Portland Sponsorship Prospectus

Serverless is a buzzword that has questionable 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 2018. We are going to be hosted at The Armory to accommodate approximately 100 attendees in a convenient and well-known location.

The Team

The ServerlessDays Portland organizing team consists of
- Chase Douglas (CTO at Stackery)
- Chris Anderson (Director, Developer Evangelist at Fauna)
- Nicole Blystone (Operations Manager at Stackery)
- Farrah Campbell (Ecosystems Manager at Stackery)
- Jessie Newell (Marketing Manager at Fauna)

The Conference

Date: September 17. 2018
Venue: The Armory
Expected attendance: 100 people

Format

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

Both 20-30 minute talks and 5 minutes lightning talks are available as speaking options. Past iterations of ServerlessDays have had between 10-15 speakers from a variety of backgrounds ranging from those who are new to serverless to people who have real-world experience with serverless in production and under load.

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, program directors, and CTO's attending looking for something that can help drive their business forward..

We anticipate that attendees will be similar to those attending past Serverless PDX meetups. These monthly events have historically attracted between 40-50 people and include a mix of CTOs of start ups, engineers, and enterprise cloud architects for major companies.

Sponsorship Opportunities

Headline Sponsors - $2500 (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 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.

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 - $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

Become a Sponsor

We'd love to have you as a sponsor!

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