

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 around the world and span the spectrum of Scrum practitioners, from product owners and developers to trainers and coaches. That means your message is viewed and absorbed by Scrum community members from every level of the organization.

Gatherings take place all across the globe. London, Seattle, 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.

SPONSOR LEVELS/BENEFITS

We recognize the unique needs of our partners and have demonstrated this in our sponsorship offering model. **Select one or more packages from page 3, 4 or 5 to reach Bronze, Silver, Gold, Platinum or Title levels** which offer additional benefits. This allows your organization to choose the best ROI and value for your dollar.

BRONZE – UP TO \$4,499

- 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

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

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

- 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
- (1) Conference Bag Insert [e.g. giveaway or company literature]
- Additional registrations available at a discount [\$300 off!] Note: Registrant must be from sponsoring company.
- **(1) E-blast sent to all attendees on your behalf [attendees may opt out]**
- **150-word description, company logo and link to your site listed on Scrum Gathering webpage**

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

PLATINUM - \$10,000 - \$14,999

- 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
- (1) Conference Bag Insert [e.g. giveaway or company literature]
- Additional registrations available at a discount [\$300 off!] Note: Registrant must be from sponsoring company.
- (1) E-blast sent to all attendees on your behalf [attendees may opt out]
- 150-word description, company logo and link to your site listed on Scrum Gathering webpage
- **Featured advertisement in the Program Guide**
- **(2) Minute podium time during general session timeslot**
- **(1) Complimentary registration to Scrum Gathering**

TITLE - \$15,000 +

- 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
- (1) Conference Bag Insert [e.g. giveaway or company literature]
- Additional registrations available at a discount [\$300 off!] Note: Registrant must be from sponsoring company.
- (1) E-blast sent to all attendees on your behalf [attendees may opt out]
- 150-word description, company logo and link to your site listed on Scrum Gathering webpage
- Featured advertisement in the Program Guide
- (2) Minute podium time during general session timeslot
- **(2) Complimentary registrations to Scrum Gathering**
- **Sponsor logo on hotel reader board**

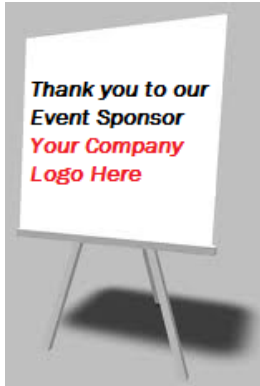


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PACKAGES [SELECT ONE OR MORE TO REACH YOUR DESIRED SPONSORSHIP LEVEL NOTED ON PAGE 1 & 2]

SOCIAL EVENT – \$10,000 – EXCLUSIVE!

Sponsorship of the evening event organized by Scrum Alliance on Day 1 OR Day 2. Drink tickets featuring your company logo. Podium time at event (when majority of attendees arrive) as well as event signage and logo recognition. An exclusive eBlast invitation to all registered attendees featuring the sponsor. Includes 1 complimentary registration.



DRINK TICKET
Sponsored by
YOUR COMPANY LOGO HERE



EXHIBIT - \$6,500

A hotel table top display opportunity placed in premium traffic area during the gathering. Sponsor to provide all material and signage. Includes 1 complimentary registration and an opportunity to present your company.



HAPPY HOUR - \$5,000 – EXCLUSIVE!

A one hour meet & greet immediately following the final session of Day 1 OR Day 2 for a cool, refreshing beverage with attendees. An exclusive eBlast invitation to all registered guests featuring your company. Includes 1 complimentary registration.



CONFERENCE BAG – \$4,500 – EXCLUSIVE!

The official conference bag is distributed to every delegate and contains all conference materials. Your logo is prominently featured on the front of the bag alongside the Scrum Alliance logo. Since this is a reusable bag your company logo will be front & centre for years to come.



WATER STATIONS – \$4,500 – EXCLUSIVE!

Your company logo is displayed on signage at all water stations placed throughout the conference foyer areas for the duration of the gathering. A water bottle would be an ideal bag insert!



Thank you to our
Water Station
Sponsor
Your Logo Here

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PACKAGES - [SELECT ONE OR MORE TO REACH YOUR DESIRED SPONSORSHIP LEVEL NOTED ON PAGE 1 & 2]

SOCIAL MEDIA – \$4,000 – EXCLUSIVE!

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



CONFERENCE LANYARD – \$3,500 – EXCLUSIVE!

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



GUESTROOM KEY CARDS – \$3,000 – EXCLUSIVE!

Your company logo or selected graphic is printed on custom guestroom key cards at host hotel – a memorable way to share a KEY message!



KEYNOTE SPEAKER - \$2,500 – (3) SPOTS AVAILABLE!

Additional logo recognition where it relates to your sponsored Keynote [e.g. online, program guide description, introduction slides] plus 2 minutes of podium time to promote your company plus an opportunity to introduce the speaker.



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PACKAGES - [SELECT ONE OR MORE TO REACH YOUR DESIRED SPONSORSHIP LEVEL NOTED ON PAGE 1 & 2]

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

Lunch on Day 1, Day 2 OR Day 3. Your company logo is displayed on signage and slideshow presentation. Plus, either 2 minutes of podium time OR show a 2 minute video promoting your company.



BREAK SPONSOR – \$1,500 – (6) SPOTS AVAILABLE!

AM and PM breaks on Day 1, Day 2 OR Day 3. You provide a coffee mug, tea cup or reusable cool, refreshing beverage container with your company logo and we'll provide the beverages and treats with a display of your container and sign recognition. The delegate gets to take their beverage container back to the office with them to think of your company daily with every sip! Example -

Turner Field Break
 Fresh Popped Popcorn,
 Cracker Jacks, Jumbo Soft
 Pretzels, Pretzel Dogs, Root
 Beer Soda + Coffee, Tea, Soft
 Drinks



BAG INSERT – \$1,500

A bag Insert [e.g. giveaway or company literature] Be creative! - put something unique the Scrum Gathering Atlanta participants will remember and talk about for years to come!



Upgrade your bag insert visibility for an additional **\$500** by having your 'insert' placed on chairs at one of the opening general sessions.



½ PAGE AD IN PROGRAM GUIDE – \$1,500

Showcase your product or services with a full page color ad in program guide ... make it memorable!



Something you'd like to propose?
Let us know!

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Sponsorship Agreement

Sponsorship Level/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

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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 Atlanta, Georgia, May 7 – 9, 2012. 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 _____

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