Los Angeles Sponsorship Prospectus

Serverless is a buzzword that has broad 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 of 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 2019. We are organizing the first Los Angeles event at the Renberg Theatre. The theatre is located at the Los Angeles LGBT center and our goal is to encourage a safe place for the most diverse technical audience as possible.

The Team

The ServerlessDays Los Angeles organising team consists of
- Cody Wood (Application Security Engineer at Signal Sciences)
- Michael Garski (Director of Software Engineering at Fender Digital)
- Laura Kinson-Evans (Senior Software Engineer at Fender Digital)

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: February 27, 2019
Venue: Renberg Theatre
Expected attendance: 1-200

Format

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

Agenda:
　　　0830-0900 Registration Opens (Coffee and Light Breakfast)
　　　0900-1000 Introduction and Keynote
　　　1000-1050 First Talk
　　　1050-1100 Break
　　　1100-1200 Four lightning talks (~20min each)
　　　1200-1330 Lunch
　　　1330-1350 One lightning talks (~20min)
　　　1400-1550 ~One hour speaker session
　　　1600-1700 45 minute panel and closing

1700-2000 Reception Drinks&Food

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 Los Angeles 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.

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 (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.
- We're having lunch and breaks in an outdoor courtyard and your banner/logo will be displayed prominently in this area as well.
- 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.

Using a single-track conference format limits our ability to provide dedicated speaking spots for vendors. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, hand-curated, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package, however headline sponsors are invited to participate in the CFP. Headline sponsors will have the only booth slot in the open space.

Reception Sponsor- $3,000 (1 available)

After the conference there is a reception in the lobby of 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: cody@sprky.co