



Case Study of a Previous Door64 Sponsorship

The Need

A nation-wide telecom company with a large Austin office hired Door64 to help them find experienced software developer candidates.

Quick Facts

Event: Door64 Happy Hour

Attendees: 250

Results: 4 hires

The Results

The sponsoring company brought twelve representatives including recruiters, hiring managers, and individual contributors. Their presence enabled them to speak with virtually all of attendees during the three-hour event. As a result, the sponsor interviewed many people in the weeks to follow, and they hired four attendees from the event.

How do Door64 Happy Hours work?

Door64 Happy Hours are monthly networking events in Austin that draw hundreds of local technology professionals while highlighting one technology company. They provide an excellent opportunity for the sponsoring company to achieve local brand awareness, lead generation, and/or recruiting of both *active* and *passive* technology candidates.

Pre-Event Promotion

- ✓ Door64 creates a registration page for the event that highlights the sponsoring company (logo, and write-up included).
- ✓ The event is promoted in the weeks prior via the weekly Door64 newsletter and our social media channels.
- ✓ Targeted email invitations are sent to sponsor-identified individuals from our membership.

The Event

- ✓ The event is held on a weekday from 5:30 to 8:30 PM, and the sponsor is encouraged to bring *at least* three company representatives to engage attendees.
- ✓ The sponsor is provided a table for flyers and promotional items. Free-standing signs can be placed too.
- ✓ Door64 caters the event for the attendees.
- ✓ Mid-event the sponsor can briefly address attendees, and door prize(s) provided by the sponsor are given away.
- ✓ A business card drop is provided at the sponsor table, and all cards become the property of the sponsor.

Visit <http://door64.com/sponsor>, and email us info@door64.com to discuss how we can help your company.