



Data Saturday Oslo

September 10th, 2022

Sponsorship Plan

# Welcome!

We appreciate you taking time to consider sponsoring Data Saturday Oslo 2022. These events wouldn't be possible without your support, and we want you to get the most out of your day as well. This sponsorship plan will tell you about our plans for the event and how you will benefit from sponsoring Data Saturday Oslo 2022. If you have any questions, please don't hesitate to contact us at [datasaturday.oslo@gmail.com](mailto:datasaturday.oslo@gmail.com)

## Event Overview

Think of a Data Saturday as a one-day conference where our target audience is Data Platform professionals using the 3 major public clouds, AWS, Azure and GCP in addition to on-premises and hybrid environments. We bring in volunteer speakers from all over the world, we have lunch on site, and we have a dedicated area set up for our attendees to meet our sponsors. We work hard to make our event a great experience for everyone, especially our sponsors that enable us to cover the working costs of this event. We're expecting 300+ attendees at Data Saturday Oslo 2022.

## How Much Does It Cost To Be a Sponsor?

We have four sponsorship levels: Platinum (limited to 2 sponsors), Gold (limited to 8 sponsors), Silver and Bronze.

Sponsorship ranges from NOK 3500 to NOK 30000 depending on the package you select, and we're always willing to discuss custom solutions to meet your needs.

### Platinum Sponsorship: NOK 30000 (approximately \$3400) prepaid

- Choose one of the following sponsorship opportunities:
  - Speaker Dinner Sponsor (2 persons from your company can attend to network with speakers and promote company)
  - Lunch and Snacks Sponsor (Signs with your logo will be visible during lunch and breaks)
- Premier location for sponsor stand
- 30-minute sponsor presentation during lunch
- 5 promotional minutes at end-of-day raffle
- List of attendees who participated in your raffle
- Flyer or brochure in event bag
- Swag (giveaways) in event bag
- Mentions on Twitter and LinkedIn
- Logo and link featured on event website

### Gold Sponsorship: NOK 15000 (approximately \$1700) prepaid

- Sponsor stand
- 20-minute sponsor presentation during lunch
- List of attendees who participated in your raffle
- Flyer or brochure in event bag
- Swag (giveaways) in event bag
- Mentions on Twitter and LinkedIn
- Logo and link featured on event website

## Silver Sponsorship: NOK 7000 (approximately \$800) prepaid

- Sponsor stand
- List of attendees who participated in your raffle
- Flyer or brochure in event bag
- Swag (giveaways) in event bag
- Mentions on Twitter and LinkedIn
- Logo and link featured on event website

## Bronze Sponsorship: NOK 3500 (approximately \$410) prepaid

- List of attendees who participated in your raffle
- Flyer in event bag
- Swag (giveaways) in event bag
- Mentions on Twitter and LinkedIn
- Logo and link featured on event website, and link in event guide

**Please Note:** All fees must be paid in advance. Logo and link will be displayed on event website as soon as all fees are paid. Register as a sponsor by filling out the Sponsor signup form or contact us at [datasaturday.oslo@gmail.com](mailto:datasaturday.oslo@gmail.com) if you prefer to receive an invoice.

## The Raffle – Your Key to Success!

The biggest challenge with community events is capturing contact information for follow ups. Few attendees will have business cards and having them handwrite their info often leads to a 30% or higher loss due to inability to read what they wrote.

To solve this challenge the event badge will have an attendee-unique QR code printed. When the attendees visit your sponsor stand (Silver, Gold & Platinum sponsors) you scan their QR code and webpage will pop-up where you select your company, and they will be registered. This gives you 100% readability and 0% loss.

Because we want you to be successful all our sponsorship levels include the requirement that you provide a prize of at least NOK 1000 (approx \$110) in value, and that you provide a full colour flyers (A4/Letter) that highlights the prize(s) you are providing for the raffle.

The raffle is held just a few minutes after the last session. If someone from your team is present we'll ask them to announce the winning ticket, otherwise we'll do it on your behalf. Attendees must be present to win. If there is a physical prize we'll give it to them, otherwise we'll forward you their contact information for you to follow up with (for license keys, etc).

After the event we will mail you the contact information for all the scanned attendees at your stand.

## Event Logistics

We'll open the doors to sponsors at 7:30 am. Sponsors will be provided with table and two chairs, and access to 220 V power (please let us know what you need in advance). Tables will be located in the same area as registration and breakfast to make it easy for attendees to stop by your table. We encourage sponsors to remain on site through at least lunch and if possible to have a representative present at the end of the day to present your prize at the end of day raffle. Lunch will be provided to sponsors that have registered. Please have everyone from your team that will be attending register using the attendee registration so we can plan appropriately.

## Contact Us

Thank you again for your time, and we hope to see you at Data Saturday Oslo 2022. If you have any questions, please don't hesitate to contact us on [datasaturday.oslo@gmail.com](mailto:datasaturday.oslo@gmail.com). You can also find us on Twitter [@DataSatOslo](https://twitter.com/DataSatOslo).