

2018

SPONSORSHIP

OPPORTUNITIES



Agile Austin, Austin's community of Agile & Lean software practitioners, is proud to announce Keep Austin Agile 2018, to be held on May 24, 2018 at the JW Marriott in Austin, TX.

Our sixth conference continues Agile Austin's mission to elevate the state of Agile practices and educate Agile practitioners of all levels. The conference's multiple subject tracks and interactive workshops will appeal to everyone, from novices to gurus, and technical professionals to company executives.

Keep Austin Agile is now one of the top regional Agile conferences in the nation. Our five previous conferences have all sold out in advance and we expect that trend to continue this year.

Keep Austin Agile 2018 provides a unique opportunity for companies to network with a projected audience of 750 attendees, partners, and IT professionals. Agile Austin is inviting companies to sponsor this conference and support our mission, which is to promote agile software development concepts such as those set forth in the Agile Manifesto, to create a public forum for the exchange of practice information, and to create opportunities for the professional development of members.

SPONSORSHIP OPPORTUNITIES

KEEP AUSTIN AGILE

	TITLE SPONSOR	WELCOME BAG SPONSOR	SOCIAL EVENT SPONSOR	PLATINUM LEVEL	GOLD LEVEL	COFFEE BAR SPONSOR	SILVER LEVEL	JOB BOARD SPONSOR	BRONZE LEVEL
AVAILABILITY	1	1	1	6	10	1	8	1	8
INVESTMENT	\$12.5K	\$6.5K	\$6K	\$4.2K	\$3.2K	\$1.5K	\$1K	\$750	\$500
Conference Program Ad	Double-Page + Cover Logo	N/A	Double-Page Spread	Double-Page Spread	Full-Page	N/A	Half-Page	N/A	Half-Page
Complimentary Registrations	8	N/A	6	4	2	N/A	1	N/A	N/A
Up to 3 Marketing Materials in Welcome Bags	•	•	•	•	•		•		
Logo on Website	•	•	•	•	•		•		•
Logo on Newsletters	•	•	•	•	•		•		•
Receive Attendee Demographic Data Report	•	•	•	•	•		•		
Logo on Conference Giveaway	•	•	•	•	•				
Receive Attendee Contact Info 1 Week Prior to & Post Conference Date	•		•	•					
Optional - Purchase Attendee Contact Info for \$1K to be received Post-Conference		•			•				
Discount on Social Sponsorship	•	•		•	•				
Booth at Sponsor Showcase	2		•	1	1				
Exclusive Booth at Social Event			•						
Prominent Signage	•		•						
2-Min Intro During Conference Kickoff Session	•								
Branded Lanyards (<i>Provided by Sponsor</i>)	•								
Formal Thank You at Social Event			•						
Exclusive Marketing Materials at Social Event			•						
Logo on Conference Name Badge	•								
Logo on Coffee Bar Signage						•			
Optional - Logo on Coffee Sleeves for \$1.5K						•			
Logo on the Job Board								•	

* For \$2,000 more, you will receive a Gold Level Sponsorship and for \$3,000 more, you will receive a Platinum Level Sponsorship of Keep Austin Agile 2018.

TITLE SPONSOR

LIMITED TO \$12,500

SOLD

- 2 - 6' tables (set up as 1 booth) in the most desirable location of the Sponsor Showcase
- Double-page spread advertisement in the conference program in a prominent location
- Company logo on the cover of the conference program
- 8 complimentary registrations for the conference
- Up to 3 marketing materials (provided by Title Sponsor) placed in welcome bags given to every attendee
- Top placement of your company logo on conference website
- Top placement of your company logo on conference giveaway
- Company logo on bottom of each newsletter
- Access to attendee contact information one week prior to & post conference date
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- Prominent placement of your company's freestanding signage (provided by Title Sponsor) in the conference main hall
- 2-minute introduction before the keynote presentation
- Company logo on lanyards (provided by Title Sponsor)
- Receive aggregate attendee demographic data after the conference
- Company logo on conference name badges

INTERESTED?

To enroll as a sponsor or if you would like more information, please email sponsorship@agileaustin.org

WELCOME BAG SPONSOR

LIMITED TO 1 - \$6,500

This exclusive sponsorship allows for one company to have their logo promoted on high quality, durable welcome bags for all attendees to use during the conference and long after the sessions are over, in their grocery shopping excursions and more.

- Welcome bags with company logo provided by Keep Austin Agile
- Up to 3 marketing materials (provided by Welcome Bag Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Company logo on bottom of each newsletter
- Option to purchase attendee contact information for \$1,000 (to be received post conference)
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- Receive aggregate attendee demographic data after the conference

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SOCIAL EVENT SPONSOR

LIMITED TO 1 - \$6,000

We'll wrap up our conference with an energizing evening of food, drinks and networking. One sponsor will have the opportunity to host this social event.

- 1 - 6' table (set up as 1 booth) during the social event
- Double-page spread advertisement in the conference program
- 6 complimentary registrations for the conference
- Up to 3 marketing materials (provided by Social Event Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Company logo on bottom of each newsletter
- Access to attendee contact information one week prior to & post conference date
- Prominent signage (provided by Social Sponsor) displayed in reception area
- Formal thank you announcement from Agile Austin during the social event
- Marketing materials (provided by Social Event Sponsor) may be distributed during the social event
- Receive aggregate attendee demographic data after the conference

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PLATINUM LEVEL

LIMITED TO 6 - \$4,200

- 1 - 6' table (set up as 1 booth) in prime location at the Sponsor Showcase
- Double-page spread advertisement in the conference program
- 4 complimentary registrations for the conference
- Up to 3 marketing materials (provided by Platinum Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Company logo on bottom of each newsletter
- Access to attendee contact information one week prior to & post conference date
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- Receive aggregate attendee demographic data after the conference

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GOLD LEVEL

LIMITED TO 10 - \$3,200

- 1 - 6' table (set up as 1 booth) at the Sponsor Showcase
- Full-page advertisement in the conference program
- 2 complimentary registrations for the conference
- Up to 3 marketing materials (provided by Gold Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Company logo on bottom of each newsletter
- Option to purchase attendee contact information for \$1,000 (to be received post conference)
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- Receive aggregate attendee demographic data after the conference

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COFFEE BAR SPONSOR

LIMITED TO 1 - \$1,500

This exclusive sponsorship allows for one company to have their logo promoted throughout the coffee bar.

- Company logo on 2 large coffee bar signs
- Coffee bar to include coffee, tea, refreshments, water, furniture pods and phone charging station (branding not included on charging station)
- Option to print company logo on coffee sleeves for \$1,500

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SILVER LEVEL

LIMITED TO 8 - \$1,000

- Half-page advertisement in the conference program
- 1 complimentary registration for the conference
- Up to 3 marketing materials (provided by Silver Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on bottom of each newsletter
- Receive aggregate attendee demographic data after the conference

INTERESTED?

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JOB BOARD SPONSOR

LIMITED TO 1 - \$750

This exclusive sponsorship allows for one company to have their logo promoted at the top of the job board. Keep Austin Agile's job board is a community board where any employer or employee can write or use a sticky note to list an opening.

INTERESTED?

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BRONZE LEVEL

LIMITED TO 8 - \$500

- Half-page advertisement in the conference program
- Company logo on conference website
- Company logo on bottom of each newsletter

INTERESTED?

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PAST SPONSORS



INTERESTED?

To enroll as a sponsor or if you would like more information, please email sponsorship@agileaustin.org

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Sponsorship benefits will be strictly enforced. Any sponsor wishing to change or add to the standard benefits of their sponsorship level before or during the conference needs to send their requests to the sponsorship committee for review and approval. This includes but is not limited to any changes to standard booth setup, atypical giveaways at the booth, contacting attendees too early, etc.

