# Milan Sponsorship Prospectus

Serverless is a buzzword that has marmite 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.

ServerlessDays is the evolution of JeffConf, and we are building on the success of it in 2017. We are going to be hosted in a new venue (Feltrinelli) to accommodate up to 250 attendees in a conveniente and well-known location.

**The Team**

The ServerlessDays Milan organising team consists of
- Simone Lusenti (CTO at Digital Attitude)
- Luca Bianchi (CTO at Neosperience)
- Alex Casalboni (Technical Evangelist at AWS)
- Guenda Sciancalepore (Technical Evangelist at Microsoft)
- Chiara Palmas (Customer Success Specialist at Neosperience)
- Mario Bello (Digital Marketing at Neosperience)

Every member of the team is working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organising team members that are employed by vendors are restricted from all sponsorship negotiations to avoid any potential conflict of interest.

**The Conference**

Date: Friday 26 October 2018
Venue: Feltrinelli (Viale Pasubio, 11)
Expected attendance: 250 people

**Format**

The conference mixes elements of an unconference and a more traditional conference.

Morning Sessions – Welcome, 2 keynotes and lightning talks
Extended Two-Hour Lunch – Includes Open Spaces session with 3 spaces
Afternoon Sessions – 4 sessions and 1 keynote
Closing remarks and happy hour

**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 unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

We expect the attendees profile to be similar to that of the Serverless Italy meetups which run every month and attract a good mix of guests, from developers and product managers at local startups, multinational organizations, regional government agencies, global system integrators, etc.

At last year's event (JeffConf Milano) we had attendees from a variety of companies, including Sourcesence, BGP Group, AdEspresso, Byte-Code, Optimist AI, Agile Lab, Comcast, Condé Nast Italia, Gruppo SCAI, DOCOMO Digital, Quantyca, Yoox, Buildo, and many more businesses in the Italian and European tech ecosystem.

The 2017 event was sold out and we had excellent feedback in the upcoming weeks. Alex Casalboni has wrapped up the event here:
https://serverless.zone/jeffconf-milan-2017-good-things-comes-in-threes-at-least-663df79763ee

With respect to last year's event (50% Italian, 50% English), ServerlessDays Milan 2018 will be hosted in English. This decision comes directly from last year's feedback. Hence, we expect both speakers and attendees to speak and understand the English language, although we will make sure that every volunteer and local supporter can speak Italian as well.

**Sponsorship Opportunities**

To make the conference happen we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We have a number of sponsorship opportunities.

_**Headline Sponsors - €5,000  (3 available)**_

Make the event happen. If you step up and take the Headline Sponsorship you will get:

- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're running an open space session with three open space areas during lunch and your will get logo will be on all the open space banners.
- We're getting a number of 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 banners will feature all sponsors logos.
- Bring your own banners. We'll allow you to bring two of your own banners and put them in spotlight positions.
- 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, including t-shirts, with your sponsorship.
- You can participate in the Job Fair (see details below).
- You can propose a Workshop session (before the CfP ends).

Using a single-track conference format means we do not have lots of speaker slots. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package. The three Headline Sponsors will have a booth slot in the open space, and will be able to participate in the CFP.

_**Community Sponsor - €1,500  (10 available)**_

Your company is an active supporter of the community, and is 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
- Shout outs on stage
- 3 tickets, including t-shirts, with your sponsorship

_**Headhunter Sponsor - €3,000  (10 available)**_

Your company wants to support the community and is actively seeking serverless developers for hire (no internships). Headhunter sponsors will get **all the Community Sponsor benefits**.
**Additionally, you will get**:

- 10-minute hiring pitch in front of all the candidates (twice during the job fair)
- Dedicated desk at the job fair area (you can bring your own banner/rollup)
- Shared rooms for on-site screenings of candidates

**Job Fair details**

The job fair will be hosted on the next day (October 27th), during the workshop sessions. All the attendees will be invited to the job fair. Additionally, we will extend the invitation to the whole serverless community (even those who cannot attend the conference), and provide them with a simple way to get in touch with your organization and get access to your open positions.
The job fair location will ensure enough space for each Headhunter Sponsor's desk to engage into conversations with potential candidates, as well as a "stage" for you to pitch them twice, and shared space to organize on-site screenings/interviews.

**Become a Sponsor**

We'd love to have you as a sponsor!

To become a sponsor or learn more please contact milan@serverlessdays.io