

# Sponsorship Packet



March 23, 2024

Kennesaw State University

Marietta, GA

8:00AM – 6:00PM



# Atlanta Cloud Conference

## Sponsorship Packet

Thank you for your interest in sponsoring **Atlanta Cloud Conference 2024**. The organizing committee is hard at work on the upcoming event and looks forward to highlighting your business to the local cloud community.

## Event Description

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The Atlanta Cloud Conference is a community focused event led by the non-profit Developer's Association of Georgia, which is made up of community volunteers. It draws upon the expertise of local and regional administrators, architects, leaders, and skilled professionals who come together to share their real-world experiences, best practices, expert knowledge, and lessons learned with others eager to learn.

This event is unique in that it is “for the community, by the community.” As a sponsor of the Atlanta Cloud Conference, you will be seen by attendees as a supporter of the local cloud community and recognized as a front-runner within the Atlanta cloud community. In addition to social media, this event is continuously promoted by technology professionals in the weeks and months preceding the event as they talk with their clients, colleagues, and professional network contacts. This ensures that you reach qualified attendees who are engaged with in-demand technologies within their organization.

Last year, the inaugural Atlanta Cloud Conference provided training and networking opportunities for more than 400 ambitious cloud professionals in the area. We expect this year's conference will be bigger and better, generating unequivocal leads for your business.

## Event Details

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**Date:** March 23, 2024

**Registration Time:** 8:00 AM to 8:45 AM

**Time:** 8:00 AM to 6:00 PM

**Location:** Kennesaw State University, Marietta, GA (formerly Southern Polytechnic State University)

**Address:** 1100 South Marietta Parkway, Marietta, GA 30060

**Call for Speakers:** <https://sessionize.com/atlanta-cloud-conference-2024/>.



# Event Attendance

In the past, the Developer’s Association of Georgia’s events have drawn **400+ attendees** and we expect this year’s event to be even bigger and attract many new attendees. As the event approaches, we will share the registration numbers with our sponsors to aid with staff planning and swag quantities.

# Tracks

In recent years, presentation content tracks offered to the attendees have included topics related to the following subject areas. We expect this year’s tracks to be similar.

Track	Track Components
AI & Machine Learning	Data Pipelines, Training Infrastructure, SaaS
Cloud Management / Governance	Identity and Access Management, Monitoring, Disaster Recovery and Business Continuity, Security, Automation, Policies
Platforms	Android, iOS, Linux, MacOS, Windows, Other
Infrastructure as Code	Terraform, CloudFormation, PowerShell, ARM, Bicep
DevOps & ALM	Agile/Scrum, Collaboration/Practices, Tools (GitHub, Azure DevOps, Jira, etc.), Other
Private Cloud	Datacenter Management, VMWare, Hardware
Cloud Modernization	Migration, Cloud Native, Kubernetes, Containers
Edge Computing	Hybrid Cloud, Internet of Things, CDN
Networking	Security, Multi-Cloud, Connectivity
Professional Development & Soft Skills	Career Management, Leadership, Team Building, Small Business Development, Consulting, Resumes & Interviewing, Public Speaking, and more

Attendees select the topics which most closely align with their job responsibilities or areas of interest and are not limited in any way with regards to which sessions they may attend. Each track consists of several presentations lasting approximately 60 minutes each and ranging from introductory 100-level content to highly technical, 400-level “expert” sessions. The speakers represent a broad cross section of the cloud community and offer a variety of different perspectives on application architecture, design, and cloud. Some of those sessions are demos, so that attendees can learn with hands-on experience. We also encourage sponsors to submit technical talks and demos. No overt sales pitches or commercial talks will be allowed, and sponsorship does not guarantee the speaker’s selection.



# Sponsorship Levels

There are six levels of sponsorships (SWAG, Silver, Gold, Platinum, Attendee After Party, and Speaker Dinner). The event is hosted by the Developer’s Association of Georgia, a 501(c)(3) charitable organization, so your sponsorship may be tax deductible. Check with your financial advisor.

Sponsor Benefit	Platinum	Gold	Silver	SWAG	Attendee After Party	Speaker Dinner	Attendee Shirts	Speaker Shirts
Raffle Item	•	•	•	•	•	•	•	•
Logo on Website	•	•	•	•	•	•	•	•
Logo on Session Materials	•	•	•	•	•	•	•	•
Attendee Bag Materials	•	•	•		•	•	•	•
Logo in Event Material	•	•			•	•	•	•
Booth with Table	•	•			•	•	•	•
Attendee List (of Opt-In Attendees)	•				•	•	•	•
Logo on Additional Signage	•				•	•	•	•
Event Tickets	30	15	5	3+	20	20	20	20
Sponsorship Level Costs	\$3000	\$2000	\$1000	\$300+	\$3000	\$3000	\$3000	\$3000

## PLATINUM: \$3000

As a PLATINUM sponsor, you will receive your logo on the website, event session materials, and a dedicated keynote slide. You will also be entitled to a company booth (tables and chairs provided). You can provide materials that will be placed inside the bags attendees receive at registration the day of the event. Within 2 weeks of the conclusion of the event, you will receive a list of opt-in attendees with their contact information, title, and professional interests. The conference will include your company logo on all additional signage as well as on any slide templates provided to the presenters for the day’s sessions. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.

## GOLD: \$2000

As a GOLD sponsor, you will receive your logo on the website, event session materials, and the Gold sponsor keynote slide. You will also be entitled to a company booth (tables and chairs provided). You can provide materials that will be placed inside the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.



## SILVER: \$1000

As a SILVER sponsor, you will receive your logo on the website and related session materials. You will also be able to provide materials that will be placed inside the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.

## SWAG: \$300+

As a SWAG sponsor, you can donate one or more Raffle Items that will be given away at some point during the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$200/each. We encourage you to participate in the giveaway and to briefly speak about your company.

## SPEAKER SHIRT SPONSOR: Approx. \$3000

(limited to 1 sponsor)

As the SPEAKER SHIRT sponsor you are responsible for providing 50 Polo Shirts for the speakers (various sizes). The Atlanta Cloud Conference logo will be embedded on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be available the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

## ATTENDEE SHIRT SPONSOR: Approx. \$3000

(limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes), the exact number depending upon expected attendance. Shirts will be made available to attendees on a first-come, first-serve basis. The Atlanta Cloud Conference logo, Atlanta Cloud Conference URL, and your company logo should all be printed on the shirt based on your design. The design must be approved by the Atlanta Cloud Conference committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

## SPEAKER DINNER SPONSOR: \$3000

(limited to the first sponsor to commit)

As the SPEAKER DINNER sponsor, you will receive all the benefits of a Platinum Sponsor. In addition, the SPEAKER DINNER sponsor attendees get face time with the event speakers the evening prior to the event. This networking opportunity is the official start to the Atlanta Cloud Conference festivities. **Note:** The sponsor will be responsible for paying for the dinner. The Atlanta Cloud Conference Committee will handle all logistics including time, location, invitations, and menu.



## ATTENDEE PARTY SPONSOR: \$3000

(limited to the first sponsor to commit)

As the ATTENDEE PARTY sponsor, you will receive all the benefits of a Platinum Sponsor. After the event, speakers, attendees, and YOU gather to continue the conversations and grow networking relationships over food and beverages. **Note:** The sponsor will be responsible for paying for the party. The Atlanta Cloud Conference Committee will handle all logistics including time, location, and menu.

## Sponsorship Benefit Descriptions

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### Raffle Item

The sponsor can give away any item(s) valued at a minimum of \$300 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$300/each.

### Logo on Website

The Atlanta Cloud Conference website ([www.atlcloudconf.com](http://www.atlcloudconf.com)) will include the sponsor's logo. Logos on the website will have a maximum width of 256 pixels.

### Logo on the Atlanta Cloud Conference Materials

The printed materials will include the sponsor's logo.

### Logo on Keynote Slide

There will be a shared slide for GOLD sponsors and dedicated slides for each PLATINUM sponsor recognized during the keynote presentation. These slides will be presented at the beginning of the keynote.

### Attendee Bag Materials

Each sponsor may provide their own printed materials that will be added to the bag that attendees will receive as a giveaway. Bag materials must be received two weeks (Saturday, March 9) before the event. Materials received less than two weeks before the conference will be included on a best-effort basis. Bag materials should be mailed directly to the following address:

Developer's Association of Georgia  
c/o Jared Rhodes  
3185 Oak Dr  
Marietta, GA 30066



## Booth with Table

The sponsor will be able to display a company booth the day of the event. We will provide (1) table and (2) chairs for each company to use. Tables are 6' x 30". Please be sure that your displays are no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors. Table space will be distributed on a first-come, first-served basis upon receipt of completed sponsorship application and payment.

## Attendee List

The attendees can "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt-in will be provided to the sponsors that receive the attendee list.

## Logo on Additional Signage

For GOLD and PLATINUM sponsors, your logo will appear on all signage and event material prior to and during the day of the event.

## Logo in Slide Template for Presenters

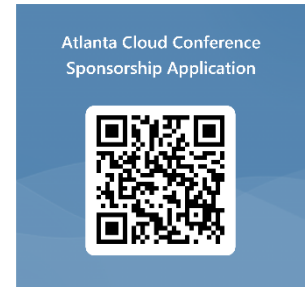
For GOLD and PLATINUM sponsors, your logo will be provided to all speakers for inclusion in the speakers' PowerPoint presentations.



# Sponsorship Application

Sponsorship for the Atlanta Cloud Conference on March 23, 2024 is on a first come, first serve basis. For the sponsorship levels that include booths, table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application and payment / shirts / swag. Kindly fill in the form below for your sponsorship commitment and email it to [atldev@georgiadevelopers.com](mailto:atldev@georgiadevelopers.com).

To electronically complete this application, visit <https://forms.office.com/r/WGT9uNaYkF> or scan the QR code to the right.



My organization, \_\_\_\_\_, is committed to sponsoring the Atlanta Cloud Conference on March 23, 2024, with the following sponsorship package:

- ☐ Platinum Sponsorship: \$3000
- ☐ Gold Sponsorship: \$2000
- ☐ Silver Sponsorship: \$1000
- ☐ Swag Sponsorship: \$300
- ☐ My company will provide one or more Swag items, please list:

\_\_\_\_\_  
\_\_\_\_\_

- ☐ Speaker Shirts: \$3000
- ☐ Attendee Shirts: \$3000
- ☐ Speaker Dinner: \$3000
- ☐ Attendee Party: \$3000
- ☐ Lunch Keynote: \$3000

**Signature:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_

**Name:**

\_\_\_\_\_

**Company:**

\_\_\_\_\_

**Phone:**

\_\_\_\_\_

**Address:**

\_\_\_\_\_