

WHY SPONSOR A SCRUM GATHERING?

When you sponsor a Scrum Gathering, your company's message is exactly where it should be — in front of your target audience. Gatherings attract approximately 300 attendees from all over the world and span the spectrum of Scrum practitioners, from product owners and developers to trainers and coaches. That means your message is seen and absorbed by Scrum community members from every level of the organization.

Gatherings take place all across the globe. London, Chicago, Stockholm, Orlando, São Paulo, Munich, and Shanghai are just a few of the many locations where Scrum Alliance has reached out to create an opportunity for people to learn more about Scrum and engage in the community.

Interested in Sponsoring? Contact sponsorship@scrumalliance.org or 905-281-0555 Ext. 111.

SPONSOR PACKAGE MODEL

We recognize the unique needs of our partners and have demonstrated this in our sponsorship offering model. Start off with a bronze package and choose one or more opportunities from the 'added value' menu below to reach tiered levels. This allows your organization to choose your sponsorship level while achieving the best ROI and value for your dollar.

BRONZE - \$3,500

- 50-word description, company logo and link to your site listed on Scrum Gathering webpage
- Scrum Alliance event sponsor logo for your website
- Onsite recognition – Verbal recognition, all print materials and signage, scrolling logos

SILVER - \$4,500 - \$7,999

Bronze + choose one or more opportunities from 'added-value' menu below = \$1,000 - \$4,499

Additional benefits - Bronze PLUS:

- (1) Conference Bag Insert [ie. giveaway or company literature]
- Additional registrations available at a discount [\$300 off!] Note: Registrant must be from sponsoring company.

GOLD - \$8,000 - \$9,999

Bronze + choose one or more opportunities from 'added-value' menu below = \$4,500 - \$6,499

Additional benefits - Silver PLUS:

- (1) E-blast sent to all attendees on your behalf [attendees may opt out]
- (1) complimentary registration to Scrum Gathering

PLATINUM - \$10,000 +

Bronze + choose one or more opportunities from 'added-value' menu below = \$6,500 +

Additional benefits - Gold PLUS:

- Featured advertisement in the Program Guide
- (2) minute podium time during general session timeslot



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All pricing is in USD

ADDED-VALUE OPPORTUNITIES

Choose one or more of the following 'added-value' opportunities to upgrade your Bronze package to the next tiered level.

EXHIBIT - \$4,500

Standard table top display placed in premium traffic area during event.

SOCIAL EVENT – \$3,500 – EXCLUSIVE!

Sponsorship of the cocktail reception, organized by Scrum Alliance. Drink tickets featuring company logo. Podium time at event (when majority of attendees arrive) and any event signage and logo recognition.

CONFERENCE BAG – \$2,000 – EXCLUSIVE!

The official conference bag is distributed to every delegate and contains all conference materials. Your logo is prominently and exclusively featured on the front of the bag alongside the Scrum Alliance logo.

INTERNET – \$2,000 – EXCLUSIVE!

Internet login splash page displays your company logo after connecting to hotel's WiFi connection. Users are redirected to your company's homepage once logged on.

MEAL SPONSOR – \$1,500 – (3) SPOTS AVAILABLE!

Lunch, AM and PM breaks on Day 1, Day 2 OR Day 3. Your company logo displayed on signage and slideshow presentation.

KEYNOTE SPEAKER - \$1,500 – (3) SPOTS AVAILABLE!

Additional logo recognition where it relates specifically to the Keynote [ie. online, program guide description, introduction slides]

CONFERENCE LANYARD – \$1,500 – EXCLUSIVE!

Your company logo is prominently displayed alongside the Scrum Alliance logo on the conference lanyard worn by each attendee.

GUESTROOM KEY CARDS – \$1,000 – EXCLUSIVE!

Your company logo printed on custom guestroom key cards at host hotel.

WATER STATIONS – \$1,000 – EXCLUSIVE!

Your company logo is displayed on signage at all water stations placed throughout the conference foyer areas for the duration of the gathering.

SOCIAL MEDIA – \$1,000 – EXCLUSIVE!

Your company logo is displayed on the real-time Twitter fountain screens. Dedicated tweet sent to all Gathering followers daily.

Something you'd like to propose? Let us know! sponsorship@scrumalliance.org

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Sponsorship Agreement

Sponsorship Levels/Package(s):	
Amount:	

Instructions: Complete all sections. Sign and return to the email address listed below. Read and initial the Policies & Regulations page. Please make a copy for your files.

PLEASE COMPLETE:

Date: _____

Company Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____

Email: _____ Fax: _____

PAYMENT & CANCELLATION POLICY

In regards to the opportunity of sponsoring the 2011 Scrum Gathering, and for the benefits provided by the Scrum Alliance related to Sponsorship Level/Package [listed above], and according to the policies governing sponsorships which are part of this agreement, we promise to pay a minimum of 50% of the total Sponsorship amount _____ within 30 days of signing with the remainder due on or before 30 days from the event Date. Agreements received with 30 days out of the event date must include full payment. There is no sponsorship cancellation policy and no refunds will be issued for sponsorship of the Scrum Gathering.

METHOD OF PAYMENT: All payments must be made in US Dollars.

Check (Make checks payable to Scrum Alliance)

MasterCard Visa AMEX

Card # _____ Exp. _____

Printed Name _____

Signature _____

Return Forms to:

SCAN or PDF to: sponsorship@scrumalliance.org

Checks can be mailed to:

Scrum Alliance, Inc.

P.O. Box 40097

Indianapolis, IN 46240

SCRUM GATHERING, 2011 LONDON GLOBAL EVENT
OCTOBER 11TH – 13TH – PARK PLAZA RIVERBANK, LONDON, UK



POLICIES & REGULATIONS

This agreement indicates the policies and regulations set forth as part of the agreement for Sponsorship with the Scrum Alliance, Inc., a Colorado not-for-profit corporation, herein referred to as the Scrum Alliance, for any 2011 Scrum Gathering being held in Seattle, Washington, USA, March 16-18, 2011 and/or London, England, UK, October 11-13, 2011. The Scrum Alliance reserves the sole right to render all interpretations, amend and enforce these policies and regulations and to establish any and all further regulations not specifically covered below to assure the general success and the well being of the conference. The Scrum Alliance reserves the right to decline, prohibit, and deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

SPONSOR PAYMENT

Payment in full must be within 30 days of signing with the remainder due on or before 30 days from the event Date. Agreements received with 30 days out of the event date must include full payment. Should the Scrum Alliance, in its sole discretion, decide to accept a payment after, sponsor acknowledges that such delay may result in missed marketing deadlines and sponsor exclusion from specific marketing campaigns and promotional opportunities.

SPONSOR CANCELLATION AND REFUNDS

There is no sponsorship cancellation policy and no refunds will be issued for sponsorship of the Scrum Gathering.

EVENT CANCELLATION AND REFUNDS

In the event that the Scrum Gathering is postponed due to any occurrence not occasioned by the conduct of the Scrum Alliance or sponsor, whether such occurrence by an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act of conduct of any person or persons not party or privy to this agreement, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Scrum Gathering, the obligations of the parties under this agreement shall be automatically terminated and all payments made under this agreement shall be refunded to sponsor, less a pro rata share of expenses actually incurred by the Scrum Alliance in connection with the Scrum Gathering.

AUTHORIZED REPRESENTATIVE

The sponsoring organization assumes responsibility for its authorized representative to follow all Agreement Policies and Regulations.

WAIVER

The Scrum Alliance shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by the Scrum Alliance Managing Director. No delay or omission by the Scrum Alliance in exercising any of its rights shall operate as a waiver of such rights and waiver of rights in writing on one occasion shall not be construed as consent to, or a waiver of any right or remedy on any future occasion.

ATTORNEYS' FEES

Should the Scrum Alliance find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, the Scrum Alliance, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees. **SOCIAL FUNCTIONS / SPECIAL EVENTS**

Social functions or special events in conjunction with the 2011 Scrum Gathering shall not be sponsored by a sponsoring organization without the prior written approval of the Managing Director of the Scrum Alliance.

OTHER REGULATIONS

Changes in the conference schedule and/or changes in speakers shall not entitle a sponsor to a refund. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Scrum Alliance. The Scrum Alliance shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

The following parties agree upon the terms of the agreement.

Company Name _____

Scrum Alliance _____

Signed _____

Signed _____