



**SCRUM DAY**

Bengaluru | ಬೆಂಗಳೂರು

# **SCRUM DAY**

## **BENGALURU**

19<sup>th</sup> June 2021

## Sponsorship Document

Knowledge Partner



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# Why Should you Sponsor ScrumDay Bangalore 2021?

As a patron of ScrumDay Bangalore, you would receive the ideal platform to demonstrate your organization's commitment to the Agile community, and investment in promoting knowledge sharing in the industry at large. Participation in the Sponsorship program offers proven opportunities for your organization to reach out to hundreds of conference delegates.

Bengaluru or Bangalore is the IT Capital and Silicon Valley of India. Scrum is the most popular Agile Framework. Xebia is the leading Agile Consulting and Training firm. When these three come together – Its festival of knowledge and networking. Xebia proudly presents Scrum Day Bangalore 2021 – the festival of knowledge and networking. The Live virtual event brings Agile Enthusiasts, Agile Practitioners all over the world to visit namma Bengaluru to come together, share the knowledge and network. With an awesome, most pressing need of the hour theme “Metrics and Measurements – Mirrors of Enterprise Mental Models” discover, explore, deep dive into the madness behind metrics – the good, bad and ugly of number crunching.

## Key Benefits

- ▶ Visibility amongst the multiple organizations who will participate, all of whom are avid practitioners of or interested in the Agile methodology and Agile frameworks.
- ▶ This year, we expect about 200+ attendees as this would in a live virtual format with delegates from across the world expected to attend.
- ▶ Attendees include representatives from all arenas of the IT services and product development industry, the academic fraternity, project management community, Agile coaches and trainers, and executives from leadership teams of organizations interested in holistic enterprise Agility.
- ▶ With an expansive array of Sponsorship packages and options, the event offers an unrivalled return on your investment, via several avenues of conference-wide publicity.

## What to Expect

### Wider Reach

Your Organization's visibility will be enhanced in the community of agile and Scrum practitioners, trainers, coaches, and enthusiasts.

### Valuable experience

ScrumDay Bangalore – on a Live Virtual Platform provides lot of opportunities for interactivity – chat and Q&A sessions for Speakers with participants, Sponsor Videos and Promotions display.

### One day Power packed schedule

200+ delegates, 3 tracks, 10+ internationally renowned Speakers – offer an excellent opportunity to network, promote your brand, share and gain knowledge.

## About Xebia

Xebia is a specialized global IT Consultancy and Services company focusing on Enterprise development, Agile development, DevOps, and Outsourcing services. Xebia's passion is for in-depth technology in combination with Lean, Agile and Scrum practices are Xebia's driving factors and competitive edge. Xebia works closely with known thought leaders in the field of Agile, Continuous Delivery and training such as Jeff Sutherland (Co-creator of Scrum), David Farley (Co-Author of Continuous Delivery) and Mitchell Hashimoto (Creator of DevOps tools such as Vagrant, Consul, and Packer).

Xebia has been organizing the AgileNCR successfully since 2007 with the most recent AgileNCR2020 being the 11th version. International speakers, industry practitioners, Agile gurus and Seasoned Agilists have been associated with AgileNCR time and again – Gunther Verheyen, Sally Elatta, Shane Hastie, Steve Porter, Pete Deemer, Ralph Roosmalen, Sanjiv Augustine, Hedwig Baars, Chris Lukassen, Jasper Sonneveld, Tathagath Verma, Anand Murthy Raj and Rini van Soligen to name a few.

## Platform Partner – **Hubilo**

Hubilo is a market leader in the Virtual and Hybrid event platform space. Hubilo makes it possible for organisations to provide an engaging & interactive event experience to their global audience and transform the way people connect, interact and host events.



### Real-time virtual live sessions

Virtual Event Sessions are hosted virtually in real-time accessed on-demand elevating the attendee experience



### Separate Rooms for breakout and demos

Premium Demo rooms in order to provide leads with engaging virtual demos.



### Virtual sponsor booths

An online space for sponsors and exhibitors to market their product or service.



### Virtual Networking lounges

A bliss for attendees to feel closer to an in-person event. It allows one on one Interactions in a virtual networking lounge similar to the physical one.



### Engagement & Networking

Most online events are basically webinars which will enable many to many interactions just like real-life events.



### Gamify the entire experience

Adding zing to the virtual event and Incorporate gamification features in real-time and create a fun & memorable experience.

# Sponsorship Package

## Title Sponsor

**INR 150000 + GST / US \$2000 + GST**

ScrumDay Bangalore is bringing together more than 200+ passionate Agile professionals. With Title Sponsorship, you will be able to connect with the global community and attendees before, during, and after the event. Take advantage of this incredible value, which includes, complimentary registrations, and digital promotion of your brand.



### Event

- ▶ Event Sponsor Logo
- ▶ Your company Logo published on event agenda, backdrops, presentation decks
- ▶ Verbal recognition during conference announcement
- ▶ Brand visibility on Conference program standee mentions
- ▶ Five Complimentary Registrations
- ▶ Show 3 min Video of your company during general session
- ▶ Database of all the participants
- ▶ Virtual booth

### Digital

- ▶ Social media post
- ▶ Website mention of Sponsor (Logo with links to website, URL, Description)
- ▶ Company description on website (500 words)
- ▶ Recognition in all digital marketing materials
- ▶ Email blast to all attendees on Organization's product and services (2 weeks before the schedule of the conference)

# Sponsorship Package

## Platinum Sponsor

**INR 100000 + GST / US \$1500 + GST**

The Platinum Sponsorship package is offered to organizations that want a high-impact way of getting their brand and product to our attendees. Conference attendees range from practitioners all the way up to decision makers in their companies. A Platinum Sponsorship package offers a great way to connect with each one of them.

**Platinum**  
Sponsor

### Event

- ▶ Event Sponsor Logo
- ▶ Recognition during conference announcement
- ▶ Brand visibility Conference program standee mentions.
- ▶ Three Complimentary Registrations
- ▶ Database of all the participants
- ▶ Virtual booth

### Digital

- ▶ Social media post
- ▶ Mailers to Participants
- ▶ One e-Blast message sent to all attendees by hosts (pre- or post-conference)
- ▶ Website mention of Sponsor (Logo with links to website, URL, Description)
- ▶ Company description on website (250 words)
- ▶ Recognition in all digital marketing materials

# Sponsorship Package

## Gold Sponsor

**INR 75000 + GST / US \$1000 + GST**

**Gold**  
Sponsor

### Event

- ▶ Event Sponsor Logo
- ▶ Brand visibility on Conference program standee
- ▶ Two Complimentary Registration
- ▶ Virtual booth

### Digital

- ▶ Social media post
- ▶ Mailers to Participants
- ▶ One e-Blast message sent to all attendees by hosts (pre- or post-conference)
- ▶ Website mention of Sponsor (Logo with links to website, URL, Description)
- ▶ Company description on website (150 words)
- ▶ Recognition in all digital marketing materials

## Sponsorship Benefits

We recognize the varying investment needs of our partners and through our various sponsorship packages we will try to address all your needs:

	Title Sponsor	Platinum Sponsor	Gold Sponsor
Event sponsor logo	Y	Y	Y
All social media post	Y	Y	Y
Mailers to participants	Y	Y	Y
e-Blast message sent to all attendees by hosts (pre or post-conference)	Y (2)	Y (1)	Y (1)
Website mention of sponsor (logo with links to website, URL, description)	Y	Y	Y
Company description on conference website	Y (500 words)	Y (250 words)	Y (150 words)
Recognition during conference announcement	Y	Y	
Brand visibility on conference program schedule	Y	Y	Y
Recognition in all digital marketing materials	Y	Y	Y
Complimentary registrations	Y (5)	Y (3)	Y (2)
Video during general session	2 min	NIL	NIL
Database of all the participants with the sponsors	Yes	Yes	Yes
Virtual booth available	Yes	Yes	Yes
<b>SPONSORSHIP COST (IN INR)</b>	<b>INR 150000 + GST</b>	<b>INR 100000 + GST</b>	<b>INR 75000 + GST</b>
<b>SPONSORSHIP COST (IN USD)</b>	<b>\$2000 + GST</b>	<b>\$1500 + GST</b>	<b>\$1000 + GST</b>

## Contact Information

### Sponsorships

[conferences@xebia.com](mailto:conferences@xebia.com)

### General Enquiries

[conferences@xebia.com](mailto:conferences@xebia.com)