



Sponsorship Packet

Thank you for your interest in supporting SharePoint Saturday Madrid, scheduled for **May 7th, 2016** and organized by the Spanish SharePoint Technical Communities ([SUGES](#), [MadPoint](#), [SUG.CAT](#) and [Comunidad Office 365](#)).

Event Description

SharePoint Saturday is a free, community-focused SharePoint event dedicated to educating and engaging members of the local community across all roles and all levels of Microsoft SharePoint, Office 365 and all surrounding technologies.

SharePoint Saturday provides high-quality sessions that are held by the members of the local community and international speakers. SharePoint Saturday is a global effort, and hundreds of similar events have been successfully held throughout the world in many cities (see also www.spsevents.org). We want to add Madrid to a growing list of SharePoint Saturday cities.

Event Details

SharePoint Saturday Madrid will be held on May 7th, 2016 and will be hosted at **Microsoft Ibérica** headquarters, located at **Paseo del Club Deportivo 1, Pozuelo de Alarcón (Madrid)**. It is free to anyone who wants to attend. The event will run approximately from **9:00h to 18:00h**.

Breakfast and lunch will be provided and there will be numerous giveaways at the end of the day. There will be 3-4 primary content tracks for end users, administrators and developers. Each time slot will probably have at least one session from each track lasting 1 hour and ranging from introductory, 100-level content to highly-technical, 300-level “expert” sessions. Speakers will represent a broad cross section of the SharePoint community and offer a variety of different perspectives and points of view.

Sessions will be both in English and Spanish. Our intention is to make an international event, so we will encourage all speakers to deliver their sessions in English.

Event Attendance

Similar events in other cities have attracted an average of 100 – 500 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 targeting **200 attendees** in this first edition.

Sponsorship Packages

Since SharePoint Saturday Madrid is a free, non-profit event, we rely on the support and generosity of sponsors to compensate for the expenses incurred during the event. Sponsorships will go towards covering costs for things such as (but not limited to): Speaker Dinner, Event Breakfast/Lunch/Snack, Printed Materials etc.

Please Note: Sponsorship does NOT include a speaking slot, but it includes a 30 minutes' track during lunch for Gold package. The call for speakers is going to be done independently.

There are four categories of sponsorships that are available: Gold, Silver, Bronze and Raffle.

Gold Sponsorship package (4 spots available):

- All Gold Sponsors will have a table with premium positioning during the event.
- All Gold Sponsors will have a 30 minutes' track during lunch.
- Sponsors will receive attendee information for attendees that have opted in.
- Sponsors will have logos printed on all printed materials for the event.
- Sponsors will get their logos on the SharePoint Saturday Madrid website.
- Sponsors will get their logos on the SharePoint Saturday Madrid speaker slide deck.
- Sponsor may provide any collateral of their choosing to attendees.
- Sponsor may send one representative to the speaker dinner, in addition to any speakers from their own company.
- Sponsor logo will be printed on attendee bags (if budget allows).
- Sponsor logo will be printed on attendee shirts (if budget allows).
- Sponsor will be mentioned on Twitter before and during the event.

Gold Sponsorship Package: 1.500 €.

Silver Sponsorship Package (5 spots available):

- All Silver Sponsors will have a table during the event.
- Sponsors will have logos printed on all printed materials for the event.
- Sponsors will get their logos on the SharePoint Saturday Madrid website.
- Sponsors will get their logos on the SharePoint Saturday Madrid speaker slide deck.
- Sponsor may provide any collateral of their choosing to attendees.
- Sponsor logo will be printed on attendee bags (if budget allows).
- Sponsor will be mentioned on Twitter before and during the event.

Silver Sponsorship Package: 1.000 €.

Bronze Sponsorship package (6 spots available):

- Sponsors will get their logos on the SharePoint Saturday Madrid website.
- Sponsors will get their logos on the SharePoint Saturday Madrid speaker slide deck.
- Sponsors will have logos printed on all printed materials for the event.
- Sponsor may provide any collateral of their choosing to attendees.
- Sponsor will be mentioned on Twitter before and during the event.

Bronze Sponsorship Package: 500 €.

Raffle Sponsorship package (5 spots available)

- Sponsors will get their logos on the SharePoint Saturday Madrid website.
- Sponsor may provide any collateral of their choosing to attendees.
- Sponsor will be recognized at the time of the raffle.
- Raffle Sponsors will provide goods/services specific to the company to give away during the event.

Sponsor Table Guidelines

Gold and Silver sponsors will be provided with a table and two chairs in the main hall. Sponsors may decorate the table with any company logos, artwork, signage or other material as they see fit.

Collateral Guidelines

Sponsors can provide marketing materials that will be given to the delegates, placed inside their attendee bag. This could be a flyer, brochure or a booklet (max DIN A4) and/or a small item for each of the 200 attendees.

Attendee Information

A list of attendees who have opted in (name and email), will be provided to Gold, Silver and Bronze sponsors within two weeks 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 30 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 Summary

Sponsor Level	Cost	Logo on attendee shirts	Table	Logo on printed materials	Mention on Twitter	Attendee information	Bag collateral	Logo on web site
Gold	1500 €	X	X	X	X	X	X	X
Silver	1000 €		X	X	X	X	X	X
Bronze	500 €			X	X	X	X	X
Raffle	In kind						X	X

Sponsorship Commitment



Sponsorship for SharePoint Saturday Madrid is on a first come, first serve basis. Kindly fill in the form for your sponsorship commitment and attach it with your sponsorship request at SPS Madrid 2016 site.

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

- Gold Sponsor (1.500 €).
- Silver Sponsor (1.000 €).
- Bronze Sponsor (500 €).
- Raffle Sponsor:

Item _____ Value _____

Confirmed by: _____

Signature: _____

Date: _____

Name: _____

Company: _____

Please return a signed copy of this page attached to the form available at <http://www.spsevents.org/city/Madrid/Madrid2016/layouts/15/SPSEvents/Sponsors/SponsorForm.aspx>

When the sponsorship is confirmed by the organizers and invoiced, we expect your payment within four (4) weeks or latest by May 7th 2016 (whichever comes first).

Should you have any questions, feel free to contact spsmadrid@outlook.com or one of the event coordinators:

- **Miguel Tabera:** miguel.tabera@outlook.com
- **Edin Kapic:** ekapic@sug.cat
- **MadPoint group:** madpoint@outlook.com