



## Seattle 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 back to the same venue, St John's Hoxton and will be using the upper tier of the venue this year to increase capacity. With the increased capacity comes additional requirements, namely an improved AV system, additional toilet facilities and a marquee to handle catering for a larger number of people.

### The Team

The ServerlessDays Seattle organising team consists of

- Matt Weagle (Director at ShiftLift and Seattle Serverless Meetup Organizer)
- Ed Anderson (DevOps Manager at RealSelf)
- Jeff Hollan (Sr. Program Manager at Microsoft)
- Donna Malayeri (Product and Community Manager at Pulumi)

The organising team are all working on ServerlessDays in their personal capacity, and not as representatives of their employers.

### The Conference

Date: 4 October 2018

Venue: McCaw Hall (<https://www.mccawhall.com>)

Expected attendance: 300 people

### 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 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 London meetups which run every month and attract a good mix of attendees from developers at innovative startups like FundApps, or Vidzy, more mature startups like JustEat & Onefinestay to product managers at large multinational banks, and CTO's of national broadcasters or global system integrators.

## 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 - \$10,000 (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.
- 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 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 sponsors logo.
- You will also get 5 tickets, including t-shirts, with your sponsorship.

### *Silver Sponsor- \$3,000 (1 available)*

After the conference there is a drinks reception on the lawns outside the venue. Sponsor the reception and get the chance to engage with the attendees in a relaxed atmosphere

- Logo prominently displayed at the drinks reception
- Acknowledgement on stage
- All the benefits of the community sponsor package.

### *Community Sponsor - \$1,000 (10 available)*

Your company is an active supporter of the community, and are 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

## 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: [seattle@serverlessdays.io](mailto:seattle@serverlessdays.io)