



# Google Developer Groups Burnaby

## Request for Sponsorship



The word "devfest" is written in a white, lowercase, sans-serif font. It is positioned on a black rectangular background that is part of a larger graphic. The graphic consists of a grid of squares, some of which are green and contain white circular patterns, while others are black. The word "devfest" is centered horizontally within the black square.

Google Developer Groups (GDGs) are communities of developers who are interested in Google's developer technology products and platforms.

GDG events can vary from small group gatherings to large events with tech talks and demos, including dynamic activities like code sprints and hackathons.

As of June 2023, there are  
**1000+ GDG events worldwide.**

**DevFest** is one of these events.

# The Organizing Team

Empowered by your vision, our values drive exceptional results.



**Vaishnavi Venkata Subramanian**

**Founder**

My "why" in one word: **Resilience**



**Jacky Tung**

**Co-Founder**

My "why" in one word: **Empathy**



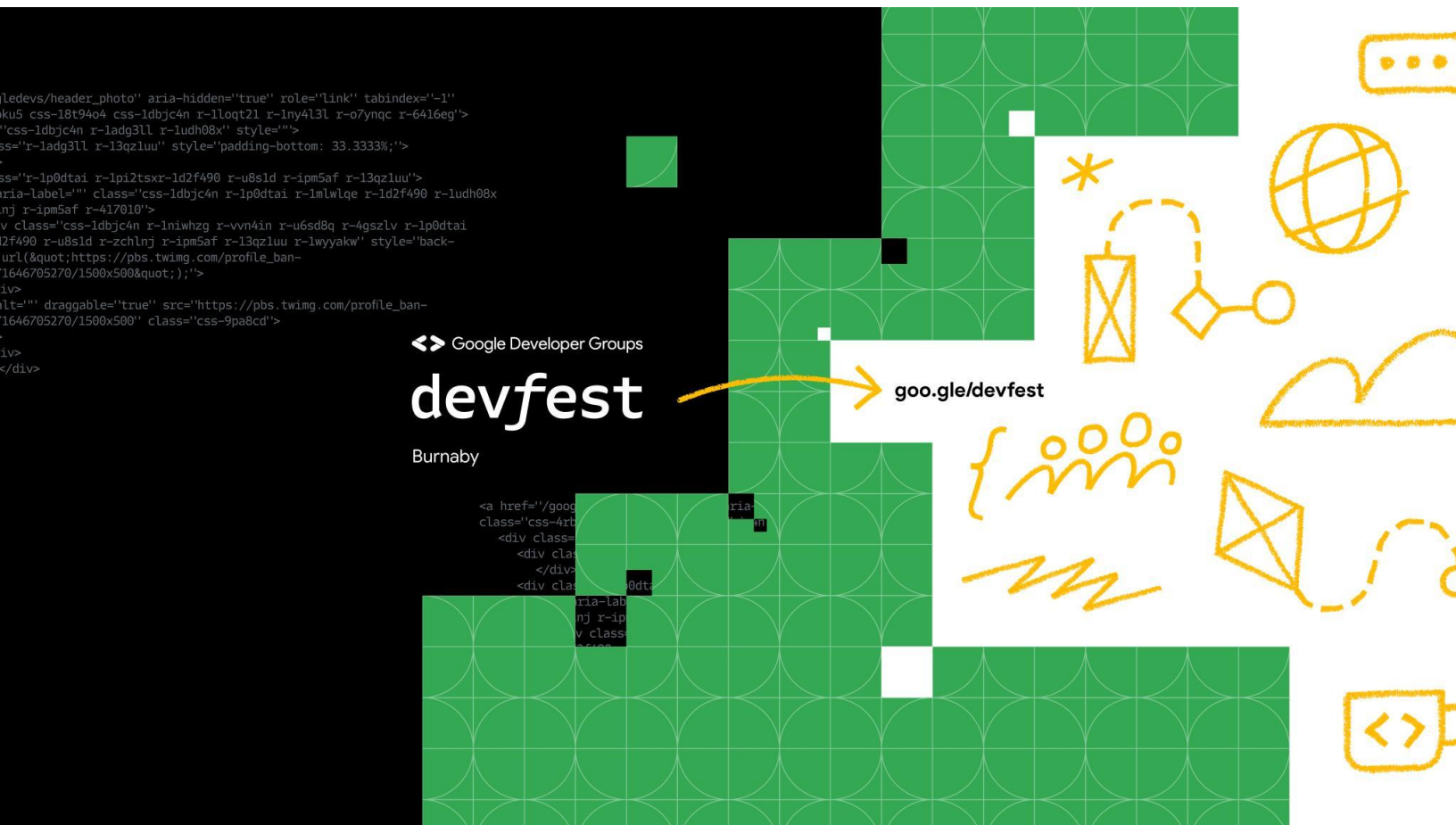
**Rajat Dipta Biswas**

**DevFest Organizer**

My "why" in one word: **Community**



# DevFest 2023



**DevFest 2023** will be a 100% community organized, single day, multi track, developer conference with industry experts presenting on exciting topics including Mobile, Web, Cloud, Virtual Reality, Machine Learning, Generative AI, and more!

We welcome businesses that are looking to increase their presence in the Burnaby regional tech communities by reaching local developers and technology focused individuals through event sponsorships.

# Event Overview

## Format

Join us as we embark on a transformative journey at our upcoming event. We begin with a grand opening ceremony, setting the stage for our esteemed keynote speakers. As our guests, you'll be seamlessly guided through a series of breakout rooms, an industry showcase, and a closing address by another critical industry leader.

## Keynote Spotlight

At GDG Burnaby, our mission extends beyond mere presentations. We aspire to ignite a spark in our attendees — to empower them to drive change in their personal, professional, and academic spheres. Central to this vision is the community experience we cultivate. Thus, we uphold high standards, ensuring our speakers resonate deeply with our audience. We're thrilled to bring esteemed speakers from Google, epitomizing the calibre of inspiration we aim to provide. We're also searching for one more captivating voice to join our lineup. Do you have a recommendation? We'd love to hear it!

## Breakout sessions

Dive deeper into industry insights with our diverse breakout sessions. From software engineering to data science, Flutter to other cutting-edge topics, we've got a spectrum of discussions lined up. And here's the best part for our treasured sponsors: while there's typically a charge to host these sessions, sponsors receive complimentary sessions as a token of our partnership. We encourage you to collaborate, infusing your organization's unique perspective into our event's narrative.

# Event Agenda

Our event will take place over the course of 1 day at two different locations.

Time	Agenda		
9:00 - 10:45	Inaugural Ceremony and Keynote		
11:15 - 12:00	Workshop Session	Workshop Session	Workshop Session
12:00 - 13:00	Lunch with Leadership Group		
13:00 - 14:00	Workshop Session	Workshop Session	Workshop Session
14:00 - 15:00	Workshop Session	Workshop Session	Workshop Session
15:00 - 16:00	Workshop Session	Workshop Session	Workshop Session
16:00 - 17:00	Networking Session		
17:30 - 18:30	Closing Ceremony and Vote of Thanks		

# Ceremonies

## Opening Ceremony - 90 minutes

During the opening ceremony, we will cover the specifics of DevFest and provide a platform for various partners and organizations to showcase their offerings.

- Acknowledgments and disclaimers - 10 mins
- GDG Burnaby introduction - 10 mins
- Sponsorship talk - 30 mins
- Opening keynote - 30 mins
- Event rundown - 10 mins

## Closing Ceremony - 50 minutes

The closing ceremony will express gratitude to our esteemed speakers and sponsors, while also facilitating a networking session for attendees.

- Highlights and key takeaways - 15 mins
- Sponsorship talk - 5 mins
- Feedback - 5 mins
- Closing keynote - 20 mins
- Event closing - 5 mins

# Venue Sponsor Support

## Venue

- Venue with space of around 100+ occupants.
- At least 1 separate room for speakers, volunteers, and organizers.
- Security for guest at venue location.
- Volunteers for directing people.
- Audio-visual for presenter.
- Podium for speakers.
- Setup sponsorship booth.
- Accessibility requirements for people with disabilities.
- Volunteer teams of at least 5 and 25 maximum.

## Attendees

- Enough seats for people during event.
- Working internet. Instructions for connecting to guest wifi.
- Easily accessible water coolers and coffee during the event.
- Snacks for attendees between sub-events at designated areas
- Optional
  - Career workshops
  - Guest speaking mixer prior to event
  - Recruitment



# Sponsorship and Awards

## Sponsorship options

- **Catering.** Sponsor food budget at the venue.
- **Sponsorship gifts.** Branded gifts for attendees.
- **Raffle ticket prizes.** Gift cards, products, swag, Google hats.
- **Venue.** We currently have a venue for our sessions already, but we are currently looking for a venue that can accommodate for a 120+ attendee opening and closing ceremony.

## Target audience

- **GDG Burnaby members.** The heart of our organization and the essence of our community
- **Sponsors.** Vital partners enabling the magic of the event.
- **Guest speakers.** Industry experts selflessly sharing knowledge and enhancing the event's value.
- **Collaborators.** Partnering with renowned organizations like Google, Google Developer Student Clubs, SFU, Northeastern University, and more.
- **Students.** Special slots reserved for eager learners from institutions like SFU and Northeastern University.
- **Institutions & Corporates.** Opportunities for academic establishments to showcase their programs, and corporations seeking visibility and engagement.

## Exposure Benefits

- **University networking.** For university to showcase their early talent.
- **Corporate Networking.** A chance for companies to connect, collaborate and discover synergies.
- **Academic showcase.** Spotlight for institutions to promote post-undergraduate programs.

# Sponsorship Tiers

Thank you for taking an interest in sponsoring GDG Burnaby DevFest 2023. Examples of sponsorship opportunities include venue sponsorship, food and catering, sponsorship gifts, and raffle ticket prizes.

Benefits	Emerald Sponsors \$1000 or Venue	Ruby Sponsors \$500	Sapphire Sponsors \$300	Topaz Sponsors \$200 / Startup
Opening or Closing Speaker Slot	5 minutes	2 minutes	2 minutes	-
Complimentary Event Tickets	10	5	3	2
Sponsor Booth	Large booth + up to 10 booth guest	Regular booth + up to 5 booth guest	Small booth + up to 3 booth guest	Small booth + up to 2 booth guest
Industry Product During Raffle	✓	✓	✓	✓
Sponsor Logo on Event & Chapter Websites	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	
Drive Your Own Session	✓	✓		
Swag Distribution to Attendees	✓			

# Event Budget

Item	Expense (est.)
Food and Catering	\$1500.00
Sponsor and speaker gifts	\$200.00
Venue (Optional)	\$500.00
<b>TOTAL</b>	<b>\$1700.00</b>
<b>TOTAL w/ VENUE</b>	<b>\$2200.00</b>

## Cost Breakdown

- **Food:** Light breakfast and catering during networking event for attending guests. Estimate is based off the Gender (In)Equality in Tech event, which acquired sandwiches for ~150 people for slightly less than \$1500.
- **Sponsor Gifts:** Gifts to show appreciation for sponsors for helping to fund the event. We will look to provide Khoury swag from the university and purchase additional gifts if necessary.
- **Beverages & Cups:** Coffee, tea, water, and other beverages to accompany food and be available throughout the event. Coffee and water could be provided by the university; anything more will require funding.
- **Venue:** Venue cost vary from nothing to \$500. This funding could be provided by a sponsor, or a sponsor could offer to host the event at their facility.

# Next Steps

Thank you for taking the time to read our introduction!

If you have any questions, please let us know. We're committed to finding the best ways possible to work with our partners. Feel free to any of our board members:

**Jacky Tung**

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**Vaishnavi Venkata Subramanian**

**vaishnavi.subramanian@gmail.com**

**Rajat Dipta Biswas**

**rdbiswas97@gmail.com**

## Socials

**GDG Community Page**

<https://gdg.community.dev/gdg-burnaby>

**LinkedIn**

<https://www.linkedin.com/company/gdgburnaby>

**Call for Proposals**

<https://sessionize.com/devfest-2023-burnaby>