

# Analysis Design Architecture





# Sponsorship Prospectus 2025



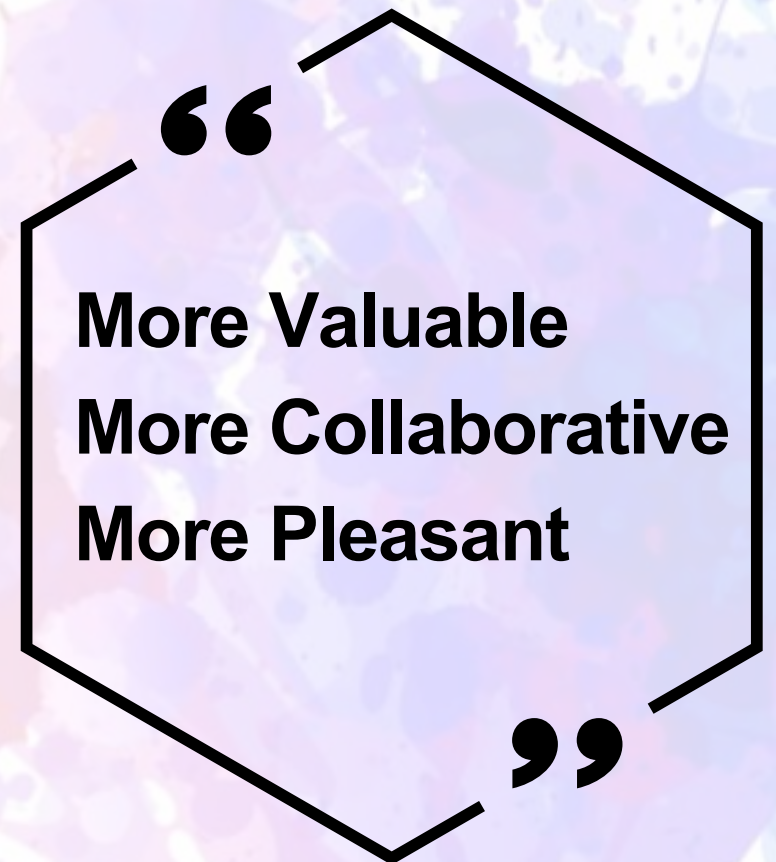
In 2024 we launched a first of its kind, inaugural community conference for those interested in software **analysis**, **design**, and **architecture**. **ADAConf** creates space for conversations ranging from technology and implementation, to conceptual approaches and design philosophy.

Our **mission** is to support the building of software that is:

More **valuable** for its users and owners

More **collaborative** in its conception and design, and

More **pleasant** to work with for its builders and maintainers



ADAConf 2024 was extremely well received by all participants: community members, speakers and sponsors. Building on the success of 2024, we're looking forward to continued community engagement in 2025!

**14th November, 2025**  
1 day, 2 track conference  
In-person, Melbourne

# Sponsorship Options 2025

## Summary of benefits



### Platinum

#### Conference benefits

- **Exclusive tier**
- Dedicated booth space
- Invites to speaker's dinner

#### Value-add to your team

- **10 free tickets**
- 15% discount on any additional full price tickets

#### Pricing (ex-GST)

**Early bird: \$12,000**  
Regular: \$15,000

### Gold

- Upto **3 partners** in this tier
- Dedicated booth space
- Invite to speaker's dinner

- **5 free tickets**
- 10% discount on any additional full price tickets

**Early bird: \$ 8,000**  
Regular: \$10,000

### Silver

- Upto **6 partners** in this tier
- No booth space

- **2 free tickets**
- 10% discount on any additional full price tickets

**Early bird: \$4,000**  
Regular: \$5,000

Early bird pricing available till 31st Jan, 2025

For a detailed list of inclusions for each tier, please refer the [sponsorship packages section](#).

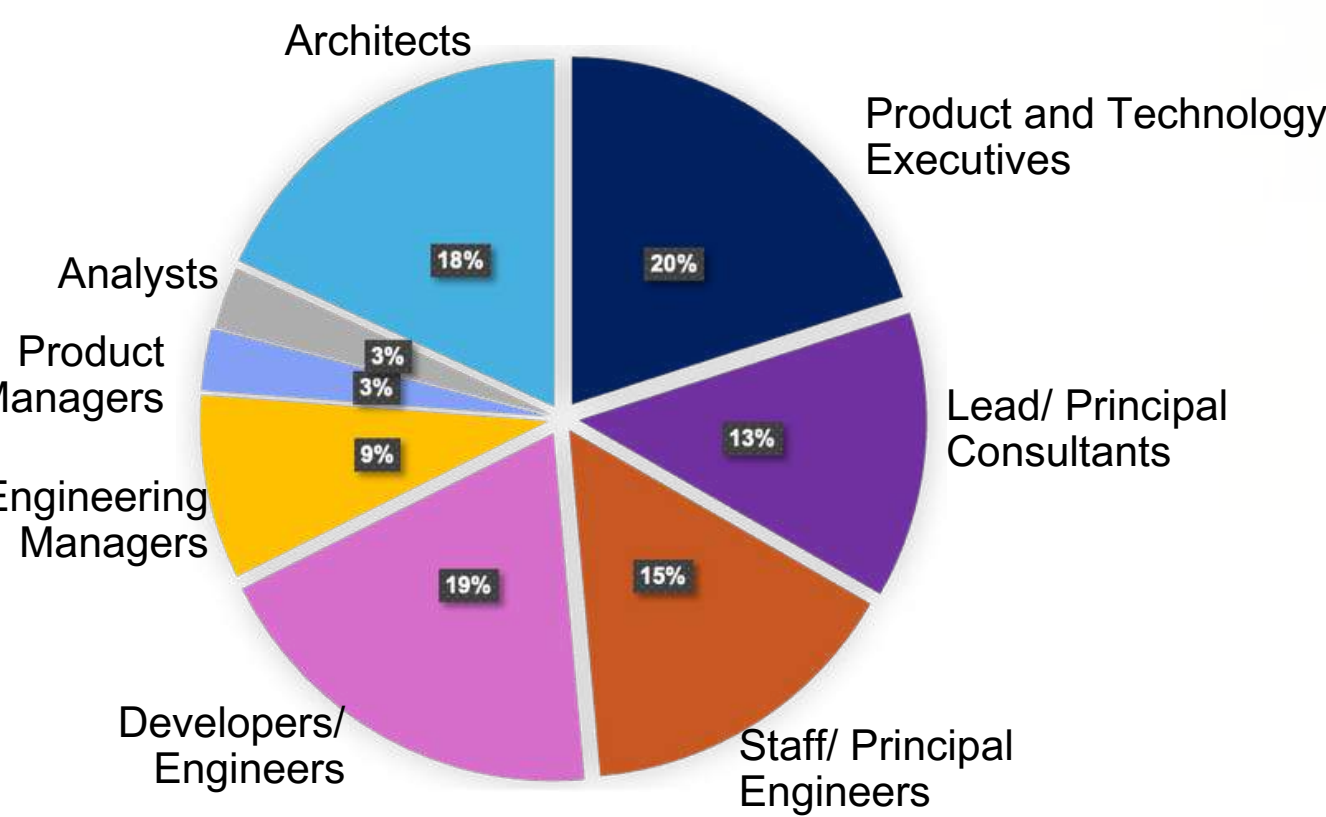


# ADAConf 2025: Audience and Themes



## Anticipated Audience: 150

Typical role of attendees within their organisations based on 2024 attendee profile:



## Expected Themes

As with 2024, we endeavour to bring interweaving themes across the broader practice of analysis and architecture

	<b>Modelling, Analysis and Software Design Practices</b>		<b>Deep Dives</b> into Aspects of Building Good Software
	<b>Systems Thinking and Socio-Technical Architecture</b>		<b>Brigding the Gap</b> between Business and Technology
	<b>Visual Facilitation and Collaboration</b>		<b>Case Studies/ Experience Reports, Retrospectives and Code Demos</b>

# More Reasons to Sponsor ADAConf



## ADAConf enables you to

- **Position your brand** to thought leaders
- **Support a community** of professionals that care about solving *your* business problems!
- **Engage employees** with tickets
- **Attract talent**, from the tech community, at the forefront of modern software practices
- **Promote services** to current and future decision makers

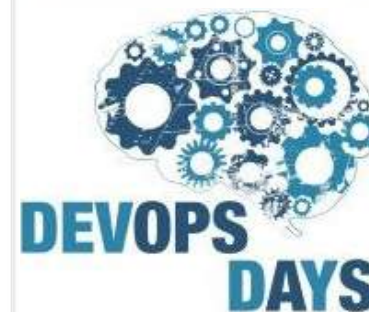
## Events that inspire us



{ } NDC  
Conferences



YOW!

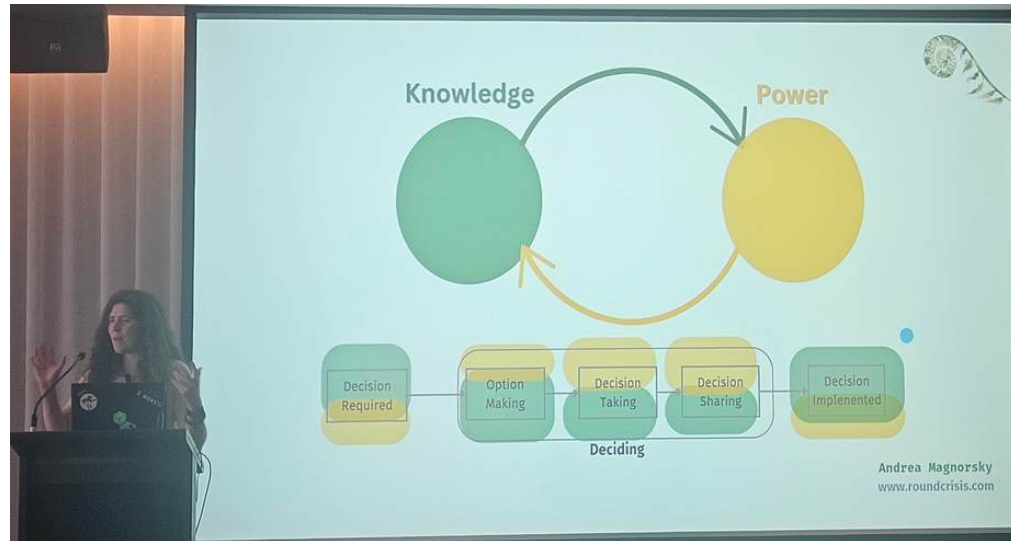


## What we value

- **Spaces** that promote an inclusive and harassment free learning experience
- **Confluence of ideas and experiences** from within the community
- **Conversations** that challenge and evolve the existing technology culture
- **Thought experiments and technical deep dives** - from the abstract to the very specific!



# Our Values in Action - Feedback from 2024



“Perfect thought provoking closing keynote session, specially diving into the knowledge and power dynamics”



“Emu Wars was my fave for the day. Also, met some other awesome female devs”



Will remember fondly: “the session about "No Regrets" architectural decisions and how it relates back to day2day”



“The interweaving nature of the topics as well as the depth of each one was well done”



Will remember fondly: “The female representation across the board: as organisers and speakers”



# SPONSORSHIP PACKAGES

**Detailed list of inclusions  
for each tier**

[Back to summary of sponsorship options page](#)





# Platinum Tier

## Inclusion details



### Exclusive tier

Only 1 partner in this tier

### Branding:

- Branding on conference banners and holding slides
- Platinum tier branding will be 25% larger than Gold
- Additional branding opportunities available on discussion

### Booth Space:

- 2 trestle tables on expo floor
- Wifi and power
- TV/Screen available at additional cost
- Lead capture solution will be provided

### Team Benefits:

- 10 free tickets
- 15% discount on any additional full price tickets

### Network and Community Reach

- 2 invites to the pre-conference speaker's dinner on 13th of November, 2025
- Invitation to speak at the domain-driven design Australia meetup

### Social Media

- Individual social media posts pre and post conference

**Price (ex-GST)**      **Early bird: \$12,000**  
Regular:      \$15,000

Note:

1. Early bird pricing for sponsorships available till 31st Jan, 2025
2. Pricing for the following to be discussed and confirmed during contract:
  - a. Branding add-ons such as conference badge branding
  - b. Booth add-ons such as TV screens or additional power boards

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# Gold Tier

## Inclusion details



### Number of Partners:

Upto 3 partners in this tier

### Branding:

- Branding on conference banners and holding slides
- Gold tier branding will be 25% larger than Silver

### Booth Space:

- 1 trestle table on expo floor
- Wifi and power
- TV/Screen available at additional cost
- Lead capture solution will be provided

### Team Benefits:

- 5 free tickets
- 10% discount on any additional full price tickets

### Network and Community Reach

- 1 invite to the pre-conference speaker's dinner on 13th of November, 2025

### Social Media

- Individual social media posts pre and post conference

<b>Price (ex-GST)</b>	<b>Early bird: \$ 8,000</b>
	Regular: \$10,000

Note:

1. Early bird pricing for sponsorships available till 31st Jan, 2025
2. Pricing for any booth add-ons such as TV screens or additional power boards to be discussed and confirmed during contract

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# Silver Tier

## Inclusion details



### Number of Partners:

Upto 6 partners in this tier

### Branding:

- Branding on conference banners and holding slides

### Booth Space:

- N/A

### Team Benefits:

- 2 free tickets
- 10% discount on any additional full price tickets

### Network and Community Reach

- N/A

### Social Media

- Inclusion in silver partner social social media posts

**Price  
(ex-GST)**

**Early bird: \$ 4,000**  
Regular: \$ 5,000

Note:  
1. Early bird pricing for sponsorships available till 31st Jan, 2025

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# Tailored Sponsorship Packages



Please **talk to us** about any particular **benefits that are more important to you**.

- In addition to the standard sponsorship tiers, we can work with you to develop tailored sponsorship packages based on your needs and interests.

We also have sponsorship opportunities available for

- **Coffee cart** sponsorship (\$2,000 + GST)
- **Post-conference networking drinks** and after party (\$2,500 + GST)

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# 2024 Sponsors and Supporters

Platinum



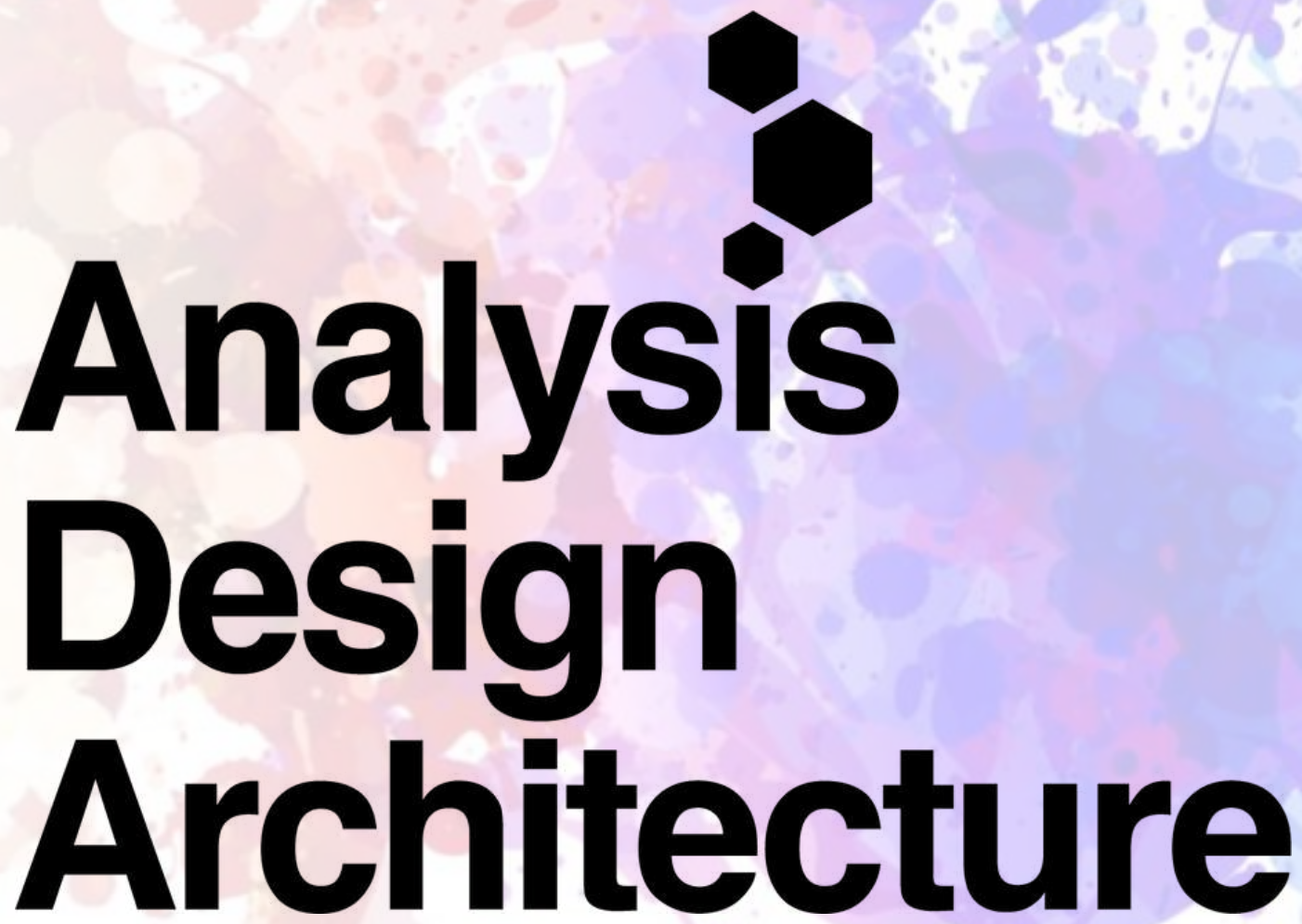
Gold



Silver



Community  
Supporters





# APPENDIX

**ADAConf** is an offshoot of the  
Domain-Driven Design Australia

**More about:**

ADAConf founders and the broader  
community reach via the domain-driven  
design AU community





# ADAConf/ DDD AU Meetup Founders



## Sonal Premi



Sonal is a leader within the technology space, with close to two decades of experience. She has a relentless commitment to building people and communities, and enjoys engaging with various tech communities.

You can find her co-organising the domain-driven design Australia meetups as well as ADAConf! Sonal is passionate about all things agility, outcomes that benefit end users, technology transformation, and more importantly, challenging conventionally accepted norms. She is partial to conversations about problem solving and decision making processes.

 <https://www.linkedin.com/in/sonalpremi/>

 [sonal@adaconf.org](mailto:sonal@adaconf.org)

## Chris Simon



Chris is a 2 x Startup CTO/co-founder turned independent consultant who is an active community organiser and participant. He speaks regularly at international conferences, meetups, webinars and podcasts and co-organises DDD Australia. He's an open source maintainer and through his consulting work provides training, coaching and advisory services in Domain-Driven Design, technical leadership and strategy.

 <https://chrissimon.au/>

 <https://www.linkedin.com/in/chrissimon-au/>

 [chris@adaconf.org](mailto:chris@adaconf.org)



# Domain-Driven Design Australia

## Meetup at a Glance:



The Domain-Driven Design Australia meetup is targeted to leaders within software development.

Community size: 700 members

Average meetup rating: 4.6 stars

Meetups attract up to 148 RSVPs

Historical (organic) social media impressions: 500-1200 per post

Social media presence:



Typical role of community members within their organisations:

- Staff and Principal Engineers
- Architects (software/ platform/ business)
- Product Managers
- Engineering Managers
- Product and Technology Executives

Attendees typically look for:

- Intermediate to advanced content (300/400-level)
- High quality of speakers (respected peers and experts)
- Implementation retrospectives
- Workshops (skills and techniques)
- Code Demos



# Guests at the Domain-Driven Design Australia Meetup in the past



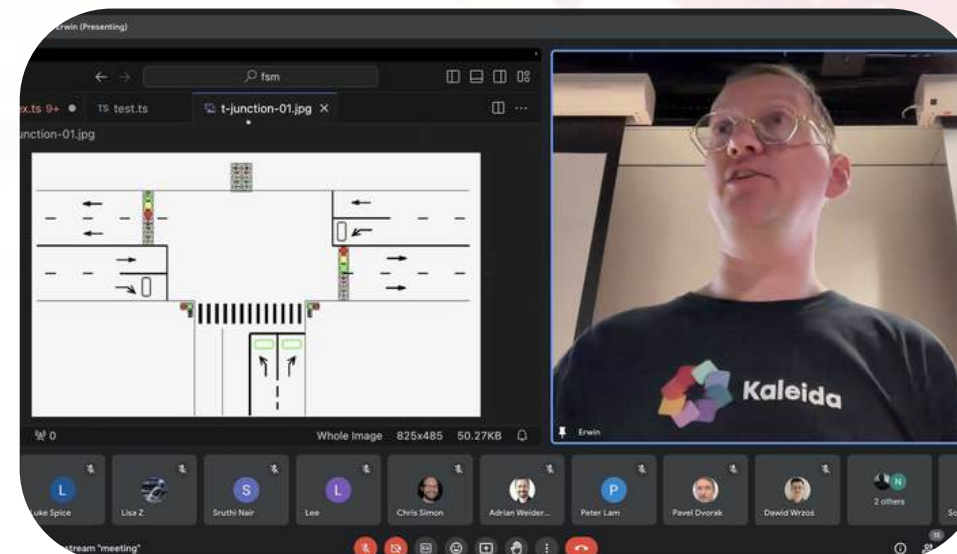
Subdomains from business capabilities  
**Ian Cooper**



Share Pie: The DDD treasure in plain sight  
**Nick Tune**



Manage the understandability of your systems  
**Mathias Verraes**

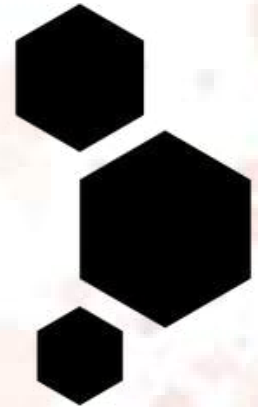


Match made in heaven? Finite state machines and aggregate roots  
**Erwin van der Koogh**



Strong and weak forces: Domain-driven architecture at MYOB  
**Evan Bottcher**





# **Analysis Design Architecture**

Publish date: 19-Nov-2024