

# Workshop Patronage & Sponsorship

*The Domain Name System Operations Analysis and Research Center (DNS-OARC) is a non-profit, membership organization that seeks to improve the security, stability, and understanding of the Internet's DNS infrastructure. OARC's mission includes organizing workshops which build relationships among its community, enable knowledge transfer, and increase awareness of the DNS's significance.*

*OARC's workshops represent a unique opportunity to increase the visibility of your organization, products and services to the key influencers who operate the Internet's DNS and other key players in the global Internet community.*

**As a non-profit organization, OARC relies on registration fees, patronage and sponsorship to help with the costs for its programme of workshops.**

OARC workshops run for two days comprising a range of technical presentations embodying state-of-the-art knowledge of running and protecting the Internet's mission critical DNS infrastructure, to a global audience. Attendance includes established OARC members and other interested parties including root operators, top-level DNS registries, registrars, ISPs, software vendors and researchers - people often quite difficult to reach by other means.

OARC workshops are generally co-located with the larger RIPE, NANOG, ICANN, and IETF meetings, rotating among European, North American, and other international locations.

**To arrange patronage and/or sponsorship, or for more information, please contact Denesh Bhabuta via [sponsor@dns-oarc.net](mailto:sponsor@dns-oarc.net).**

**You may financially support OARC Workshops by opting to become one or more of:**

- [Annual Workshop Patron](#) (3 tiers covering consecutive meetings in a calendar year)
- [Individual Workshop Sponsor](#) (4 categories tied to a single workshop)

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# Annual Workshop Patronage

These opportunities cover consecutive workshops in a calendar year. Patronage shows your support of the workshops with up-front annual base funding, enabling OARC to be more effective in future planning, developing and organizing workshops.

In addition to the distinctive benefits received based on Patronage level, all Patrons receive the following **Brand Awareness Benefits**:

- logo on the OARC website for duration of patronage period
- logo on the workshop's micro-site linked to your own website
- logo and text on sponsors page on the workshop's micro-site
- logo on the webcast rolling static slides, and on applicable slides during the workshop
- recognition on our member mailing list and social media channels
- logo on the signage in workshop registration area
- public acknowledgment of your organization during workshop proceedings
- thank you plaque presented during the AGM

There are currently 3 tiers of patronage:

- **Principal**
  - **Premium**
  - **Promoter**
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## PRINCIPAL

*\$75,000 per annum, Limited to 2 organizations*

Additional Benefits (along with the Brand Awareness Benefits listed above):

- 12 complimentary registrations per workshop (24 per year at \$10800 total value)
- where applicable, sole use, during workshop hours, of a private board room with branded signage
- Plus, choose from one of the following per individual workshop:
  - 6 complimentary registrations (\$2700 value)
  - [Individual Workshop Contributor Sponsorship](#) at 100% discount (\$2000 value per workshop)
  - [Individual Workshop Associate Sponsorship](#) at 100% discount (\$6000 value per workshop)
  - [Individual Workshop Deluxe Sponsorship](#) at 60% discount

## **PREMIUM**

*\$50,000 per annum, Limited to 3 organizations*

Additional Benefits (along with the Brand Awareness Benefits listed above):

- 6 complimentary registrations per workshop (12 per year at \$5400 total value)
- where applicable: sole use, for up to 2 hours per day during workshop hours, of a private board room with branded signage
- Plus, choose from one of the following per individual workshop:
  - 3 complimentary registrations (\$1350 value)
  - [Individual Workshop Contributor Sponsorship](#) at 100% discount (\$2000 value per workshop)
  - [Individual Workshop Associate Sponsorship](#) at 50% discount
  - [Individual Workshop Deluxe Sponsorship](#) at 50% discount

## **PROMOTER**

*\$25,000 per annum, Limited to 4 organizations*

Additional Benefits (along with the Brand Awareness Benefits listed above):

- 3 complimentary registrations per workshop (6 per year at \$2700 total value)
- where applicable: sole use, for up to 2 hours per day during workshop hours, of a private board room with branded signage
- Plus, choose from one of the following per individual workshop:
  - 1 complimentary registration (\$450 value per workshop)
  - [Individual Workshop Contributor Sponsorship](#) at 40% discount
  - [Individual Workshop Associate Sponsorship](#) at 40% discount
  - [Individual Workshop Deluxe Sponsorship](#) at 40% discount

# Individual Workshop Sponsorship

These opportunities are tied to a single meeting, and unless otherwise specified as an option allowing co-sponsors, are listed with Individual Company sponsor pricing.

In addition to the distinctive benefits received based on Sponsorship category, all Sponsors receive the following ***Brand Awareness Benefits***:

- logo on the workshop's micro-site linked to your own website
- logo and text on sponsors page on the workshop's micro-site
- logo on the webcast rolling static slides, and on applicable slides during the workshop
- recognition on our member mailing list and social media channels
- public acknowledgment of your organization during the workshop proceedings

There are currently 4 categories of workshop sponsorship:

- **Host**
  - **Deluxe**
  - **Associate**
  - **Contributor**
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## HOST

*\$75,000 - \$100,000*

There is normally one Host for a workshop, however partnering with one other co-host is possible. You will need to find the co-host and inform us. Host sponsor benefits are shared between co-hosts.

The Host may choose to pay the sponsorship amount to OARC, or alternatively, with our agreement, choose to organize and pay for the venue, catering, Connectivity, AV and other supporting workshop hard costs themselves.

### **Additional Benefits (along with the Brand Awareness Benefits listed above):**

- exhibition table in registration area for sponsor to exhibit products and distribute literature and promotional items for the duration of the workshop
- space for 8 slim stand-up displays
- your chosen literature and/or promotional items placed on delegate chairs/tables
- where applicable, use of a private sponsor board room during workshop hours with branded signage
- open the workshop with a welcome speech (up to 5 minutes)
- 20 complimentary workshop registrations (\$9000 value)
- First refusal:
  - logo on delegate badge
  - workshop lanyard, co-branding with OARC

- if applicable, sponsor designed T-shirt, co-branded with OARC

Note: Badges and lanyards will be produced by OARC. T-shirts, stand-up displays, literature, promotional items and shipping to the workshop are the responsibility of the sponsor.

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## **DELUXE**

*from \$10,000*

**Standard Deluxe Sponsor Benefits (along with the Brand Awareness Benefits listed above):**

- exhibition table in registration area for sponsor to exhibit products and distribute up to two pieces of literature and up to two pieces of promotional items for the duration of the sponsorship
- Optional Extras (\$550 each):
  - per additional literature / promotional items
  - your literature and/or promotional items placed on delegate chairs/tables

**You may opt to be a Deluxe sponsor in any one of the following four ways:**

- **1 Day Deluxe sponsorship**
  - \$10,000
  - Multiple available per workshop
  - Additional Benefits:
    - your choice of sponsoring Day 1 or Day 2 of the workshop
    - space for 2 slim stand-up displays
    - 2 complimentary workshop registrations (\$900 value)
- **2 Days (full workshop) Deluxe sponsorship**
  - \$15,000
  - Multiple available per workshop
  - Additional Benefits:
    - space for 3 slim stand-up displays
    - 4 complimentary workshop registrations (\$1800 value)
    - Additional Options, subject to availability (\$550 each):
      - sponsor logo on delegate badge
      - workshop lanyard, co-branding with OARC
      - sponsor designed T-shirt, co-branded with OARC

Note: Badges and lanyards will be produced by OARC. T-shirts, stand-up displays, literature, promotional items and shipping to the workshop are the responsibility of the sponsor.

- **Connectivity sponsorship**
    - \$15,000
    - One (1) available per workshop
    - Additional Benefits and Additional Options are the same as the 2 Days Deluxe sponsor option above.
  
  - **AV sponsorship**
    - \$15,000
    - One (1) available per workshop
    - Additional Benefits and Additional Options are the same as the 2 Days Deluxe sponsor option above.
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## **ASSOCIATE**

*\$6,000*

**Standard Associate Sponsor Benefits (along with the Brand Awareness Benefits listed above):**

- 1 complimentary workshop registration (\$450 value).

**You may opt to be an Associate sponsor in any one of the following four ways:**

- **Coffee Breaks sponsorship**
  - six (6) available in total (1 sponsorship per break) per workshop
  - duration of coffee break - 30 minutes. Exhibitor time max 1 hour
  - Additional Benefits:
    - exhibition table in breaks area (space permitting) for sponsor to exhibit products and distribute literature and promotional items for duration of a break
    - space for 1 slim stand-up display in breaks area (space permitting) for duration of break
  
- **Lunches sponsorship**
  - four (4) available in total (2 sponsorships per lunch) per workshop.
  - duration of lunch, approx 1.5 hours each day. Exhibitor time max 2 hours.

- Additional Benefits:
  - exhibition table in lunch area (space permitting) for sponsor to exhibit products and distribute literature and promotional items for duration of a lunch.
  - space for 1 slim stand-up display in lunch area (space permitting) for the duration of lunch
  
- **Social Event sponsorship**

OARC will select the venue and manage the catering.

  - four (4) available in total per workshop
  - duration approx 2 hours
  - Additional Benefits:
    - exhibition table in registration area from end of afternoon coffee break to end of workshop proceedings on day of social event, for sponsor to distribute branded promotional items
    - space for 1 slim stand-up display for the duration of social event (space permitting)
  
- **2 Days (full workshop) Associate sponsorship**
  - multiple available per workshop.
  - Additional Benefits:
    - space for 1 slim stand-up display
    - distribute one piece of literature and/or small promotional item at the registration desk
    - Additional Option (\$550):
      - exhibition table in registration area for sponsor to exhibit products and distribute one piece of literature and/or small promotional item instead of at registration desk

Note for all Associate sponsor benefits and options: Stand-up displays, literature, promotional items and shipping to the workshop are the responsibility of the sponsor.

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## CONTRIBUTOR

*minimum \$2,000*

This level is the minimum commitment to support an OARC workshop through sponsorship and \$2000 is the suggested minimum sponsorship, however you may contribute more.

In addition to the Brand Awareness Benefits received in all Individual Meeting Sponsorship categories, all Contributor sponsors also receive additional benefits outlined below.

**You may opt to be a Contributor sponsor in one of the following three ways:**

- **Survey Giveaway sponsorship**
  - one (1) available per workshop
  - Additional Benefit:
    - OARC will purchase some prize of a retail value of \$200 from your Contributor sponsorship funds. If you wish for the prize to be of a higher value you may increase the value of your sponsorship
  
- **Meetup Station sponsorship**
  - one (1) available per workshop
  - Additional Benefit:
    - This meetup banner is used for everyone who needs a designated meeting place. It is tall and stands out with the OARC logo and colors. Let's add your name and logo to it
  
- **General Contributor sponsorship**
  - multiple available per workshop
  - Additional Benefits:
    - 1 discounted workshop registration (\$100 value)
    - Optional extra (\$550):
      - space for 1 slim floor stand-up display

Note: Stand-up display production and shipping to the workshop are the responsibility of the sponsor.