

SharePoint Saturday Atlanta 2015
Sponsorship Packet
May 30th, 2015
Georgia State University, Alpharetta Center
3775 Brookside Pkwy., Alpharetta, GA 30022
8:00AM - 6:00PM



SharePoint Saturday Atlanta May 30th 2015 Sponsorship Packet

Location: 3775 Brookside Pkwy., Alpharetta, GA 30022

Time: 8:00AM - 6:00PM

Thank you for your interest in sponsoring the **7th Annual SharePoint Saturday** in Atlanta, GA. The SharePoint Saturday committee is hard at work on the upcoming event and looks forward to highlighting your business to the local SharePoint community.

Event Description

SharePoint Saturday is a free community-focused SharePoint event dedicated to educating and engaging members of the local SharePoint community. SharePoint Saturday draws upon the expertise of local SharePoint IT professionals, developers, architects, and users who come together to share their real world experiences, lessons learned, best practices, and general knowledge with other interested individuals.

This event is unique in that it is “for the community, by the community” and is free for all that desire to attend. Therefore, when you help to sponsor SharePoint Saturday in Atlanta you are seen by attendees as a supporter of the local SharePoint community and are subsequently recognized as a primary player within the Atlanta SharePoint community. Additionally, this event is continually promoted by SharePoint professionals in the months preceding the event as they talk with their clients. This ensures that you are receiving qualified attendees that are currently engaged with SharePoint within their current organization.

This yearly event is the only time that Atlanta’s SharePoint experts come together with companies interested in, or currently using, Microsoft’s SharePoint solution. The qualified leads generated by SharePoint Saturday are unequalled!

Event Details

Date: Saturday, May 30th, 2015

Registration Time: 8:00AM to 8:45AM

Time: 8:45AM to 6:00PM

Location: Georgia State University, Alpharetta Center

Address: 3775 Brookside Parkway, Alpharetta, GA 30022

Cost: Free

Breakfast and Lunch: Free

Potential presentation content tracks offered to the attendees include the following:

- End User
- Developer
- Architect
- Administrator
- Special Interest

Attendees select the topics which most closely align with their job responsibilities or area of interest and are not limited in any way with regards to what they may attend. Each track consists of approximately five presentations lasting approximately 75 minutes each and ranging from introductory 100-level content to highly-technical 400-level “expert” sessions. The speakers represent a broad cross section of the SharePoint community and offer a variety of different perspectives regarding the configuration and use of SharePoint. Since SharePoint 2013 is the current product version, the speakers will primarily focus on this version of the software.

Event Attendance

This will be the 7th SharePoint Saturday event held in Atlanta, GA. Last year, 450 seats were made available and all were quickly reserved. As the product’s use and adoption continues to increase across many different industries, the SharePoint Saturday committee expects all of the available seats to be reserved even more rapidly this year.

As the event approaches we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities.

What's New?

New Location!

This year's SharePoint Saturday Atlanta will be held at [Georgia State University's Alpharetta Center](#). The address for this facility is: 3775 Brookside Parkway, Alpharetta, GA 30022. This new location promises a better experience from top to bottom as we migrate from downtown to Alpharetta!

Small Meeting Rooms

Book time with your clients, customers, prospects, and partners by utilizing our small meetings rooms. These six person meeting rooms provide the perfect environment for catching up, exchanging ideas, white boarding approaches, etc... Small meeting rooms are available to Breakfast and Lunch sponsors. Others may book these rooms for \$250 for a half day or \$500 for the full day pending availability.

Hands-On Experience Rooms

Blow the minds of SharePoint Saturday attendees with a hands on experience. Our facility at Georgia State University provides session rooms with Ethernet connectivity. These rooms seat up to 50 people and are perfect for cloud-based hands on sessions. Take your session to the next level with not only a great presentation, but a hands-on experience.

HYBRID Sponsorships

For the first time, SharePoint Saturday Atlanta is offering HYBRID sponsorships! Sponsor SharePoint Saturday Atlanta at the gold or platinum level and save 50% to sponsor Cloud Saturday Atlanta at the same level, currently scheduled for September 26, 2015.

What is Cloud Saturday?

Cloud Saturday is a new community focused event dedicated to engaging and educating technology and business leaders about the revolutionary strategies known collectively as Cloud Computing. "The Cloud" is the latest evolution in the continuing evolution of information technology and refers to the delivery of computing as a service rather than as a product, whereby shared resources, software, and information are provided to computers and other devices as a utility (like the electricity grid) over a network (typically the internet).

Cloud Saturday will pool the expertise of local, regional and national business and IT professionals who will share their real world experiences, lessons learned, best practices and general knowledge surrounding Cloud Computing with other interested individuals on how their organizations can benefit most by adopting cloud services.

Unlike SharePoint Saturday, Cloud Saturday does not focus on a single product or platform. Instead, all products and platforms are welcome. Some of our preliminary tracks include:

- Big Data
- Client Stories



- Cloud Economics
- Developer
- Enabling Technologies
- Infrastructure
- Internet of Things (IoT)
- Migration
- Security & Identity

How much does it cost?

HYBRID Sponsorships are available for both Gold (\$1500) and Platinum (\$3000) levels. The table below outlines the sponsor benefits for each sponsorship level.

Sponsor Benefit	Hybrid Gold	Hybrid Platinum
Raffle Item	●	●
Logo on SPS Website	●	●
Logo on SPS Schedule Booklet	●	●
Attendee Bag Collateral	●	●
Logo in Event Material	●	●
Booth with Table	●	●
Attendee List (of Opt In Attendees)		●
Logo on Additional Signage		●
Logo in Slide Template for Presenters		●
Gold sponsorship for Cloud Saturday on 9/26/15	●	
Platinum sponsorship for Cloud Saturday on 9/26/15		●
Presentation with Ethernet connectivity for cloud-based sessions and demonstrations		
Sponsorship Level Costs	\$1500	\$3000

Sponsorship Levels

Outside of our new HYBRID sponsorships, there are nine categories of sponsorships (SWAG, Silver, Gold, Platinum, etc.) that are available with the following benefits:

Sponsor Benefit	Silver	Gold	SharePint	Platinum	Speaker Dinner	Attendee Shirts	Speaker Shirts	Breakfast	Lunch
Raffle Item	•	•	•	•	•	•	•	•	•
Logo on SPS Website	•	•	•	•	•	•	•	•	•
Logo on SPS Schedule Booklet	•	•	•	•	•	•	•	•	•
Attendee Bag Collateral	•	•	•	•	•	•	•	•	•
Logo in Event Material		•	•	•	•	•	•	•	•
Booth with Table		•	•	•	•	•	•	•	•
Attendee List (of Opt In Attendees)				•	•	•	•	•	•
Logo on Additional Signage				•	•	•	•	•	•
Logo in Slide Template for Presenters				•	•	•	•	•	•
Small Meeting Room								•	•
Sponsorship Level Costs	\$500	\$1000	\$1500	\$2000	\$2000	\$2000	\$2000	\$2500	\$3000

Please read below for all sponsorship details as well as two additional sponsorship levels which include Speaker and Attendee T-Shirt sponsors.

SWAG: \$200+

As a SWAG sponsor you are able to donate a Raffle Item that will be given away at some point during the day. The item must be valued at a minimum of \$200 and your company will be recognized during the giveaway.



SILVER: \$500

As a SILVER sponsor you will receive your logo on the SPS Website and SPS Schedule Booklet. You will also be able to provide collateral that will be placed inside of the Attendee Bags at registration the day of the event. If you would like to donate a Raffle Item it will be given away at some point during the day. The item must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

GOLD: \$1000

As a GOLD sponsor you will receive your logo on the SPS Website, SPS Schedule Booklet, Event Materials and the Gold Keynote slide. You will also be entitled to bring a company booth (tables and chairs provided) and provide any collateral to be distributed in the attendee bags on the day of the event. If you would like to donate a Raffle Item it will be given away at some point during the day. The item must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

PLATINUM: \$2000

As a PLATINUM sponsor you will receive your logo on the SPS Website, SPS Schedule Booklet, Event Materials and the Gold Keynote Slide. You will also be entitled to bring a company booth (tables and chairs provided) and provide any collateral to be distributed in the attendee bags on the day of the event. After the event you will receive a list of attendees and their contact information. Your company logo will also be on all additional signage and on the slide templates used by presenters during the day's sessions. If you would like to donate a Raffle Item it will be given away at some point during the day. The item must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

SPEAKER SHIRT SPONSOR: Approx. \$2000 (limited to 1 sponsor)

As a SPEAKER SHIRT sponsor you are responsible for providing 50 Polo Shirts for the speakers (various sizes). The SharePoint Saturday Atlanta logo will be embossed on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be available the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the SharePoint Saturday Atlanta committee.

ATTENDEE SHIRT SPONSOR: Approx. \$2000 (limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes). The SharePoint Saturday Atlanta logo, SharePoint Saturday URL and your company logo should all be printed on the shirt based on your design. The design must be approved by the SharePoint Saturday Atlanta committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the SharePoint Saturday Atlanta committee.



SPEAKER DINNER SPONSOR: \$2000 (limited to 1 sponsor)

As the Speaker Dinner sponsor, you will receive all of the benefits of a Platinum Sponsor. In addition, the Speaker Dinner sponsor attendees gets face time with the event speakers the evening prior the event. This networking opportunity is the official start to the SharePoint Saturday Atlanta festivities. This event will be held near the event facility. **Note:** The SharePoint Saturday Atlanta Committee will handle all logistics including time, location, invitations, and menu.

SHAREPINT SPONSOR: \$1500 (limited to 1 sponsor)

SharePint is our post-event networking opportunity. The conversations tend to start with SharePoint and take on a life of their own! SharePint never fails to deliver on great company and, of course, great beer! This event will be held near the event facility. **Note:** SharePint Sponsors receive all the benefits of a Gold Sponsor. The SharePoint Saturday Atlanta committee will handle all logistics including time, location, and invitations.

BREAKFAST SPONSOR: \$2500 (limited to 1 sponsor)

As the Breakfast sponsor, you will receive all of the benefits of a Platinum Sponsor. Additionally, the Breakfast sponsor receives branding at the event breakfast serving area and dedicated slides in both the Opening Keynote and Closing Keynote presentations. This sponsorship level also includes the reservation of a Small Meeting Room for private meetings.

LUNCH SPONSOR: \$3000 (limited to 1 sponsor)

As the Lunch sponsor, you will receive all of the benefits of a Platinum Sponsor. Additionally, the Lunch sponsor receives branding at the event lunch serving area and dedicated slides in both the Opening Keynote and Closing Keynote presentations. This sponsorship level also includes the reservation of a Small Meeting Room for private meetings.

Sponsorship Benefit Descriptions

Raffle Item

The sponsor can give away any item(s) valued at a minimum of \$200 and your company will be recognized during the giveaway.

Logo on SPS Website

The Atlanta SharePoint Saturday website (<http://www.spsevents.org/city/atlanta/atlanta2015>) will include the sponsor's logo within the site. Logos on the SPS web site will have a maximum width of 256 pixels.

Logo on SPS Schedule Booklet

The SharePoint Saturday speaker's agenda will include the sponsor's logo on the page that the attendees use to select which sessions to attend.

Attendee Bag Collateral

Each sponsor may provide their own printed materials that will be added to the attendee bag that attendees will receive as a giveaway. Bag collateral **must** be received two weeks before the event (**Friday, May 15th**) and should be mailed directly to the following address:

Developers Association of Georgia, Inc.

615 Sailwind Drive
Roswell, GA 30076

Logo in Event Material

The sponsor will have their company logo placed on a page within the event material.

Logo on Keynote Slide

There will be two slides (GOLD and PLATINUM) recognized during the Keynote presentation. These slides will be presented at the beginning of the Keynote.

Booth with Table

The sponsor will be able to bring a company booth to display the day of the event. We will be providing (1) table and (2) chairs for each company to use. **Tables are 6' x 30"**. Please be sure that your booth is no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors.

Table space will be distributed on a **first-come, first-served** basis upon receipt of completed sponsorship application and payment.

Attendee List

The attendees have the ability to “opt-in” to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

Logo on additional Signage

For PLATINUM sponsors your logo will appear on all signage and event material prior to and during the day of the event.

Logo in Slide Template for Presenters

For PLATINUM sponsors your logo will appear on all of the speaker’s PowerPoint presentations.

Payment Information

- Credit Card – Please use our PayPal account for all credit card payments. You do not need a PayPal account to pay via credit card.
 - Browse to <http://www.paypal.com>
 - Click Buy
 - Make a payment to info@georgiadevelopers.org
- Check – please mail all checks to the following address:
Developers Association of Georgia, Inc.
615 Sailwind Drive
Roswell, GA 30076
- Conventional PayPal – Although we use our PayPal account largely for credit transactions, you may also utilize as a normal PayPal account to transfer funds.



Sponsorship Application

Sponsorship for SharePoint Saturday Atlanta on May 30th, 2015 event is on a first-come, first-serve basis. For the sponsorship levels that include booths, sponsors will be able to select from the available booth spaces on a first-come, first-serve basis upon receipt of application **and** payment.

Kindly complete and sign the form below for your sponsorship commitment and email it to spsatl@live.com.

My organization, _____, is committed to sponsor SharePoint Saturday Atlanta on May 30th, 2015 with the following sponsorship package:

- Platinum Sponsorship: \$2000
- HYBRID Platinum: \$3000
- Gold Sponsorship: \$1000
- HYBRID Gold: \$1500
- Silver Sponsorship: \$500
- SharePint: \$1500
- Speaker Dinner: \$2000
- Speaker shirt sponsorship: \$2000
- Attendee t-shirt sponsorship: \$2000
- Breakfast sponsorship: \$2500
- Lunch sponsorship: \$3000
- My company will be providing one (1) SWAG Item
Please list:

Signature:

Date:

Name:

Company:

Phone:

Address:
