SharePoint Saturday Utah (#SPSUtah)

February 3rd, 2018

Sponsorship Packet

Event Description

SharePoint Saturday is a free community-focused SharePoint event dedicated to educating and engaging members of the local technical community. SharePoint Saturday draws upon the expertise of SharePoint IT professionals, developers and solutions architects who come together to share their real world experiences, lessons learned, best practices, and general knowledge with other like-minded individuals.

Event Details

SharePoint Saturday Utah is free to anyone who wants to attend. The event will run from 8:00 AM-5:30PM at the Calvin Rampton Complex – UDOT Learning Center located at 4501 Constitution Blvd Taylorsville, UT 84129.

A light breakfast as well as lunch will be provided, with raffles at the end of the day. There will be 3 primary content tracks—End User, Developer, and Administrator—from which attendees may select the topics which most closely align with their job function or area of interest. There will be additional full or partial tracks, such as SharePoint 101, Azure, Office 365, Design, and Business Adoption determined by interest and speakers.

Each session will last approximately 60 - 75 minutes and range from introductory, 100-level content to technical 300-level "advanced" sessions. Speakers will represent a broad cross section of the community and offer a variety of different perspectives and points of view.

Event Attendance

SharePoint Saturday events are quickly gaining popularity across the US and around the world, with smaller regions averaging 100–150 attendees, with some locations seeing attendance figures over 300. As the event approaches we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities.

For this event, we will accommodate between 150–250 people. With a strong local SharePoint User Group and high density of technology companies and SharePoint customers across the Wasatch front, we have met attendance goals of 120-160 people the past four years.

Attendee Information

A list of attendees, along with their name and email, will be provided to each sponsor within a week after the conclusion of the event. Attendee information is contingent on attendee election to opt-out for the release of such information to be given to the sponsors. Sponsors may use this information for

direct marketing purposes only; this information may not be sold, traded, given away or otherwise provided to any third-party not directly affiliated with the sponsoring entity.

Attendee Raffle Qualification

For attendees to qualify to receive a raffle give-away, they must visit each sponsors booth and have their card stamped by the vendor. This helps us encourage participants to visit each sponsor throughout the event. Platinum Sponsors will have the ability to participate during the raffle and will be mentioned before the raffle begins.

Venue Access

Sponsors will have access to the facility 45 minutes prior to the start of the event and for 30 minutes after the end of the event. Should you require more time for setup and/or teardown, please make a note on the attached form and we will do our best to accommodate your needs.

Sponsorship Packages

Since SharePoint Saturday Utah is a free, non-profit event, we rely on the support and generosity of sponsors to compensate for the expenses incurred during the event. There are seven categories of sponsorships available:

Platinum Sponsor - $2,000 USD

The Platinum Sponsor will receive the following benefits:

- All Gold Sponsor benefits
- Place for 2 attendees at Speaker Dinner, Friday, Feb. 2nd, along with special recognition there
- 1 min to talk about company during Giveaways
- Logo on handout bag
- Logo on Presentation start slide (Top Medium)
- Preferred booth location over Gold Sponsors
- Recognition via Social Media Blasts
- Increased Visibility as we promote the event

Gold Sponsor - $1,500 USD

The Gold Sponsor will receive the following benefits:

- All Silver sponsor benefits
- Special Recognition during keynote*(keynote tentative)
- Mentioned during ShareSki Lunch
- Logo on registration display
- Materials in handout bag that is distributed to all attendees
- 1 attendee at the Speaker Dinner, Friday, Feb. 2nd.
- Representation at "Ask the Expert" session (1 individual)
- Preferred booth location over Silver Sponsors
- Recognition via Social Media Blasts

Silver Sponsor - $1,000 USD

The Silver Sponsor will receive the following benefits:

- All Web Sponsor benefits
- Logo displayed during Giveaways
- Logo on Presentation start slide (Bottom small)
- Sponsor will receive a table in the sponsor area. Sponsors may decorate the table with any company logos, artwork, signage or other material as they see fit
- Sponsor may provide any collateral of their choosing to attendees
- Attendees required to visit sponsor booth to receive stamp to qualify for event giveaways
- Social Media Blasts

Web Sponsor - $500 USD

The Web Sponsor will receive the following benefits:

- Sponsor Logo on presentation closing slide (bottom small)
- Sponsor will receive attendee information for attendees who have not opted out
- Sponsor logo will be displayed on the SharePoint Saturday Utah website
- Sponsor logo will be displayed on program schedule during the event

ShareSki Sponsor - $500 USD (1 available)

ShareSki will be Friday, February 2nd, The ShareSki Sponsor will receive the following benefits:

- Sponsor will be able to add company/product blurb and logo on all SPSUtah coordination emails
- Mention during ShareSki Luncheon
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be displayed on the SharePoint Saturday Utah website
- Sponsor will receive attendee information for attendees who have not opted out

Raffle or In-Kind Sponsor

The sponsor can donate a raffle item and receive some recognition. Raffle items might include electronics, books, software, services, gift cards, etc.

Organizations that are raffle sponsors will receive the following benefits:

- Sponsor logo will be displayed on program schedule during the event
- Sponsor will be recognized at the time of the raffle

SharePint Sponsor- Estimated $400 - $800 USD (1 available)

The sponsor is responsible for paying the bill for the evening social that takes place after SharePoint Saturday February 3rd.

- Sponsor will be able to add company/product blurb and logo on all SPSUtah coordination emails
- Mention during SharePint
- 1 min to talk about company during Giveaways at end of SPSUtah
- Sponsor will receive attendee information for attendees who have not opted out

Sponsorship Benefits Comparison

Sponsor Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Web Sponsor	ShareSki Sponsor	SharePint Sponsor
Special Recognition at Speaker Dinner	✓					
Special Recognition during Morning Keynote*	✓	✓				
1 min to talk about company during Giveaways	✓					
Logo during Giveaways	✓	✓	✓			✓
Logo & details added all SPSUtah emails/web					✓	✓
Mention during ShareSki Luncheon	✓	✓			✓	
Logo on registration display	✓	✓				
Logo on handout bag	✓					
Materials in handout bag for all attendees	✓	✓				
Recognition via Social Media Blasts	✓	✓	✓			
Logo on Presentation start slide (Top Medium)	✓					
Logo on Presentation start slide (Bottom small)		✓	✓			
Logo on presentation closing slide (small)	✓	✓	✓	✓		
Attendees at Speaker Dinner	2	1	--	--	--	--
Email	✓	✓	✓			
Vendor Booth	✓	✓	✓			
Preferred Booth location (Over Gold)	✓					
Preferred Booth location (Over Silver)		✓				
Attendees required to visit sponsor for Raffles	✓	✓	✓			
Logo on Printed Attendee Materials & Signage	✓	✓	✓	✓	✓	
Logo on Web Site	✓	✓	✓	✓	✓	✓
Attendee List minus opt-outs	✓	✓	✓	✓	✓	✓

*Keynote is not guaranteed at this point.

Should there be any questions, feel free to contact:

Alise Desmond (sponsors@utsharepoint.org) 661-208-5725

Sponsorship Commitment

My organization, _____ (company name), is committed to sponsor SharePoint Saturday Utah on February 3rd, 2018, with the following sponsorship package:

- ☐ Platinum - $2,000
- ☐ Gold - $1,500
- ☐ Silver - $1,000
- ☐ Web-only - $500
- ☐ ShareSki - $500
- ☐ SharePint – Estimated $400-$800

Once we receive your sponsorship commitment, we will contact you to confirm your sponsorship and payment. <u>Your sponsorship is not guaranteed until payment is received</u>. Sponsorship benefits begin upon receipt of payment.

Sponsor Deadlines:

January 5th, 2017

- Logo for Platinum sponsors (B&W line-art vector file such as EPS) – used for handout bags

January 19, 2017

- Payment by all sponsors. Make checks payable to Utah Geek Events
    - o We can process credit cards
    - o Send Checks to
        Utah Geek Events
        c/o Pat Wright
        5720 W 5930 S
        Kearns, UT 84118
- Need digital logos (color or B&W image such as JPG, PNG, etc.; minimum 600 pixels in the long dimension) from all sponsors.
- Collateral from Platinum and Gold Sponsors for handout bags

Confirmed by: _____

Printed Name: _____

Company: _____

Signature: _____

Date: _____