



SharePoint Saturday Cleveland Sponsorship Packet

Thank you for your interest in supporting SharePoint Saturday Cleveland.

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 local 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 Cleveland will be hosted at the Embassy Suites in Independence located at 5800 Rockside Woods Blvd, Independence Ohio 44131 and is free to anyone who wants to attend. The event will run from 8:00AM-5:30PM on November 14, 2009. Lunch will be provided and there will be numerous giveaways throughout the day. There will be 5 primary content tracks – End User, Developer, Administrator, SharePoint 2010, and special interest from which attendees may select the topics which most closely align with their job function or area of interest. Each track will consist of five presentations lasting approximately 75 minutes and ranging from introductory, 100-level content to highly-technical, 400-level “expert” sessions. Speakers will represent a broad cross section of the community and offer a variety of different perspectives and points of view.

Event Attendance

As this will be the first SharePoint Saturday event held in the Ohio area, we cannot provide any metrics regarding participation levels, at this time. Similar events in other cities have attracted an average of 150 – 225 attendees. As the event approaches we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities. – We are expecting an estimate of 200 attendees.

Display Description

Each sponsor having contributed to the packages below 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.

Collateral Guidelines

Sponsors may provide any collateral of their choosing to attendees.

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-in 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.

Sponsors will have access to the facility 45 minutes prior to the registration start time. Sponsor teardown will need to be complete by 5:00PM the day 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 Categories

There are two categories of sponsorships that are available; sponsors that will have a booth during the event and sponsors that will not have a booth during the event.

Sponsors that will have a booth during the event

Organizations that sponsor the following packages listed below will get a booth at the event. In addition, they will also receive attendee information for attendees that opt-in to receive information from sponsors. Lastly, sponsor logos will be displayed on the SharePoint Saturday Cleveland website and program schedule during the event.

Booth sponsorship packages available:

- Lunch Sponsor
 - Lunch for the day of the event for all attendees
 - Lunch includes; lunch food, and drinks
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Valued at \$1000

- Breakfast Sponsor
 - Breakfast for the morning of the event for all attendees
 - Breakfast includes breakfast pastries and coffee
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Valued at \$1000

- Afternoon Snack Sponsor
 - Drinks and snacks for the afternoon of the event for all attendees
 - Drinks will include coffee, water, iced tea, soda
 - Snacks may be cookies
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Valued at \$1000

- Speaker Dinner Social Sponsor
 - Speakers and staff will have a dinner social the night before the event (30 people max)
 - Sponsor is welcomed and encouraged to attend but is not required
 - Sponsor will be responsible for paying for the dinner
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Value average \$1500

- SharePint Sponsor
 - SharePint is a unique community event where attendees get the opportunity to network with the event speakers in an atmosphere complete with food and drinks.
 - SharePint occurs directly after the SharePoint Saturday Cleveland event at a location to be determined.
 - SharePoint Saturday Cleveland staff will coordinate the logistics including location, reservations, and food.
 - Sponsor is welcome and encouraged to attend but is not required
 - Valued at \$1000

- Speaker Shirts Sponsor
 - Polo Shirts for the speakers (various sizes)
 - SharePoint Saturday Cleveland and sponsor's logo embedded on the T-Shirts
 - Speaker shirts must be available the day before the event
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Valued at \$750

- Attendee Registration Sponsor
 - Registration items for all attendees
 - Items will be distributed from registration area
 - SharePoint Saturday Cleveland logo will be on item
 - SharePoint Saturday Cleveland staff will coordinate the logistics
 - Item typically t-shirt or pint glass (to coordinate with 'SharePint' gathering)
 - Valued at \$750

Sponsors that will not have a booth during the event

Organizations that will give away their product or service will have their logos displayed on the SharePoint Saturday Cleveland website and program schedule during the event.

- Raffle Sponsor
 - There will be a raffle at the end the event
 - Raffle item should not be a product or service of the sponsor
 - Raffle item should be worth \$200 or more (i.e. MP3 player, laptop, hard drive, gift certificates, etc.)
 - Sponsor will be responsible for ordering and paying for the raffle item
 - SharePoint Saturday Cleveland staff will coordinate the logistics

- Product or Service Raffle Sponsor
 - There will be a raffle at the end and throughout the event
 - Raffle item will be a product or service of the sponsor (i.e. books, software, training, etc.)
 - SharePoint Saturday Cleveland staff will coordinate the logistics of when the item(s) will be raffled

Should there be any questions; feel free to contact the Event Sponsorship Team at spsclev@live.com.

Event Sponsorship Team

Event Coordinator:

Melissa Lucarelli
440.476.2362

Event Sponsor Chairpersons:

Don Zielke
Sam Nasr

Event Site www.sharepointsaturday.com/cleveland

Event Twitter Hash Tag #spsclev



SharePoint Saturday Cleveland Sponsorship Commitment

Sponsorship for SharePoint Saturday Cleveland is on a first come first serve basis. Kindly fill in the form for your sponsorship commitment and send it to spscle@live.com.

My organization, _____ (company name), is committed to sponsor SharePoint Saturday Cleveland with the following sponsorship package:

- Lunch Sponsor
- Breakfast Sponsor
- Afternoon Snacks Sponsor
- Speaker Dinner Social Sponsor
- SharePint Sponsor
- Speaker Shirts Sponsor
- Attendee Registration Sponsor
- Raffle Sponsor:

Item _____ Value _____

- Product or Service Raffle Sponsor:

Item _____ Value _____

Signature: _____ Date: _____

Name: _____ Company: _____

Confirmed by: _____