

# Sponsorship Prospectus

Be an impactful part of a community nominated as the **"Most Welcoming Developer Community"** by **DevRel Awards 2023**



**MOAR Serverless**  
Register today:  
[moarserverless.com](http://moarserverless.com)  
Thursday, August 11 2022 - 11am-5pm ET.

**7 Ways To Build An API Developers Will HATE.**  
Lauren Schaefer  
Tuesday, November 14, 1pm ET

**THE JAM.DEV**  
WE CAN REBUILD IT. WE HAVE THE TECHNOLOGY. WE CAN MAKE IT BETTER THAN IT WAS!  
JANUARY 24-25, 2024 - 11am-5pm ET.

**Building with Fire**  
less PWA with Firebase  
Michael Dowden  
Tuesday, Feb. 28 2023 - 1pm ET.

**CFE.DEV**  
CERTIFIED  
FRESH

# A Letter From The Founder



The job of a developer is constantly shifting. New tools, languages, and technologies are created, while others occasionally fall out of favor. This ever-changing nature of the developer's job makes education indispensable for maintaining developer skill sets in a competitive job market.

CFE.dev was created out of a love for learning and for sharing that with the community. It brought together some of the best speakers in the developer world, with attendees from around the globe joining virtually into a community centered around developer education and career development.

Almost every week, there is programming on CFE that teaches developers about a new tool or technology, exposes them to different career paths, or helps them develop the non-coding skills that will enhance their careers going forward. And it is all available for free!

As a sponsor, you are a critical part of this community and making sure these resources are available, for free, to developers around the world. In return, you get to reach a large, global community of developers eager to learn about your product.

Come join us!

–Brian Rinaldi, Founder and Host





# About CFE

CFE.dev has been running **FREE** virtual meetups, conferences, workshops and talk shows by developers for developers since 2017. We enjoy learning and our goal is to create opportunities to learn for the developer community.



## Nice to Meet You



**CFE.dev Founder & Host**  
**Brian Rinaldi**

Developer Experience  
Engineer at LaunchDarkly



**Host of 2 Full 2 Stack**  
**Nick Taylor**

Staff Software Engineer at  
Netlify



**Co-host of DevRel(ish)**  
**Erin Mikail Staples**

Community Builder



**Host of <Code><Br>**  
**Raymond Camden**

Senior Developer Evangelist  
at Adobe



**10k+**

Unique visitors  
per month



**30k+**

Monthly views  
on YouTube



**~200**

Speakers &  
counting



**5k**

Newsletter  
subscribers



**100s**

Monthly live event  
participants



**~300**

Session recordings  
& counting

# Our Speakers

We're incredibly proud of our speakers! Since 2017, we've been fortunate to welcome a diverse group of speakers, including over 200 of the most well-known and respected technology and development experts.



[View All Speakers](#)



# Our Shows



## Meetup Presentations

A developer-focused presentation that happens on second and fourth Tuesday of every month at 1pm ET.

## DevRel(ish)

A monthly interview show exploring the practice of developer relations (aka DevRel) and related fields like developer marketing and community management.

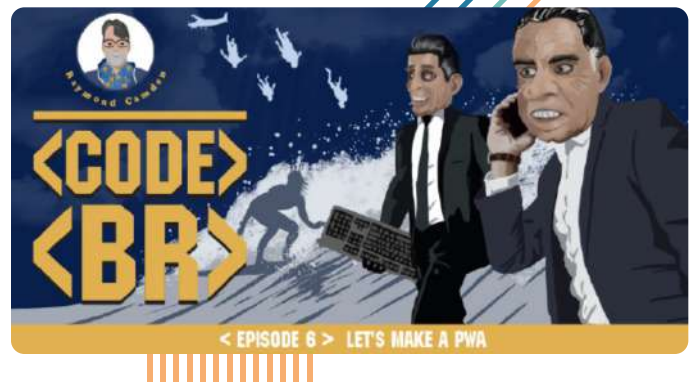


## 2 Full 2 Stack

A monthly live coding show about best practices in modern full stack web development.

## UptimeFM

A monthly interview show exploring a variety of technical and career-development topics for developers.



# Our Virtual Conferences



## TheJam.dev

A two-day event focused on modern web application development using JavaScript frameworks, serverless, edge computing and more.

## Moar Serverless

A single day event that dives into development using serverless, micro- service architectures and cloud services.



## CodeWord Conf

A single day event exploring the services and tools developers need for all the ways they interact with content in their code.



## PixelPalooza

Exploring all the ways we, as developers, can leverage media across our sites and applications.



# Sponsorship Opportunities

## Gold Ongoing

**\$500**  
monthly

**ONE** available

- 1 sponsored meet-up per **6 month** period with your chosen topic and speaker
- **Logo/link** on the home page
- Prominent **logo/link** on all upcoming meet-up presentations
- Prominent **logo/link** on all meet-up presentation recordings
- **Banner spot** on all upcoming meet-up presentation recordings
- **Slide** (or logo) and blurb (spoken by emcee) during the introduction to every meet-up presentation

## Silver Ongoing

**\$300**  
monthly

**THREE** available

- 1 sponsored meet-up per year with your chosen topic and speaker
- **Logo/link** on all upcoming meet-up presentations
- **Logo/link** on all meet-up presentation recordings
- **Slide** (or logo) and blurb (spoken by emcee) during the introduction to every meet-up presentation

# Sponsorship Opportunities

## Single Workshop

- Option of:
  - ▶ 3 minute guest spot at the start of the workshop
  - ▶ Slide (or logo) and blurb (spoken by emcee) during the introduction to the workshop

- **Prominent logo/link** on the upcoming workshop page
- **Prominent logo/link** on the workshop recording
- **Logo/link or blurb/link** on workshop-related emails

**\$600** / **2-3 hours**

## Single Sponsored Meet-up

**40 mins** / **\$700**

- **Your chosen speaker and topic**
- **Prominent logo/link** on the upcoming meet-up page
- **Prominent logo/link** on the meet-up presentation recording
- **Slide (or logo) and blurb (spoken by emcee)** during the introduction to the meet-up presentation

## Single Sponsored Workshop

- **Logo/link or blurb/link** on workshop-related emails

**2-3 hours** / **\$1,200**

- **Your chosen speaker and topic**
- **Prominent logo/link** on the upcoming meet-up page
- **Prominent logo/link** on the meet-up presentation recording
- **Slide (or logo) and blurb (spoken by emcee)** during the introduction to the meet-up presentation



# Sponsorship Opportunities

## Ongoing Monthly Show

\$100  
monthly

- Logo/link on all upcoming shows
- Logo/link on all show recordings
- Thank you and blurb (spoken by emcee) during every show
- 1 guest interview on show per year

1 PER show

## Jamstacked Email

- Logo/link included in issue; *bi-weekly release*

\$200  
per issue

## Conference Sponsorships



Our conference sponsorships vary by event. Please enquire for a prospectus.

Pricing  
Varies

# Current & Past Sponsors



# Testimonials



I have learned a lot from attending CFE events. The hosts and speakers are well prepared and there are tons of friendly developers that make for a lively and welcoming chat discussion.

**Crystabelle Lopez**  
User eXperience Engineer



I enjoy learning directly from industry experts from topics ranging from Vue.js, Jamstack, and Mobile web development all from the comfort of my home. It means a lot to me that I'm able to access knowledge without any barriers.

**Gift Egwuenu**  
Frontend Developer



CFE has been an instrumental part of my growth as a developer. I felt warmly welcomed into this community of friendly experts and learners alike. What I like most is the variety of topics, giving me exposure to technology I otherwise may not know about.

**Meg Gutshall**  
Application Developer at Penn Medicine



CFE has great content on a variety of relevant topics for the web and technology industries. It's a great way to stay current and connect with other members of the community.

**Carlos Souza**  
Author at PluralSight

Ready to be an impactful  
part of a welcoming,  
active community?



**Email Brian:**  
**brian@cfe.dev**

