Sydney Sponsorship Prospectus

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 **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 holding the day at The Radisson Blu in Sydney's CBD on 27th August 2019.

The Team

The ServerlessDays Sydney organising team consists of
- [Robert Preswick](#) (Product Manager)
- [Shay Hamama](#) (Chief Product Officer)
- [Peter Hanssens](#) (Cloud Applications Engineer)

The organising team are all 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: 27, August 2019
Expected attendance: 150 people

Format

The conference is a single track conference comprised of 10 speakers (2 keynotes, 4 talks and 4 lightning talks).

Attendee Profile

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 a 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 APIDays Conference or DevOps Meetups and attract a good mix of attendees from developers at innovative startups like Tyro, or more mature companies like Domain & Atlassian to product managers at large multinational banks, and CTO's of eCommerce and media companies.

Sponsorships Available

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 (2 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 (Opening, Close and at each break announcement)
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're getting a number of rollup 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.
- Bring your own banners. We'll allow you to bring two of your own banners and put them wherever you want in the venue.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsor's logo.
- You will also get 5 tickets, including t-shirts, with your sponsorship.

Gold Sponsors - $3,000 (3 available)

The Gold Sponsors are super important and get almost everything the headline sponsors get (just one size smaller).
- Your logo will get on on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage (open and close)
- We're getting a number of rollup 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.
- You will also get 3 tickets, including t-shirts, with your sponsorship.

Coffee Sponsor - $2,000 (1 available)

We know everybody loves and needs coffee. Maybe the most coveted sponsorship opportunity. You pay for the coffee and what you get in return is:
- Shout outs on stage at every break
- Exclusive logo placement on all coffee cups!
- You also get your logo on the website, t-shirts and banners
- You will also get 2 tickets, including t-shirts, with your sponsorship.

Silver Sponsor - $1,500 (5 available)

Cement yourself in the ServerlessDays Sydney event and you'll get in return:
- Shout out at opening and closing
- Your logo on the website, posters and on stage
- And you will get 2 tickets, including t-shirts, with your sponsorship

Become a Sponsor

We'd love to have you as a sponsor!

To become a sponsor or get more information on sponsorship please contact:

Organiser Email: sydney@serverlessdays.io