/serverless/ DAYS

Ahmedabad Sponsorship Prospectus

Serverless is a buzzword that has marmite appeal. For some it points to the future of software development in a post cloud world, and for others it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

We've been nurturing serverless as a practice among our local cloud user groups and we are bringing a platform for our local community members to hear from the best in world serverless heroes to take their practices to the next level.

The Team

The ServerlessDays Ahmedabad organising team consists of
   - Ankit Sheth (Founder & CEO, Datavizz)
   - Maitry Patel (Datavizz)

The organising team are all working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organising team members that are employed by vendors are restricted from all sponsorship negotiations to avoid any potential conflict of interest.

The Conference

Date: 20 June 2020
Venue: To Be decided
Expected attendance: 350-450 people

Format

The conference mixes elements of an unconference and a more traditional conference.

> Morning Session – Welcome, 2 keynotes, 2 Sessions
> One-Hour Lunch – Includes Open Spaces session with 3 spaces
> Afternoon Session – 4 Sessions
> Close Session – 1 keynote

Attendee Profile

Attendee profile: We expect our attendees to fit into one of two categories.
- Developers who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organisation.
- Business stakeholders looking for new solutions to unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

Sponsorship Opportunities

To make the conference happen we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We have a number of sponsorship opportunities.

Platinum/Headline Sponsors - 150,000 INR *(2 available)*

Make the event happen. If you step up and take the headline sponsorship you will get

- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- We're getting several roll up banners printed that will be placed throughout the venue. Half the banners will only have the headline sponsors logos on them along with the ServerlessDays logo. The other half of the banners will feature the other sponsor logos in conjunction with yours.
- Bring your own banners. We'll allow you to bring two of your own banners and put them wherever you want in the venue.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors logo.
- You will also get 8 tickets, including t-shirts, with your sponsorship.
- One keynote would be allocated to each platinum sponsor.

Gold Sponsor- 75,000 INR (8 available)

- Booth space - Included will be 1 large table with tablecloth, plus 2 chairs. You can bring 2 banner stands.
- Your logo will get promoted, in the venue, on stage, on the website, and you'll get a shout out on stage. Your logo will be larger than silver and community sponsor logos.
- Included on all emails to ServerlessDays AMD attendees and network.
- An email shared with two other Gold Sponsors to all ServerlessDays attendees that have opted in to receive marketing emails promoting yourself, a product or service.
- You will also get 6 tickets with your sponsorship.

Silver Sponsor- 50,000 INR (8 available)

- Booth space - 1 x Poseur table + 1 x Pull up banner
- Your logo will get promoted in the venue & on the website & stage. There will be signage throughout the venue with your logo.
- Shared email with other Silver sponsors to ServerlessDays AMD database with logo
- You will also get 4 tickets with your sponsorship.

Community Sponsor – 25,000 INR(10 available)

Your company is an active supporter of the community and are looking to help us in growing the use and knowledge base around serverless platforms. The community sponsor will get
- Logos on signage on stage, in the venue, on the website.
- Shout outs on stage.
- 2 tickets with your sponsorship

Become a Sponsor

We'd love to have you as a sponsor!

To become a sponsor or get more information on sponsorship please contact:

Organiser Email: Ahmedabad@serverlessdays.io