

SharePoint Saturday EAST BAY September 11, 2010 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 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 East Bay is free to anyone who wants to attend. The event will run from 8:30 AM-5.30PM at the San Ramon Marriott in San Ramon, CA. Learn more about the venue here:

<http://bit.ly/spsbay>

Breakfast and lunch will be provided and there will be numerous giveaways throughout the day. There will be 6 primary content tracks – End User, Developer, Architect, Administrator, Special Interest and Vendor from which attendees may select the topics which most closely align with their job function or area of interest.

Each session will last approximately 75 minutes and range 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

SharePoint Saturday events are quickly gaining popularity across the US and around the world, with smaller regions averaging 100 – 175 attendees, with some locations seeing attendance figures over 300. The recent event in Washington East Bay included over 950 participants. 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 **400 - 450 people**. We are confident that we will have full capacity based on past events. Most SPS events are filled within 24 hours of opening registration with a sizable waiting list.

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.

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 East Bay is a free, non-profit event, we rely on the support and generosity of sponsors to compensate for the expenses incurred during the event. Sponsors will receive a receipt issued by the non-profit organization, SharePoint Saturday.

There are five categories of sponsorships that are available:

- **Platinum Level - \$2500 USD (SOLD OUT)**

Organizations that are Platinum sponsors will receive the following benefits:

- Sponsor will receive a table in the sponsor area (or sponsor room). 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
- Sponsor will receive attendee information for attendees that have opt-in
- 1 sponsor representative is invited to the speakers' dinner
- Sponsor logo will be displayed on the SharePoint Saturday East Bay website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags
- Sponsor logo will be printed on attendee t-shirts
- Sponsor can stream a recorded video/screencast up to 30 minutes on the SharePoint Saturday East Bay website from Aug 30 – Sept 11, 2010.
- Sponsor will get a 75-minute session for the vendor track (first come first serve for time slot). The sponsor can present any topic and invite anyone they would like.

- **Speaker Dinner Sponsor - \$2000 USD (SOLD OUT)**

The Speaker Dinner sponsor will receive the following benefits:

- Sponsor will receive a table in the sponsor area (or sponsor room). 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
- Sponsor will receive attendee information for attendees that have opt-in
- Sponsor will host the speakers' dinner, and will be able to address the speakers for 10-15 minutes
- Sponsor logo will be displayed on the shoulder of the speaker shirt
- Sponsor logo will be displayed on the SharePoint Saturday East Bay website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags
- Sponsor logo will be printed on attendee t-shirts

- **Gold Level - \$1750 USD (SOLD OUT)**

Organizations that are Gold sponsors will receive the following benefits:

- Sponsor will receive a table in the sponsor area (or sponsor room). 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
- Sponsor will receive attendee information for attendees that have opt-in
- 1 sponsor representative is invited to the speakers' dinner
- Sponsor logo will be displayed on the SharePoint Saturday East Bay website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags

- **Silver Level - \$1250 USD (SOLD OUT)**

Organizations that are Silver sponsors will receive the following benefits:

- Sponsor will receive a table in one of 2 side halls of the sponsor area (or sponsor room). 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
- Sponsor will receive attendee information for attendees that have opt-in
- Sponsor logo will be displayed on the SharePoint Saturday East Bay website
- Sponsor logo will be displayed on program schedule during the event

- **Named Sponsor - \$500 USD**

Organizations that are named sponsors will receive the following benefits:

- Sponsor will receive attendee information for attendees that have opt-in
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor logo will be displayed on program schedule during the event

- **Raffle Sponsor - <\$500 USD**

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

Should there be any questions, feel free to contact the event co-chairs:

Christian Buckley	425-246-2823	cbuck@echotechnology.com
Michael Noel	510-444-5700	michael@cco.com

Sponsorship Commitment



Sponsorship for SharePoint Saturday East Bay is on a first come first serve basis. Kindly fill in the form for your sponsorship commitment and scan/email it to cbuck@echotechnology.com

Once we receive your sponsorship commitment, we will contact you for payment and your sponsorship payment should be sent **within 5 days of contact**. If not, your sponsorship commitment will be voided.

My organization, _____ (company name), is committed to sponsor SharePoint Saturday East Bay on September 11, 2010 with the following sponsorship package:

- Platinum
- Gold
- Silver
- Dinner
- Raffle

Confirmed by:

Signature:

Date:

Printed Name:

Company: