctionclass](https://www.youtube.com/formfunctionclass)

FACEBOOK

[/webdesigners.org.ph](https://webdesigners.org.ph)

INSTAGRAM

[@pwdo](https://www.instagram.com/pwdo)

GOOGLE+

[pwdo.org/google+](https://plus.google.com/pwdo.org/google+)

MEDIUM

medium.com/@pwdo