



SharePoint Saturday NYC Sponsorship Packet

Thank you for your interest in supporting SharePoint Saturday NYC.

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 NYC will be hosted at Microsoft office in New York located 1290 Avenue of the Americas, Sixth Floor New York, NY 10104 and is free to anyone who wants to attend. The event will run from 8:45 AM-6:00 PM. Breakfast and lunch will be provided and there will be numerous giveaways throughout the day. There will be 4 primary content tracks – End User, Developer, Architect/Administrator 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 third SharePoint Saturday event held in the NYC area, we can provide metrics regarding participation levels. Events last year attracted an average of 150 – 200 attendees. As the event approaches we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities.

Display Description

Each 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.

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 start of the event and for one 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.

There are two categories of sponsorships that are available:

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 have opt-in to receive it information from sponsors. Lastly, sponsor logos will be displayed on the SharePoint Saturday NYC website and program schedule during the event.

Booth Sponsorship packages available:

1. 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 have opt-in to receive it information from sponsors. Lastly, sponsor logos will be displayed on the SharePoint Saturday NYC website and program schedule during the event.

Sponsorship packages available:

- Lunch Sponsor
 - Lunch for the actual event good for 200 people
 - Lunch include lunch food, drinks and paper plates
 - Sponsor will be responsible for arranging and paying for the lunch
 - SharePoint Saturday NYC staff will coordinate with the logistics
 - Valued at \$1000

- Breakfast Sponsor
 - Breakfast for the actual event good for 200 people
 - Breakfast includes breakfast food and coffee
 - Sponsor will be responsible for arranging and paying for the breakfast
 - SharePoint Saturday NYC staff will coordinate with the logistics
 - Valued at \$750

- Drinks and Afternoon Snacks Sponsor
 - Drinks and snacks for the actual event good for 200 people
 - Drinks will include bottled water and soda
 - Snacks can be chips, cookies, etc.
 - Sponsor will be responsible for arranging and paying for the drinks and snacks
 - SharePoint Saturday NYC staff will coordinate with the logistics
 - Valued at \$500

- Speaker Dinner Social Sponsor
 - Speakers and staff will have a dinner social the night before the event (30 people max)
 - Sponsor will join the dinner social
 - Sponsor will be responsible for paying for the dinner
 - SharePoint Saturday NYC staff will coordinate with the logistics
 - Valued at \$1000

- Bags Sponsor
 - Bags good for 200 people to be distributed during the event
 - SharePoint Saturday NYC and sponsor's logo can be embedded on the bag
 - Sponsor will be responsible for ordering and paying for the pens and pads
 - SharePoint Saturday NYC staff will coordinate with the logistics for
 - Valued at \$1000

- Office Supplies Sponsor
 - Related needs such as printing, photocopying, program schedule, event evaluations production etc.
 - SharePoint Saturday NYC staff will coordinate with the logistics for everything else
 - Valued at \$500

- Attendee Shirts Sponsor
 - At least 75 T-Shirts for attendees (various sizes)
 - T-Shirts will be distributed from the sponsor's booth
 - SharePoint Saturday NYC and sponsor's logo embedded on the T-Shirts
 - Sponsor will be responsible for ordering and paying for the speaker shirts

- SharePoint Saturday NYC staff will coordinate with the logistics
- Valued at \$750

2. Sponsors that will not have a booth during the event

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

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

Should there be any questions, feel free to contact:

Event Coordinator:

Michael Lotter

Michael.lotter@bandrsolutions.com

Event Chairperson:

Michael Lotter

michael.lotter@bandrsolutions.com



Sponsorship Commitment

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

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

- Lunch Sponsor
- Breakfast Sponsor
- Drinks and Afternoon Snacks Sponsor
- Speaker Dinner Social Sponsor
- Bags Sponsor
- Office Supplies Sponsor
- Attendee Shirts Sponsor
- Raffle Sponsor: Item _____ Value _____
- Product or Service Raffle Sponsor:
Item _____ Value _____

Confirmed by:

Signature:

Date:

Name:

Company: