

UX SPEED DATING

About Our Group

User testing is incredibly valuable, but difficult to coordinate. Well-planned usability tests require finding, filtering, and scheduling users, which are daunting tasks for even expert designers. We want to make this process easier for everyone. We also want to create a time and place where designers can hone their user testing skills and learn from each other.

We create events where designers and startups can interact with a pool of users. We run our events like a casual speed dating session, where users and design teams switch after 20-minute sessions. We incentivize user attendance with free swag and a sponsor-provided grand prize, raffled off at the close of the event. Designers get free feedback from target users, and tips on test facilitation from other designers.

We've received a great deal of interest from the broader design and startup communities. Our group is growing rapidly, and we're excited to have such an eager and active group.

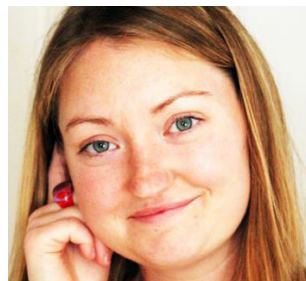
Staff



Pete Fecteau: Co-founder & Senior Designer



Ruth Buchanan: Co-founder & Tech Writer



Caitlin Fecteau: Event & Sponsorship Coordinator



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Sponsorship Details

Thank you for expressing interest in sponsoring a UX Date Night. UX Speed Dating is a rapidly growing group of UX designers looking for ways to speed up their process by attending one of our events. Our date nights are fun and fast-paced and offer our sponsors a very engaged audience. Whether you want to find your next employee, rep a new product, or just build credibility, our sponsors are provided a number of ways to communicate with our group; online and in person. Take a look at our packages below and let us know what interests you. Feel free to mix and match.

Packages:

Food & Beverage - \$350

We pride ourselves in great food and drink at our events. Because the event is held between 6:00 and 8:00, our members expect something to sustain them. We cater the food from one of our favorite vendors and lug in a keg of beer. \$750 covers appetizers, beer, and wine for up to 60 attendees.

In-house Venue - \$0

Do you have a space for use to use? We can come and set up shop in your event space. You'll need to provide two people to act as venue staff and make sure there's ample wifi. This is one of the easiest ways to sponsor an event.

Remote Venue - \$2700

We can plan and hold an event in a lot of different spaces. If your company doesn't have a space available we can find one to rent out. Co-working spaces and art galleries are some of our favorites.

Grand Prize - \$150

Each event features a grand prize for one lucky "user" attendee. We have a list of prizes that are generic enough for everyone to lust after... prizes like bluetooth speakers and Giants tickets.

Whole Kaboodle - \$3400

We'll let you "take-over" one of our date nights! Provide the venue, food/beverage, and the grand prize and we'll rebrand our Meetup group for the month. We'll send out a special email too.

Continual sponsorships are also available, just ask.

Perks:

All of the sponsorship packages come with the following incentives:

Dedicated space on the Meetup site:

- Logo
- Company name
- Link to your URL
- Short description

Dedicated space on the monthly e-blast:

- Logo
- Company name
- Link to your URL
- Short description

Shout out on our social media accounts

- @UXSpeedDating
- Facebook

5 minute pitch at the event.

Whole Kaboodle:

- 15 minute pitch at beginning of event
- 2 week full branding take-over of:
 - Meetup group
 - Twitter account
 - Facebook page
- Special appeal email & Meetup message



UX SPEED DATING

Company Name _____

Contact Name _____

Contact Email _____

Address _____

_____ **State** _____ **Zip** _____

Website _____

Company Phone _____

Contact Phone _____

Company Tagline _____

Company Description _____

Package(s) Food & Beverage - \$350

Grand Prize - \$150

Whole Kaboodle - \$3400

In-house Venue - \$0

Remote Venue - \$2700

Other

Signature _____ **Date** ____/____/____