/serverless/ DAYS

Melbourne

19/20 August 2020

One Day. One Track. One Community

Melbourne Sponsorship Prospectus

ServerlessDays – Melbourne!

20th August 2020!

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.

History

ServerlessDays is the evolution of JeffConf, and there have been over a dozen successful events around the world since 2017.

This will be the second instalment in Melbourne after a hugely successful event in 2019 where we had 200 attendees. 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.

All talks from 2019 are located in this YouTube playlist.

2019 Attendee Companies

99designs	Ellenex	Myer	Versent
A Cloud Guru	EstimateOne	Nintex Pty Ltd	vNext Solutions
AGL Energy	Fintrix	OCTO Technology	YOW! Conferences
AGL Energy	Forefront	Oracle	
Amazon Web Services	Franklin	PointsBet	
ANZ	GitLab	Quest Software	
Apptio Cloudability	Google	Redgum Technologies	
Banach Technology	Greenpeace International	Salesforce	
Challenger Limited	GuildGroupHoldings	SEEK	
Civica International	IBM	Sendle	
Cloud Shuttle	Intelematics	Servian	
Computershare	iRobot	Software by Design (Aust) Pty Ltd	
Console	Just Digital People	SSW	
Creative Factory	Kloud Solutions	Tabcorp	
Data Runs Deep	Luminary	Tapendium	
Datadog	Mechanical Rock	Telstra	
Davey Water Products	Mercari	Thales Australia	
Deckard Technologies	Microsoft	ThoughtWorks	
Dialog IT	MongoDB	TourTracks	
Digio	myDNA Life Australia	Twilio	

The 2020 Team

The ServerlessDays Melbourne organising team consists of

Nick Edwards – Product Architect at Xero

Justin "JT" Taylor – Azure developer engagement lead at Microsoft

Has AlTaiar – Principal Consultant at vNext

Matt Gillard – Cloud Solutions Architect at Kinetic IT

Andrew Hooker – Head of Solution & Application Architecture at AEMO

Bill Chesnut – Cloud Platform & API Evangelist at SixPivot

Arthur Scheeren – Senior Software Engineer at Xero

Damien Fitzgibbon – Head of Microservices & Batch Enablement at NAB

Praveen Sastry – Engineering Lead - Cloud & SRE at Latitude Financial Services

William Liebenberg – Solutions Architect as SSW

Venue

Deakin Edge, Federation Square will host the talks. It has a capacity of 250 people, is accessible, with a full AV and lighting rig.

A large stage provides ample space for Sponsor branding.

There will also be a large area outside of the main stage area, to host sponsor booths, branding and general catering.

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 in a single track. As the whole event will take place in one room, sponsors will have ample opportunity to mix with attendees.

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 see 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).

Timeline

14 Feb 2020	ServerlessDays Melbourne Announcement!
01 Mar 2020	Website Launch
14 Feb 2020	CFP Opens
14 Mar 2020	Tickets go on Sale
31 May 2020	CFP Closes
15 July 2020	Speaker Announcement
19 August 2020	Workshops (Provisional)
20 August 2020	ServerlessDay!

Sponsorship

We are offer four tiers of sponsorship, and 4 additional one off sponsorship opportunities.

Tier	Slots	Tickets	Price	Logo placement
Headline	3 Available	5	$6,000	Large, prominent, exclusive
Gold	8 Available	3	$3,000	Large
Silver	8 Available	2	$2,000	Medium
Community	10 Available	1	$750	Small

Additional sponsorship ideas:

Lanyard sponsorship

Coffee sponsorship

Drinks reception

Hosting a fringe event

Video Streaming Sponsorship

Captioning Sponsorship

Headline

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, and you'll get multiple shout outs on stage throughout the day.
- 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 prominent booth slots 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.

$6,000

Gold

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
- A booth slot in the open space
- 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.

$3,000

Silver

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
- A booth slot in the open space
- 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.

$2,000

Community

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.
- Shared table for Stickers/Merch and to connect with attendees
- Shout out on stage.
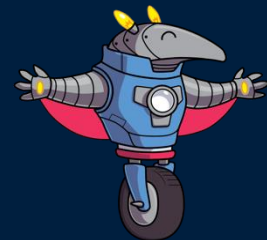- 1 ticket (incl. all associated benefits) with your sponsorship.

$750

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 those who may want to attend or speak but travel costs make it prohibitive

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

Workshops

We're also looking to offer workshops as an addon to our largely successful event from last year. Workshops would be explored on the day prior to ServerlessDays Melbourne.

If you can add a workshop package with your sponsorship, and have a venue in mind, please get in contact with your ideas! We'd love to hear from you.

Contact

Please contact **Andrew Hooker** at **andrewjameshooker@gmail.com** or the team at **melbourne@serverlessdays.io** if you are interested in any of these sponsorship opportunities.