SPONSORSHIP BROCHURE

Bengaluru 2016
Scrum Beyond Boundaries
20 Years of Scrum
June 27-29, 2016

Global SCRUM GATHERING®
A Letter from the CEO about the Scrum Gathering Bengaluru Theme: *Scrum Beyond Boundaries – 20 Years of Scrum*

Jeff Sutherland and Ken Schwaber first codified the Scrum Development Framework at the OOPSLA Business Object Design and Implementation Workshop in 1995. The world has changed a lot since then. International borders have moved and shifted. The mediums and ways through which we consume news have expanded and the ways we communicate and collaborate have totally transformed. And so has the use of Scrum and Agile methods.

In February 2015, Scrum Alliance surveyed almost 5,000 people about their use of Scrum. The findings are intriguing and exciting, proving that Scrum is reaching beyond IT, crossing more industries, functional areas, and regions around the world.

The survey respondents make up a diverse group, representing 108 countries and more than 14 industries. They reflect a range of functional areas, including IT software development, product development, operations, human resources, executives, and sales and marketing.

What started as a framework for collaboration within a single team is now being used for complex, multidimensional programs. 87% of respondents said that Scrum has improved their quality of work life. 95% said they plan to continue using Scrum.

At the first Global Scrum Gathering in India, we explore ways, methods, stories, and research about how Scrum has expanded beyond boundaries — geographical, technological, corporate infrastructure, and even mental boundaries — with the following tracks: Scrum Beyond IT, Scrum Beyond Collocated Teams, Scrum Beyond Deliveries, Scrum Beyond Hierarchical Boundaries, and Scrum Beyond the Status Quo.

Please join us as we explore how we are, in fact, transforming the world of work.

Sincerely,

Manny Gonzalez
SCRUM ALLIANCE CEO
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Event Details

When
June 27-29, 2016

Location
Hotel Shangri-La
No 56-6B Palace Road
Bengaluru, Karnataka

Conference Attendees
400+ (Attendee demographics - Page 6)
Top 3 Reasons

To Sponsor the Global Scrum Gathering® Bengaluru 2016

1. Target audience of 400+ passionate Scrum and Agile practitioners walking through the exhibit hall throughout the majority of the Gathering.

2. 60% of gathering participants are first-time attendees, eager to bring back information and solutions to their organizations to implement Scrum more broadly and effectively.

3. Attendees consist of Scrum and Agile practitioners, product owners, developers, and trainers and coaches. So your message is being viewed and captured by individuals from every level of the organization.

About Gatherings

Scrum Alliance® Global Scrum Gatherings® offer practitioners worldwide the opportunity to come together to share their passion and knowledge about Scrum and Agile practices. Global Scrum Gatherings® take place three times a year — so the Scrum Alliance community strives to make them extraordinary. You’ll hear presentations from experts in the field who will inspire you with stories of success, current implementation best practices, and creative applications of the Scrum framework. Meet people from around the world who share your passion and drive for making work more Agile. You’ll share experiences, learn new teaching methods, and return to your team energized and ready to reach the next level. You can also earn Category A SEUs toward your CSP certification by attending these events.

About Scrum Alliance

Founded in 2001, Scrum Alliance is the largest, most established and influential professional membership organization in the Agile community. Scrum Alliance® is a nonprofit association with more than 400,000 members worldwide. Its mission is to “Transform the World of Work” by guiding organizations to become prosperous and sustainable, to inspire people, and to create value for society. Scrum is at the foundation of all its products, services, and solutions. For more information, please visit www.scrumalliance.org.
Attendee Profile

Audience Profile

20-25%  
Senior Executives (Directors and Above)

5-10%  
Coaches/Consultants

40-45%  
Middle-Level Managers

30-35%  
Developers and Team Members

5-10%  
Others

Growth in Scrum Certifications in India

Certified Scrum practitioners has increased in India on average of 59% year over year.
Former Sponsors

- 42 Agile
- VersionOne
- The New Planning Poker
- IBM
- Axosoft
- Choice Hotels
- CollabNet
- HP
- Artisan Software Consulting
- AgileCraft
- LitheSpeed
- Platinum Edge (Agile Experts)
- QM Agile Manager
- PMI
- radtac
- SolutionsIQ
- Learning Tree International

To Sponsor in Orlando CALL 1-855-467-2786 ext 818
Sponsorship Packages

Title  Platinum  Gold  Silver

To Sponsor in Orlando CALL 1-855-467-2786 ext 818
LEVEL 1: Title Sponsor – $25,000
2 Spots Available
As our Title Sponsor, you are our event partner, with exposure throughout our entire pre-event promotion, onsite presence, and post-event opportunity to continue to build relationships with this highly engaged audience.

Title Sponsorship includes all aspects of our digital marketing promotion, with website presence, email marketing, and social media. Further highlight your organization with track session sponsorship. Gain the opportunity to meet face-to-face with every attendee at your exhibit booth. This sponsorship gives your organization the chance to reach hundreds of thousands of Agile practitioners, managers, and executives within several industries through all of our marketing channels.

EVENT
> Exhibit table space provided at the conference (dimensions TBD)
> Your company logo shared on Conference Bag (or 50% of space)
> Logo(s) shared on conference badge holder (or 50% of space)
> Either 2 minutes of podium time OR show a 2-minute video during general session promoting your company
> Verbal recognition by Scrum Alliance during Gathering (Welcome remarks, Closing remarks, etc.)
> 1 Track Sponsorship (see pg. 18 for description)
> 6 complimentary Gathering registrations ($2,100 value: booth workers must be registered at the conference and are encouraged to participate on all levels)
> Recognition in on-site materials (banners, slideshow, etc.)
> Lead retrieval scanner (included in package)

PRINT
> Full-page inside-cover advertisement inside program guide (Front and Back - first-served basis)
> 2 bag inserts (literature or swag)
> Recognition in all media and printed marketing materials

DIGITAL
> 150-word description on website
> Recognition in all electronic marketing materials
> Logo with hot link from the Scrum Alliance website to your company home page
> 1 e-blast message sent to all attendees on your behalf (pre- or post-conference) Attendees may opt out
LEVEL 2: Platinum Sponsor – $16,000
3 Spots Available
Global Scrum Gathering Bengaluru 2016 is bringing together more than 400 passionate Agile and Scrum professionals. With Platinum Sponsorship, you'll be able to connect with the global community and attendees before, during, and after the event. Take advantage of this incredible value, which includes a premium location in the exhibit hall, complimentary registrations, and print and digital promotion of your brand.

**EVENT**
> Exhibit table space provided at the conference *(dimensions TBD)*
> 4 complimentary conference registrations *(value: $1,400)*
> Either 2 minutes of podium time OR show a 2-minute video during general session promoting your company
> Verbal recognition during conference *(Welcome remarks, Closing remarks, etc.)*
> Recognition in selected on-site materials *(banners, slideshow, etc.)*
> Lead retrieval scanner *(included in package)*

**PRINT**
> Full-page advertisement inside program guide
> 2 bag inserts *(literature or swag)* *(ALL insertions require preapproval)*
> Recognition in all media and printed marketing materials

**DIGITAL**
> 150-word description on website
> Recognition in all electronic marketing materials
> Logo with hot link from the Scrum Alliance website to your company home page
> 1 e-blast message sent to all attendees on your behalf *(pre- or post-conference)* *(Attendees may opt out)*
LEVEL 3: Gold Sponsor – $12,000
The Global Scrum Gathering Gold Sponsorship package is offered to organizations that want a high-impact way of getting their brand and product to our attendees. Conference attendees range from practitioners all the way up to decision makers in their companies. A Gold Sponsorship package offers a great way to connect with each one of them.

EVENT
> Exhibit table space provided at the conference (dimensions TBD)
> Recognition in selected on-site materials (banners, slideshow, etc.)
> 2-minute Keynote podium time promoting your company
> Verbal recognition during conference (Welcome remarks, Closing remarks, etc.)
> 3 complimentary conference registrations ($1,050 value: booth workers must be registered at the conference and are encouraged to participate on all levels)
> Lead retrieval scanner (included in package)

PRINT
> Half-page advertisement inside program guide
> 1 bag insert (literature or swag)
  ALL insertions require preapproval
> Recognition in all media and printed marketing materials

DIGITAL
> 100-word description on website
> Recognition in all electronic marketing materials
> Logo with hot link from the Scrum Alliance website to your company home page
> 1 e-bast message sent to all attendees on your behalf (pre- or post-conference) Attendees may opt out
LEVEL 4: Silver Sponsor – $10,000

EVENT
> Exhibit table space provided at the conference (dimensions TBD)
> 1 complimentary conference registration ($350 value: booth workers must be registered at the conference and are encouraged to participate on all levels)
> Recognition in selected on-site materials (banners, slideshow, etc.)
> Verbal recognition during conference (Welcome remarks, Closing remarks, etc.)
> Lead retrieval scanner (included in package)

PRINT
> Half-page advertisement inside program guide
> Recognition in all media and printed marketing materials
> 1 bag insert (literature or swag)
  ALL insertions require preapproval

DIGITAL
> 100-word description on website
> Recognition in all electronic marketing materials
> Logo with hot link from the Scrum Alliance website to your company home page
> 1 e-blast message sent to all attendees on your behalf (pre- or post-conference) Attendees may opt out
## Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Title</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>A la Carte</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scrum Alliance event sponsor logo for your website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on Global Scrum Gathering promotional e-Blasts and Scrum Alliance Newsletters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1 Conference Bag insert</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition in all printed and digital marketing materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition during conference by Scrum Alliance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo with hot link from the Scrum Alliance website to your company home page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1 e-Blast message sent to all attendees on your behalf (pre- or post-conference)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Registrations*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Booth Space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lead Retrieval Scanner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in Program Guide**</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company description on website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Either 2 minutes of podium time OR show a 2-minute video during general session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2nd Conference Bag insert</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo shared on conference badge holder</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference bag displaying your company logo</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track Sponsorship</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Number of complimentary registrations dependent on level of sponsorship
** Size of Advertisement dependent on level of sponsorship
Event Sponsorships
Monday Mingle

$12,000
1 Spot Available

The Monday Mingle is a three-hour event where most attendees, vendors, and speakers will be spending their Monday evening. Each Monday Mingle event Scrum Alliance has put on for conferences has had such positive feedback that it has become one of our staple events. Attendees look forward to the event after a long day of sessions.

Put your company in front of all those attending the evening event. Your company will have an exclusive evening to promote and market to the conference crowd. Here is what you can expect from being the Monday Mingle sponsor:

> Drink tickets featuring your company logo
> Podium time during the Monday Mingle
> Signage and logo recognition throughout the event
> An exclusive e-blast invitation to all registered attendees, featuring your company
> 2 complimentary conference registrations ($700 value)
Happy Hour

$6,000
1 Spot Available

Following the second day of sessions, attendees are ready for a break and something to distract them from the extensive information download. Why doesn’t your company offer the attendees that mental break?

We have an EXCLUSIVE sponsorship hosting a one-hour meet & greet immediately following the final session of Day 2. Join attendees for a cool, refreshing beverage and let them know about your company.

Happy Hour sponsorship includes:

- An exclusive e-blast invitation to all registered guests, featuring your company
- Podium time during the Happy Hour
- Signage and logo recognition throughout the Happy Hour
- 2 complimentary conference registrations to the conference ($700 value)
Welcome Reception
$5,000
1 Spot Available
A one-hour reception on Sunday evening before the start of the Gathering on Monday. Scrum Alliance will share highlights of the Gathering and show attendees ways to get the most out of their experience. An exclusive e-blast invitation will go to all registered guests, featuring your company. Includes 1 complimentary registration ($350 value).

Break Sponsor
$1,500
3 Spots Available
AM and PM breaks on Day 1, Day 2, AND/OR Day 3. You provide a coffee mug, teacup, or reusable cool-beverage container with your company logo, and we’ll provide the beverages and treats, with a display of your containers and sign recognition. We’ll also allow your company to provide a looping video or PowerPoint presentation that will play during breaks, highlighting your company.

Lunch Sponsor
$1,500
3 Spots Available
Lunch on Day 1, Day 2, AND/OR Day 3. Your company logo is displayed on signage and the slideshow presentation. Plus, choose either two minutes of podium time OR show a two-minute video promoting your company.

Open Space
$1,500
1 Spot Available
Your company logo is displayed on signage and the slideshow presentation. You’ll also receive two minutes of podium time before Open Space begins.
A la Carte Sponsorships

Registration Desk
**EXCLUSIVE**
$2,500
1 Spot Available
Hotel will provide a small cocktail round table for company promotional material, and a representative will have an opportunity to welcome guests (along with registration staff) and introduce themselves on Sunday afternoon and Monday until 12 p.m.

E-Blast to Gathering Delegates*
$1,000
*Delegates may opt out
Promote your product or service by sending a customized e-blast to gathering delegates pre- or post-event. Perhaps invite them to a small private reception on Tuesday night?!

Photo Booth
**EXCLUSIVE**
$6,000
1 Spot Available
Create a buzz at the Gathering. Sponsorship of the photo booth will generate more traffic toward you, and attendees will take home a branded photo strip with your company logo on it.

Keynote Speaker
**EXCLUSIVE**
$5,000
1 Spot Available
Additional logo recognition where it relates to the Scrum Alliance-selected Keynote (e.g., online, program guide description, introduction slides), plus two minutes of podium time to promote your company.
1 Complimentary Conference Registration ($350 value)

Social Media
**EXCLUSIVE**
$4,000
1 Spot Available
Your company logo is displayed on the real-time Twitter fountain screens. Dedicated tweets are sent to all Gathering followers daily, and your logo will be on the mobile app with your website only one click away.

Track Sponsor
$5,000
3 Spot Available
2 Complimentary Conference Registrations ($700 value)
As a Track Sponsor you’ll be able to showcase your company logo next to the Tracks located in the program guide and also have the Company brand displayed in the sponsored track room.

As an A la Carte Sponsor, your sponsorship includes:
> 1 bag insert (literature or swag)
*ALL insertions require preapproval
> 50-word description on website
> Recognition in all media and printed marketing materials
> Recognition in all electronic marketing materials
> Logo with hot link from the Scrum Alliance website to your company home page

To Sponsor in Orlando CALL 1-855-467-2786 ext 818
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