REFACTOR
SERVERLESS

22 May, 2020 | Toronto, Canada

2020 Sponsorship Prospectus

TECH MASTERS

REFACTOR

Who are we?

TechMasters is a technical community based in Toronto, Canada, with over **10,000 members**. Where technologists, founders, developers, administrators, learners, and leaders come together to help and teach one another in a friendly and informative environment.
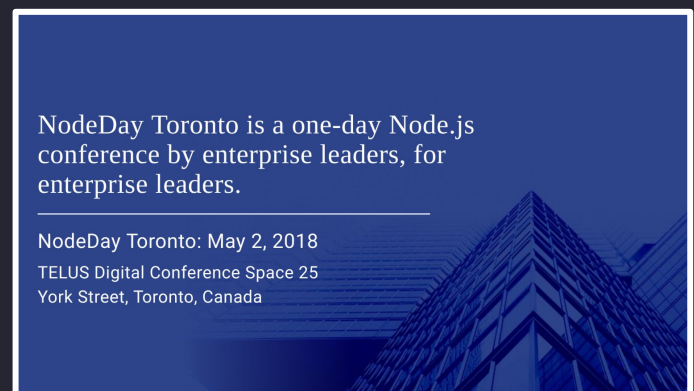
Members join us to get help with coding problems, discuss their startup goals, learn new skills, and network with other passionate individuals.

Over the years, we've organized and contributed to many community events including:

- **Full Stack Toronto** (2015 - 2019)
- **Functions Conf** (2017 - 2018)
- **BiFrost Conf** (2017 - 2019)
- **NodeDay** (2018)

Start in 2020, We're bringing all these events under the same umbrella, and a unified brand of:

REFACTOR Conference

REFACTOR

What is REFACTOR?

REFACTOR events brings together the software development ecosystem, both local and global. Attendees learn and engage with leaders deploying innovative applications at massive scale. The program will provide content that is appealing to a broad spectrum of members of the ecosystem including topics like frameworks, best practices and success stories from some of the world's biggest companies deploying innovative applications at massive scale.

With an agenda full of keynotes and breakout sessions from community and industry leaders, workshops, and ample time for connecting with other like-minded individuals, **REFACTOR** events are ones you can't afford to miss.

Upcoming **REFACTOR** events:

- **REFACTOR: Serverless** - 22 May 2020

- **REFACTOR: Leaders** - 28 August 2020

- **REFACTOR: Node.js** - Q4 2020

What is REFACTOR?

Not-for-profit

Our focus is to provide valuable educational content, so we keep our costs low, and remain environmentally conscious by avoiding unnecessary expenses other conferences tend to focus on. This helps us lower our ticket pricing and makes the event accessible to everyone.

Pay it Forward

A percentage of proceeds from ticket sales will be donated to Venture Kids, a Canadian nonprofit dedicated to providing free, hands-on computer programming and startup workshops to youth in underserved urban and rural communities.

Community focused

All our events are run by local community organizers and volunteers, with the aim to represent the community and raise the profile of Toronto as *THE* capital for a sustainable tech community.

About *REFACTOR: Serverless*

After our successful [2017](#) and [2018](#) *"Functions Conference"* events, we're back this year as **REFACTOR: Serverless**!

FaaS *(Function as a Service)* architecture is radically changing how software is built; how teams interface with each other; and systems at scale. REFACTOR: Serverless features a mix of industry-expert speakers with curated topics, and local speakers from the Toronto community sharing their experience and lessons in building serverless applications.
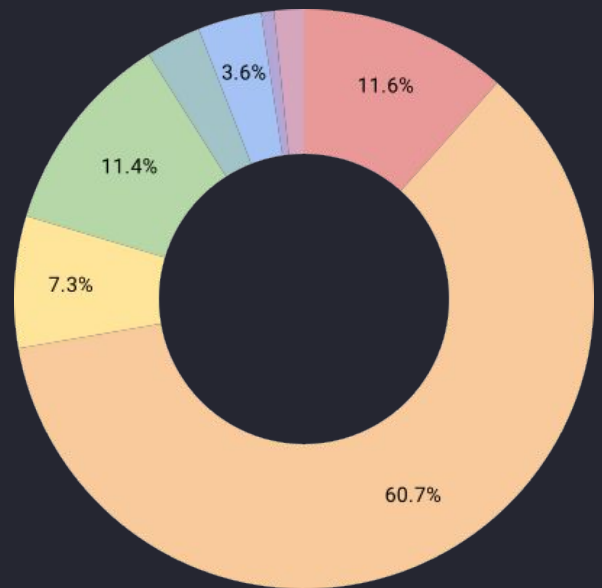
2018 By the numbers:

340 total attendees

196 companies

Role:

- Architect
- Developer
- Engineering Leadership
- Executive
- IT / DevOps
- Other
- Product Leadership
- Sales / Marketing / Biz Dev

Sponsorship Packages

	DIAMOND	PLATINUM	GOLD	BRONZE
Available Spots	2x	5x	10x	Unlimited
1- Minute Video During Opening Keynote: Provided by sponsor company	●			
Pre-Conference Email Blast: One email to opt-in list to be sent by event organizers	●			
Workshop: Content & Format to be approved by organizers.	●			
Keynote: Content to be approved by organizers.	20 Minutes	10 Minutes		
Exhibit Booth: Includes counter with graphic and stools.	●	●		
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	●	●		
Sponsor Recognition in Newsletter	●	●	●	
Social Media 'Thank You' Tweets	5x	3x	2x	
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	●	●	●	
Recognition on Event Signage: Logo on conference signage.	●	●	●	
Recognition on Event Website: Prominent logo display on event homepage	●	●	●	
Complimentary Passes	20	10	5	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	●	●	●	●
Sponsorship Cost (CAD)	$20,000	$10,000	$5,000	$1,000

Contact us at sponsorships@refactorconf.com to secure your sponsorship today

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