

C++ Online Sponsorship Prospectus

The conference will provide a more accessible option for those who might find attending other international conferences more difficult or financially restrictive

The team behind the conference (Shaved Yaks Ltd and Digital Medium Ltd) pioneered a new format for highly interactive virtual/online conferences, seeing great success with online versions of established conferences such as C++ on Sea, CppNow, CppCon, ACCU and The Audio Developer Conference during the Covid-19 pandemic and in the years following through hybrid conference formats. Combining the organisational experience, contacts and conference insights provided by Shaved Yaks and the technical experience and expertise relating to the production of online events provided by Digital Medium is intended to provide the most seamless online conference experience for all participants.

Now that many conferences are moving back toward in-person focused, or hybrid conferences, we saw an opportunity for an online-only conference to meet the demands of the wider international audiences that we saw in attendance to previous online events.

We had a very successful initial conference in 2024, which we now plan to build upon for the 2025 event. We expect to see increased attendance for C++Online 2025 and have already pre-sold more tickets for C++Online 2025 than we had in attendance for the 2024 event!

We've priced the packages below with the above in mind and will also be offering sponsors first right of refusal for the same sponsorship packages in our 2026 event.

Brought to you by:

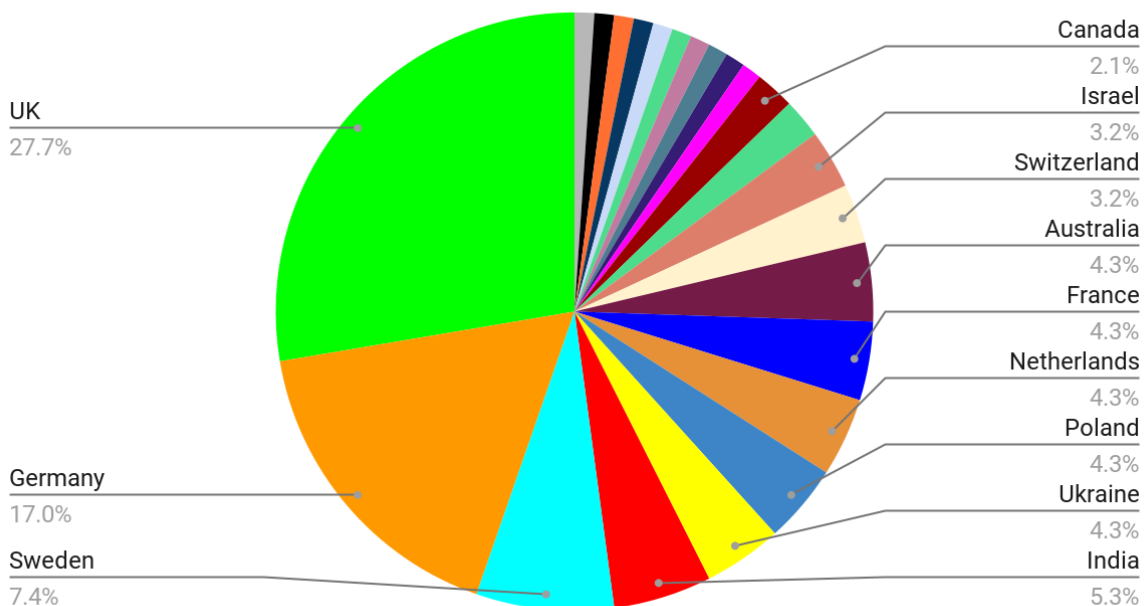
DIGITALMEDIUM
VIRTUAL EVENT PRODUCTION



Our Attendees

This will be our second year running the event, building on a very successful initial year. The 2024 event saw just over 200 participants attend the 3 day event, from a range of countries and demographics. Below you can see the split of attendees by country:

Attendee Locations



This year we have also partnered with two other conferences, C++Now and C++ on Sea to offer free registrations to C++Online for any attendees of either of these partnered events. As such, we have effectively **pre-sold over 280 tickets** ahead of paid ticket sales opening for the 2025 event. As such, we expect to see a much greater attendance to the 2025 event, as ticket sales will be opening earlier this year and these registrations will be in addition to those pre-sold ahead of time.

We hope to see a total registered attendance of between 400-500 participants for the 2025 event

The conference is intended to be highly accessible, no matter the attendees location or demographic. We expect a diverse range of attendees and the conference will maintain a friendly, welcoming and professional conference environment at all times. Everyone at the event will be expected to follow the conference's Code Of Conduct, which is designed to ensure everyone feels welcome and secure throughout the event.

Admission has been priced with accessibility in mind, ensuring that all types of attendee (no matter their fiscal status) have the opportunity to attend. This should mean that the event sees many new attendees compared to established physical events, as there won't be the same cost restrictions that are often related to attending a physical conference.

The online only conference will provide sponsors access to a wider range of attendees, with increased attendance from traditionally underrepresented countries and demographics. We also have a range of options to help facilitate increased student, indie and independent developer attendance.

DOCUMENT CONTENT

[Our Attendees](#)

[DOCUMENT CONTENT](#)

[Packages:](#)

[BRONZE \(£995\):](#)

[SILVER PACKAGES - £2500 - £3000](#)

[GOLD - £4000](#)

[Stand-alone Packages \(Video, Merch, Sponsor Talks\)](#)

[Bolt-On Options](#)

[PACKAGE BENEFIT DETAILS](#)

[VIDEO SPONSORSHIP](#)

Packages :

BRONZE (£999) :

- Inclusion in Dedicated Sponsor Mailout
- Acknowledgement and thanks in the attendee mailings
- Shared sponsorship announcement sent to YouTube channel
- Access To the C++ Online Discord server as a 'sponsor' - sponsor staff will be displayed in a dedicated list where attendees can contact them directly
- Logo/ link on Public Website
- Clickable Logo and link on the online conference platform/website
- Logo included in the Virtual Venue
- Public acknowledgement and thanks at welcoming and closing sessions.
- 3 Complimentary Online Registrations
- A registration code providing 20% off purchases for additional staff or team members.
- A Code for attendees to purchase a registration for 10% off the advertised price, that sponsors can advertise through their social media or other online platforms

SILVER PACKAGES - £2500 - £3000

All Silver Packages Received The Following Core Benefits

All Benefits From Bronze

More prominent logo placement in virtual venue

Thanks in intro/ closing (combined slide, name read out)

2x additional free registrations (5 total)

An upgraded registration code providing 35% off purchases for additional staff or team members.

An upgraded Code for attendees to purchase a registration for 15% off the advertised price, that sponsors can advertise through their social media or other online platforms

PLUS YOUR CHOICE OF TAILORED BENEFITS BELOW:

Product/Service Focussed Package - £2500 • Sponsor Video Published on Conference YouTube Channel (Demo, Talk, Product Overview, How To) • Track Pre-Roll Video • Virtual Exhibition Stand - purpose built for demos, short talks or product tutorials • Sponsor Talk Slot • Open Content Session • Sponsored Message In Social Media Post • Pop Up Video Ads on any of your sessions	Recruitment Package - £3000 • Track Pre-Roll Video • Sponsored Message In Social Media Post • Custom Branded Talk Sessions - (Max 2 Sessions) • Open Content Recruitment Session • Virtual Recruitment Booth - Designed For Drop In Sessions & Embedded With Jobs Information • Up To 5 Ads on Virtual Jobs Board - 600 • Pop Up Video Ads on any of your sessions
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GOLD - £4000

- **All benefits** from **Bronze** and **Either Silver Package** (or a combination of available benefits from either Silver package above)
- Elevated Position On Discord Server. Visible To All Attendees and Easy To Contact
- Thanked in intro/ closing (dedicated slide)
- Margin ads on our online conference platform
- Keynote pre-roll video (up to 1 minute)
- Upgraded Exhibition Booth - or multiple smaller booths dedicated to different purposes
- Virtual poster (in addition to exhibition booth)
- 5 Additional Ads on the Virtual Jobs Board (10 Total)
- Dedicated Social media postings
- 5x additional free registrations (10 Total)
- An upgraded registration code providing 50% off purchases for additional staff or team members.
- 5 20% discount codes to give away
- Pop Up Video Ads on up to 10 videos
- Additional Sponsored Message In Social Media Post
- Attendee Lead Finding & Sponsor Included on Dedicated Sponsor Contact Page

Stand-alone Packages (Video, Merch, Sponsor Talks)

Merch Sponsor - £1500

Sponsor Logo included on the C++ Online t-shirt designs - t-shirts will be available to all attendees through our online Merch during the event, plus will be accessible to purchase through our YouTube channel by subscribers and viewers to the CppOnline 2024 video releases. By sponsoring the merch, you will allow us to give away one free t-shirt to each online attendee, with each t-shirt featuring your logo (and all additional shirts sold would also include the sponsor logo).

Video Sponsorship

- ALL VIDEOS, including Lightning Talks - £3500
(up to two sponsors - exclusive sponsorship by a single sponsor is also available for £5000)

Video Sponsorship includes:

- Sponsor pre-roll added to all videos (up to 6 seconds)
- Sponsor logo included in video background artwork

[Details Below](#)

Channel & EA Sponsorship

C++ Online YouTube Channel and Video Portal (Early Access)

Sponsorship - £1500

(9 Month Period (updated three months prior to the next event))

[Details Below](#)

Bolt-On Options

Sponsor Talk Slot - £500

A 15-30 minute online talk slot in the main conference schedule - through Zoom Webinar. Recorded and released to YouTube post conference as part of the main talk release schedule.

Sponsored Open Content Session - £250

A sponsored 'Open Content' Session - this could be a group discussion, Q&A session, demo session, mini workshop or other form of interactive session. Scheduled outside the main talk schedule in any of the Open Content slots. These sessions will not be recorded and will take place in Gather Town/The Virtual Venue.

Additional Jobs Board Ads

- 1x Ad - £150
- 5x Ads - £600
- 10x Ads - £1000

The Jobs Board will be accessible to all attendees and will be posted into a dedicated channel on our Discord server and also on the CppOnline website.

PACKAGE BENEFIT DETAILS

Sponsor Video Published on Conference YouTube Channel (Demo, Talk, Product Overview, How To)

A long-form video of the sponsors choice (product overview/demo, talk, tutorial etc) uploaded to the conference YouTube channel and released as part of the public release cycle post-event. We'll apply the same optimization and marketing techniques we have refined over thousands of YouTube videos to maximise reach, viewership and search result rankings!

Custom Branded Sponsor Talk Sessions - Included in Silver

- Logo in background artwork
- Custom CTA end-screen
- Pop Up Notices within Video
- Custom Message in Video Description

*Custom Branding can be in-addition to video sponsorship (by different sponsors) - the elements available for each type of sponsorship are exclusive and do affect one another. This bolt-on branding can be purchased by any sponsor or company that a speaker represents, for videos of their own speakers only.

Pop Up Video Ads on up to X videos

Pop Up video 'cards' on X number of sponsor's own talk sessions/videos released post-event. Cards include:

- A short message or CTA
- A link to a destination of the sponsors choice
- A small image or graphic
- An additional short statement visible when the card is clicked

Track Sponsor Pre-Roll

A 10 second video clip, to be added to our sponsor reel that will played at the start and end of each day

Keynote Sponsor Video

Up to 1 minute video to be played back before each Keynote session begins. Video of sponsors choice, viewed by all attendees present during the keynote session (a large majority, if not all attendees)

Virtual Exhibition & Recruitment Booth

Engage directly with attendees in a fully customised and sponsor branded virtual exhibition booth. The booth can be staffed for attendee engagement, or filled with static content to provide an installation of content for attendees to checkout and view. Booths can be designed for a range of purposes, including recruitment, product display/demonstration, additional sponsor generated content such as talks, demonstrations or 'office hours', all conducted from your virtual booth. Booths can be designed for multiple purposes or for a single purpose - for example, a booth could have an area displaying open vacancies with a staff member available to speak with those interested in the position, whilst another area of the booth could have a range of interactive media elements displaying information about products (graphics, videos, interactive web pages, web demos etc). Alternatively the entire booth could be designed as a mini auditorium, allowing sponsor staff to run short talks, demonstrations or other types of interactive session, including screen sharing and group video chat, all within their booth.

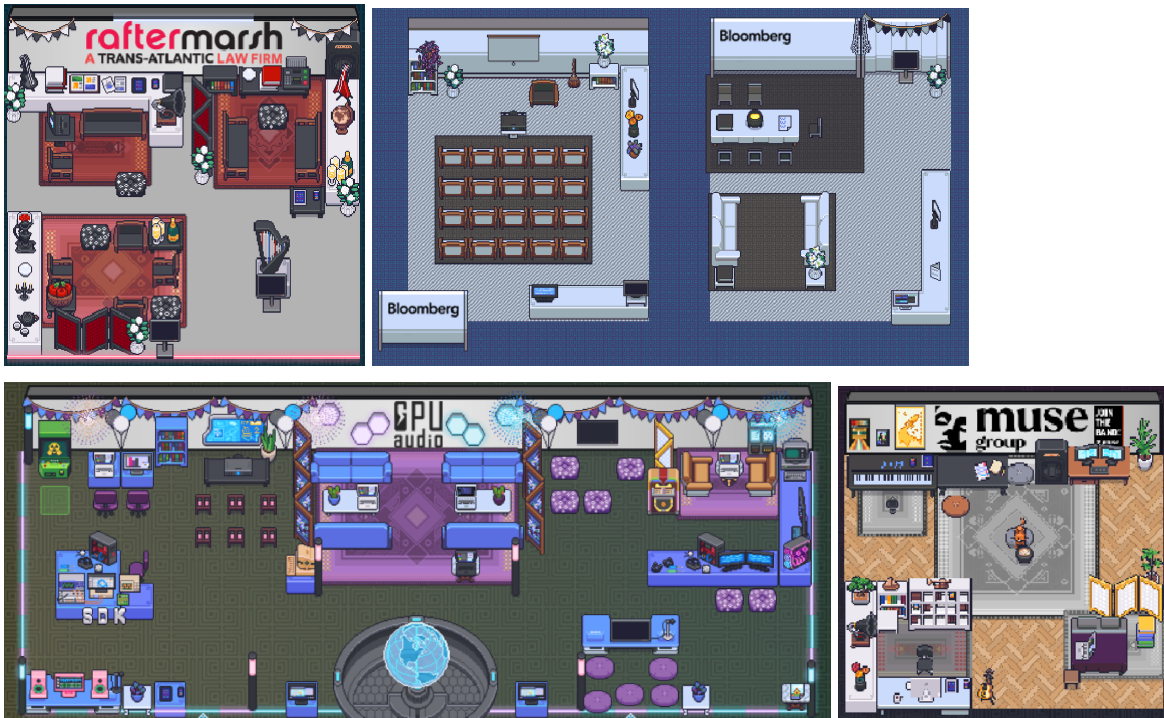
For an example of how Virtual Booths would look and function, and for inspiration on design and configuration options, please see our Virtual Exhibition hall for the 2023 edition of The Audio Developer Conference, where we had 22 virtual exhibitors from a range of audio companies, including Avid, Focusrite and Native Instruments all connecting with attendees to promote their products, services, job vacancies or other factors of each sponsor company.

VISIT DEMO SPACE:

<https://app.gather.town/invite?token=ekxGcwusTemhEjjeT1ij>

This was our most successful online experience to date with fantastic levels of engagement and some wonderful comments from both exhibitors and attendees.

Booth Examples from previous events:



Virtual Poster / Recruitment Stand (Mini Booth)

A mini booth or stand to display direct marketing info or recruitment information within the virtual venue. More limited option compared to the full Exhibition/Recruitment booth, provides options to embed links or materials for attendees to interact with. This would be a reduced size booth compared to the main booth option above and therefore would be restricted to only one purpose/function.

Jobs Board Ads

The Jobs Board will be accessible to all attendees and will be posted into a dedicated channel on our Discord server and also on the CppOnline website.

It's recommended to combine Jobs Board ads with a virtual recruitment booth of some kind in order to maximise exposure and potential. This will ensure your ads are seen across all areas of the online infrastructure and will allow attendees to more easily ask questions or discuss the vacancies with your staff.

Virtual Swag Bag Inclusion

Provide us materials, codes, discounts or any other materials to include in the online attendee virtual swag bag.

Sponsored Message In Social Media Post

A sponsor authored message posted to all conference social media accounts, can include a graphic or video link of the sponsors choice, along with their choice of copy and link

Margin Ads On Web Interface

Mirrored images/banners that appear on the margins either side of the main webpage. These margin ads/banners will load different sponsor banners each time the page loads. Higher tier sponsors have a higher chance of their banner being shown, the percentage chance scales down with each tier of sponsorship.

Attendee Lead Finding & Sponsor Included on Dedicated Sponsor Contact Page

Inclusion on our dedicated sponsor page with a staff profile for your main point of contact or recruitment contact. This page will be accessible to attendees through the web portal, Virtual Venue and Discord server enabling them to contact sponsors for direct interactions. The sponsor profile will provide details of the sponsor, the staff contact and will link to any other items such as jobs board posts, the staff member on the Discord server (for direct text discussions) and also to your virtual exhibition or recruitment booth in the virtual venue (sold separately) allowing users to teleport directly to your virtual booth to chat with your staff or discuss a job vacancy the sponsor is advertising at the event.

Attendee Lead Finding & Sponsor Included on Dedicated Sponsor Contact Page (Continued)

Attendees may also opt-in to pass their contact details on to any sponsor who is recruiting or looking to promote a new product, service. Attendees will be able to opt-in for either recruitment or product info from sponsors at the point of registration to the event. A list of any opt-in contact info will be provided at the end of the event.

VIDEO SPONSORSHIP

£3500* - Video Sponsorship - ALL VIDEOS (up to two sponsors - exclusive sponsorship by a single sponsor is also available for £5000)

Sponsor Pre-Roll and Logo in video background artwork across all videos released to the C++ Online YouTube Channel

Video Sponsorship includes:

- Sponsor pre-roll added to all videos (up to 6 seconds)
- Sponsor logo included in video background artwork

*We have based the value of our video sponsorship on the average performance of videos released in the first year of our other C++ conference YouTube Channels that we manage. Plus factored in the performance of the C++Online 2024 videos - however, as these videos have not yet had a full 12 month period of public access, the data is a little less reliable. However, the 2024 videos do appear to be outperforming our initial estimates and so we have adjusted the pricing for the 2025 event to reflect this.

£1500 - C++ Online YouTube Channel and Video Portal (Early Access)

Sponsorship (9 Month Period (updated three months prior to the next event))

- Sponsor logo and link included in channel banner branding.
- Sponsor logo and link included on the C++ Online Early Access video portal and video archive filtering system.
- Sponsor link and thankyou message included in all video descriptions
- Auto-play trailer/sponsor video on Channel Home Page
- Feature sponsor's own YouTube channel in feature channels on homepage
- Sponsorship Announcement to Channel Subscribers

This includes sponsor branding across all channels where CppOnline videos will be distributed, whether accessed through our early access/archive video filtering portal, or through the CppOnline YouTube channel.

Sponsor Speaker Videos Custom Branded For Recruitment:

- Logo in background artwork
- Custom recruitment CTA end-screen
- Pop Up Recruitment Notices within Video
- Custom Recruitment Message in Video Description

*Recruitment branding can be in-addition to video sponsorship (by different sponsors) - the elements available for each type of sponsorship are exclusive and do affect one another. Recruitment branding can be purchased by any sponsor or company that a speaker represents, for videos of their own speakers only.