2013/2014 SCRUM GATHERING SPONSORSHIP PACKAGE

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 with 60% being first time Gathering Attendees! The attendees consist of Scrum practitioners, product owners and developers to trainers and coaches. That means your message is viewed and captured by Scrum community members from every level of the organization.

Gatherings have taken place all across the globe such as Atlanta, London, Seattle, Chicago, Stockholm, Orlando, São Paulo, Munich, Shanghai and Barcelona where Scrum Alliance has reached out to create an opportunity for people to learn more about Scrum and engage in the community.

We are excited about the upcoming Scrum Gatherings that will take place in:

LOCATION	DATE	YEAR
Las Vegas	May 6 – 8	2013
Paris	September 23 – 25	2013
New Orleans	May 5 – 7	2014
Berlin	September 22 – 24	2014

HOW IT WORKS

We recognize the unique needs of our partners and have demonstrated this in our sponsorship offering model.

Step One - **Select one or more sponsorship packages from pages 3 - 6**

Step Two – Add the package values together to reach Bronze, Silver, Gold, Platinum or Title levels

Step Three – Combine the benefits from your selected package(s) with benefits of the level reached

This allows your organization to choose the best ROI and value for your dollar.

MULTI-GATHERINGS SCRUM SPONSORSHIP OPPORTUNITY

The following discounts apply to sponsors who wish to sign a multi-gathering agreement. Follow **Steps One, Two & Three above.** Sponsorship level is attained based on the pre-discounted value.

# OF GATHERINGS SPONSORED	% DISCOUNT
2 Gatherings	10% off
3 Gatherings	15% off
4 Gatherings	25% off

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

All pricing is in USD

SPONSORSHIP LEVELS/BENEFITS

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]**
- **Registrations available at a discount [$300 off!] Note: Registrant must be from sponsoring company.**

GOLD - $8,000 - $9,999

- **100-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]
- 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]**

PLATINUM - $10,000 - $19,999

- **150-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]
- **Featured advertisement in the Program Guide**
- **(2) Minute podium time during general session timeslot**
- **(1) Complimentary registration to Scrum Gathering**

TITLE - $20,000 +

- **200-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]
- 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 [if available]**

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

SOCIAL EVENT – $15,000 – EXCLUSIVE!

Sponsorship of the welcome reception organized by Scrum Alliance on Day 1. 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.

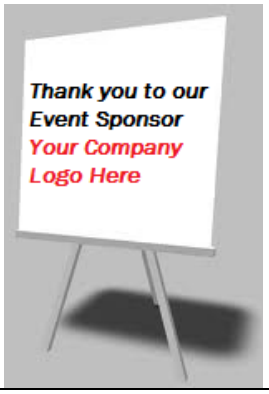

EXHIBIT - $6,500

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 2 for a cool, refreshing beverage with attendees. An exclusive eBlast invitation to all registered guests featuring your company. **Includes 1 complimentary registration.**

KNOW BEFORE YOU GO RECEPTION – $5,000 – EXCLUSIVE!

A 1.5 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 eBlast invitation to all registered guests featuring your company. **Includes 1 complimentary registration.**

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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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.

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.

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! [Includes cost of imprinted keycard for Scrum Gathering guests staying at the host hotel.]

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

Additional logo recognition where it relates to the Scrum Alliance selected Keynote [e.g. online, program guide description, introduction slides] plus 2 minutes of podium time to promote your company

BREAKFAST MEET & GREET – $2,500 – EXCLUSIVE! [LAS VEGAS & NEW ORLEANS ONLY]

Representatives from your company greet delegates as they arrive for breakfast on all 3 days and ask them to join you at a reserved table [with your logo] to discuss your product or service.

OPEN SPACE SPONSOR – $1,500 – TIMING TBC PER GATHERING

Your company logo is displayed on signage and slideshow presentation. Plus 2 minutes of podium before the Opening of the Space on the first day.

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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 – (3) 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! **And** provide a looping video or PowerPoint Presentation that will play during breaks highlighting your company

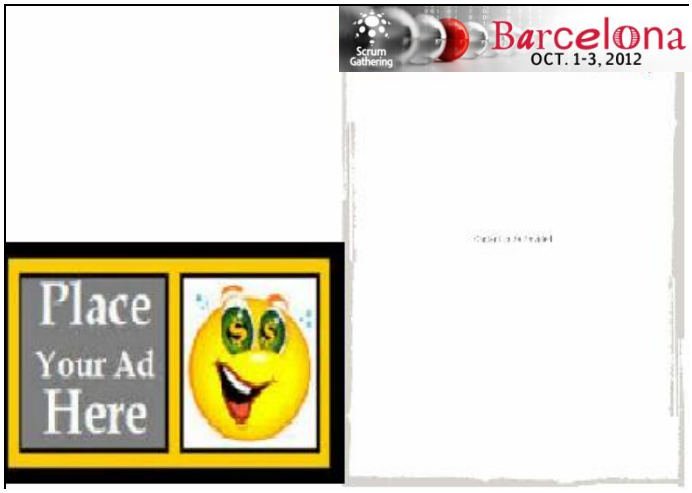
BAG INSERT – $1,500

A bag Insert [e.g. giveaway or company literature] Be creative! - put something unique the Scrum Gathering 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 – $1,000

Showcase your product or services with a 1/2 page color ad in program guide … make it memorable!



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E-BLAST TO GATHERING DELEGATES – PRE OR POST EVENT – $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.

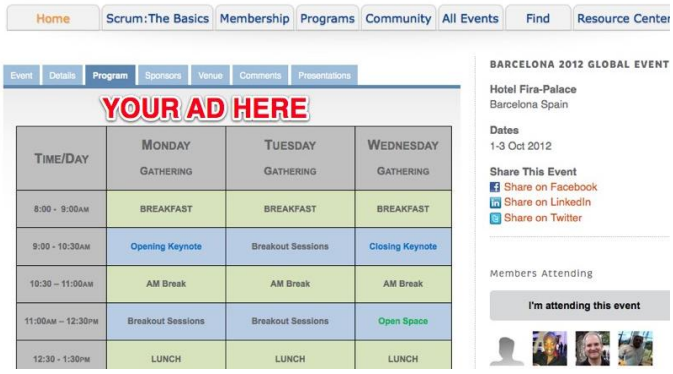
'ELEVATOR PITCH' – 30 SECONDS AT THE PODIUM [BEFORE GENERAL SESSION ON DAY 2 OR 3] - $1,000 – (10) SPOTS AVAILABLE!

REGISTRATION DESK – $1,000

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 & Monday until 12 noon.

BANNER AD ON GATHERING WEBSITE - $1,000

Place an ad at the top of one of the Scrum Gathering tabs for all to see!



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 2013 or 2014 Scrum Gathering(s), 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 2013 and/or 2014 Scrum Gathering being held in Las Vegas May 6 – 8 2013, Paris September 23 – 25, 2013, New Orleans May 5 – 7, 2014 and Berlin September 22 – 24, 2014 . 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 Scum 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 2013 and/or 2014 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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