

GLOBAL SCRUM GATHERINGSM

NEW YORK

MAY 11-13, 2020



SPONSORSHIP OPPORTUNITIES

Show your commitment to transforming the world of work by offering your services, products, and guidance.



2,000 attendees are expected in New York — our largest Gathering to date.

Who comes to the Gathering?

Historically, more than half of the attendees are first-timers, anxious for knowledge, connections, and tools to help them bring the transformation to their community. Approximately half of attendees are from organizations with 1000+ employees. And there's representation at all levels, from practitioners and management, to C-Suite and executives. You can be sure to get your name in front of the right audience.



Title

As our exclusive Title Sponsor, you are our event partner, with exposure throughout our entire pre-event promotions, onsite presence, and post-event opportunities to continue to build relationships with this highly engaged audience.



Platinum

Take advantage of this incredible value, which includes a premium presence in the exhibit hall, complimentary registrations, and digital promotion of your brand.



Gold

Have a high-impact way to get your products & services to our attendees.



Silver

Have a valuable presence with promotions and on-site exposure.

A la carte opportunities include: Monday Mingle, Open Space, Break Sponsors, Happy Hour, and more. Let's talk about how your presence can make for a robust and meaningful experience!

Email us to start the conversation: corporaterelations@scrumalliance.org

SPONSORSHIP COMPARISON CHART

This is an overview of available sponsorship benefits. Talk with us so we can find the best options for your organization.

EXHIBIT	Title	Platinum	Gold	Silver
	\$45,000 (Exclusive)	\$35,000 2 available	\$20,000 3-5 available	\$15,000 4-6 available
Double size Exhibit Booth (approximately 10 x 20 ft) in a premium location in the exhibit area*	✓	✓		
Exhibit Booth* (approximately 10 x 10 ft)			✓	✓

*Booth space includes back & half-height side drape or hard wall depending on venue, one 6 ft. table, two chairs, & ID sign. Electrical & other needs, such as printing, special furniture, A/V, freight, etc. can be arranged for an addition cost.

EVENT EXPOSURE				
Company logo printed on Gathering handout bag	✓			
Company logo on Gathering badge assemblage	✓			
Show 2-minute promotional video during general session (usually shown before opening keynote speaker)	✓	✓		
Verbal and logo recognition during Gathering (Welcome remarks, Closing remarks, etc.)	✓	✓	✓	✓
Recognition in select onsite materials	✓	✓	✓	✓
Bag inserts (literature or promotional tools) *preapproval required	2	2	1	1

DIGITAL EXPOSURE	Title	Platinum	Gold	Silver
	\$45,000 (Exclusive)	\$35,000 2 available	\$20,000 3-5 available	\$15,000 4-6 available
Description on Gathering website	200-word	150-word	100-word	100-word
Email message sent to attendees on your behalf (post-Gathering) *Attendees may opt out	✓	✓		
Banner displayed in rotation in "Scrum2Gather" mobile app	✓	✓		
Logo recognition in promotional emails (up to 2 per month)	✓	✓	✓	✓
Logo with link from Gathering website to your company page	✓	✓	✓	✓
Logo and company description included in "Scrum2Gather" mobile app	✓	✓	✓	✓
Sponsor-level social posts	5	3	1	1

REGISTRATIONS				
Complimentary registrations Note: Booth worker passes available at a discounted rate. (excludes educational session access)	8	6	4	2
35% off full price registrations (for employees/clients)	6			

For more information, please reach out to us at corporaterelations@scrumalliance.org