
Xootic Partnership Levels

The Xootic partners (sponsors) are classified into the following categories:

- **Gold** level partners
- **Platinum** level partners
- **Diamond** level partner (only one possible)

1. Gold Partner

Benefits

- Advertising
 - Advertisement in the Xootic Newsletter
 - Mention by name/logo in the Newsletters
- Mailing
 - Entitled to one free mailing via e-mail, or one advertisement via social media (LinkedIn, Twitter, or Facebook)
- Website Link
 - Link to the website of the partner from the Xootic website (www.xootic.nl)
- Xootic Activity
 - Entitled to sponsor one Xootic activity (e.g. by means of folders, banners or gadgets)

Sponsorship Fee

- Sponsorship fee is € 1150

2. Platinum Partner

Benefits

- **Advertising**

Advertisement in the Xootic Newsletter

- One advertisement (A6 size, color) per edition
- Mention by name/logo in the Newsletters

- **Mailing**

- Entitled to two free mailings via e-mail, or two advertisements via social media (LinkedIn, Twitter, or Facebook)

- **Website Link**

- Link to a website that the partner can choose freely (e.g. a specialized page for partner visitors) from the Xootic website (www.xootic.nl)

- **Xootic Activity**

- Entitled to sponsor one Xootic activity (e.g. by means of folders, banners or gadgets)

Sponsorship Fee

- Sponsorship fee is € 1600

3. Diamond Partner

Note: There is only one Diamond Partner allowed (to keep it exclusive). The Xootic board can nominate and select a partner to become the Diamond Partner.

Benefits

- Visibility
 - The company name is mentioned in the signature of all (non-commercial) e-mails sent-out via the Xootic mailing list
- Advertising
 - Advertisement in the Xootic Newsletter
 - One advertisement (A5 size, color) per edition
 - Mention by name/logo in the Newsletters
- Mailing
 - Entitled to two free mailings via e-mail, or four advertisements via social media (LinkedIn, Twitter, or Facebook)
- Website Link
 - Prominently placed link to a website that the partner can choose freely (e.g. a specialized page for partner visitors) from the Xootic website (www.xootic.nl)
- Xootic Activity
 - Entitled to sponsor all Xootic activities (e.g. by means of folders, banners or gadgets)
- Partner Event
 - Entitled to organize one event (e.g.: company visit, workshop or seminar) with two free (announcement) mailings via e-mail.

Sponsorship Fee

- Sponsorship fee is € 2250

4. One Time Options / Extra Services

- **Advertising**
 - Pay a fee of € 300 to put an advertisement (A6 size, color) in one edition of the newsletters published by Xootic
- **Mailing**
 - Pay a fee of € 350 for a one time mailing via e-mail, or one advertisement via social media (LinkedIn, Twitter, or Facebook)
 - Pay a fee of €450 for a one time advertisement via e-mail and social media (LinkedIn/Twitter)
- **Xootic Activity**
 - Pay a fee of € 100 for a one time sponsoring of an Xootic activity

5. Contact Information

For any further inquiries, contact:

- Contact person: Ronald van Zon
- E-mail address: pr@xootic.org

Background information

Number of Xootic members: 380+

The Xootic Newsletter is published 1 to 2 times per year (intended for members only).

Xootic activities include:

- Social event
- Lecture
- ALV/GMM (General Members' Meeting)

Advertisements

Description:

Xootic offer its sponsors the possibility of buying advertisement space in the newsletter.

The newsletter is a pdf-mailing (per e-mail) with which all Xootic members are kept updated about the activities and events happening in their association. The newsletters are only distributed amongst Xootic members. Given the nature of the newsletter the allowed advertisements are (low-res) black & white or color and restricted to a maximum A6 format size.

Procedure:

The initiative for using/buying the advertising space always comes from the partner. Xootic has the responsibility to inform the partners on a periodic basis about the services and opportunities that they can exercise. Furthermore, the partners can specify the edition of the newsletter in which they expect their advertisement to appear.

The advertisement can be sent to pr@xootic.org.

Mailings

Description:

There are two possible ways to use the "direct mailing" service: e-mail or social media (LinkedIn, Twitter, or Facebook). The initiative for using the service comes from the partner.

Alumni association of the Software Technology PDEng degree program (a.k.a. "OOTI")

E-mail: board@xootic.org
Web: www.xootic.org
Postbank (IBAN): NL16 INGB 0004 6979 27
KvK: 40239782



Procedure:

The partner has the responsibility to provide the needed material for the mailing, sending the desired content to secretary@xootic.nl and specifying via which channel (e-mail, Twitter, Facebook, or LinkedIn) the mailing must be distributed. Xootic takes care that the content is channeled to the members of Xootic (via the Xootic mailing list, or via social media). In case of e-mail, no attachments bigger than 250KiB are allowed.