



## Sponsorship Prospectus

Serverless is a buzzword that has vegemite appeal. For some it points to the future of software development in a post cloud world, and for others it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

ServerlessDays is the evolution of JeffConf, and there have been over a dozen successful events around the world since 2017. This will be the first instalment in Melbourne, so we are starting small. We are looking for sponsors to help us cover the cost of a venue, AV hire, and catering. Since Melbourne is underserved by technology conferences, ServerlessDays Melbourne represents a great way to connect with forward-thinking members of the vibrant tech scene here in Victoria.

## The Team

The ServerlessDays Melbourne organising team consists of

- [Tom Wright](#) (engineering manager at HeadUp Labs)
- [Nick Edwards](#) (platform architect at MLC Life Insurance)
- [Justin "JT" Taylor](#) (Azure developer engagement lead at Microsoft)
- [Has AlTajar](#) (Principal Consultant at Insight)
- [Matt Gillard](#) (Cloud Solutions Architect at Kinetic IT)

The organising team are all working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organising team member employed by a vendor will not participate in sponsorship negotiations to avoid any potential conflict of interest.

## The Conference

Date: **29<sup>th</sup> August 2019**

Venue: **Melbourne Museum**

Expected attendance: **150 people** (max capacity 200)

## Format

The conference mixes elements of an unconference and a more traditional conference. Over the course of the day, a mix of keynotes, lightning talks and discussions will take form a single track. The Melbourne museum provides an intimate and inspiring setting for attendees to learn and network. Since the whole event will take place in one room, sponsors will have ample opportunity to mix with attendees.

## Attendee Profile

Attendee profile: We expect our attendees to fit into one of two categories.

- Developers who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organisation.
- Business stakeholders looking for new solutions to help address unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for new ideas that can help drive their business forward.

We expect the attendee profile to be a broad cut through the Melbourne tech scene. Judging by the typical attendance of local meetups, we anticipate a representative sample of the serverless community, both in terms of the cloud services they use and the sorts of organisation they work for. Melbourne is lucky enough to be home to a buzzing start-up scene, as well as innovative teams from more established enterprises (e.g. in the financial sector).

## Sponsorship Opportunities

To make the conference happen we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We primarily have sponsorship opportunities at four levels:

Level	Price	Slots available	Tickets included	Logo placement
<b>Headline</b>	\$5,000	2	5	Large, prominent, exclusive
<b>Gold</b>	\$2,500	5	3	Large
<b>Silver</b>	\$1,500	7	2	Medium
<b>Community</b>	\$750	10	1	Small

Headline Sponsors - \$5,000 (~~2 available~~) **SOLD OUT!**

Make the event happen! If you step up and take the headline sponsorship this includes:

- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're getting several roll up banners printed that will be placed throughout the venue. Half the banners will only have the headline sponsors logos on them along with the ServerlessDays logo. The other half of the banners will feature the other sponsor logos in conjunction with yours.
- Headline sponsors will have the only booth slot in the open space.
- Bring your own banners. We'll allow you to bring two of your own banners and put them wherever you want in the venue (as permitted by our hosts).
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors logo.
- You will also get 5 tickets (incl. all associated benefits) with your sponsorship.

## Gold Sponsors - \$2,500 (5 available)

The Gold Sponsors are super important and get almost everything the headline sponsors get (just one size smaller).

- Your logo will get on stage, in the venue, on the website, on the t-shirts
- Multiple shout outs on stage (open and close)
- Placement of your logo on the 50% of roll-up banners not reserved for the exclusive use of our headline sponsors.
- When your logo appears with any other sponsor logos it will always be at least 25% bigger than the logos of sponsors at lower tiers.
- You will also get 3 tickets (incl. all associated benefits) with your sponsorship.

## Silver Sponsor - \$1,500 (7 available)

Cement yourself in the ServerlessDays Melbourne event and you'll get in return:

- Your logo will get on stage, in the venue, on the website, on the t-shirts.
- Shout outs on stage.
- Placement of your logo on the 50% of roll-up banners not reserved for the exclusive use of our headline sponsors.
- You will also get 2 tickets (incl. all associated benefits) with your sponsorship.

## Community Sponsor - \$750 (10 available)

Your company is an active supporter of the community and are looking to help us in growing the use and knowledge base around serverless platforms. The community sponsor will get:

- Logos on signage on stage, in the venue, on the website, on the t-shirts.
- Shout out on stage.
- 1 ticket (incl. all associated benefits) with your sponsorship.

## Tactical sponsorship opportunities

Our sponsors are partners valued for their creativity as well as their financial support. So, for sponsors wanting to make more of a mark, we invite you to be flex your creativity and "top-up" your package with an additional opportunity.

Some ideas to get you going:

- Sponsor the coffee
- Sponsor a drinks reception
- Sponsor the lanyards
- Sponsor a special job board / notice board
- Sponsor / host a fringe event
- Travel bursaries for people (students?) who may want to come from NT, SA, or WA

If you want to pitch us an idea, we're all ears!

## More information

For more information, please see:

- Our Twitter feed: [@ServerlessMEL](#)
- The [call for proposals on Papercall](#)
- *Website coming soon!*

Please also feel free to reach out to any of the committee, or to email [melbourne@serverlessdays.io](mailto:melbourne@serverlessdays.io).

## Become a Sponsor

We'd love to have you as a sponsor!

**To become a sponsor or get more information on sponsorship please contact:**

Organiser Email: [melbourne@serverlessdays.io](mailto:melbourne@serverlessdays.io)