



## Jaipur 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 marketers 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.

### The Team

The ServerlessDays Jaipur organising team consists of

- Ayush Chauhan (Microsoft Student Partner)
- Shivank Gautam (Organiser of Python Jaipur Group (PyJaipur) )
- Mohit Joher ( President JU MakerSpace, Jaipur )

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: 17 February 2019

Venue: JECRC University (<http://jecrcuniversity.edu.in>)

Expected attendance: 500+ people

### Format

The conference mixes elements of a conference.

Morning Session – Welcome, 1 keynote and 1 lightning talk

Afternoon Session – 2 keynotes

Close Session – 1 Workshop and Panel

## **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.
- Students: Tech savvy students from the university all over India.

We expect the attendees profile to be similar to that of the Serverless and Cloud Technology meetups from Delhi, Mumbai, Bangalore, which run every month and attract a good mix of attendees from developers at innovative startups to product managers at large multinational banks, and CTO's of national broadcasters or global system integrators.

## 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.

*Headline Sponsors - ₹ 3,00,000 (2 available) (\$ 4077.45 USD\*)*

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.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're running an open space session with three open space areas during lunch and your logo will be on all the open space banners.
- We're getting a number of 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.

Using a single-track conference format, with an "unconference" session in the middle, means we do not have lots of speaker slots. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, hand-curated, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package. Headline sponsors will have the only booth slot in the open space.

*Community Sponsor - ₹ 1,51,000 (6 available) (\$ 2052.32 USD\*)*

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, on the t-shirts
- Shout outs on stage

*Scintilla Sponsor - ₹ 51,900 ( 10 Available) (\$ 705.40 USD\*)*

Your company is an active supporter of the community using APIs, 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.

\* USD conversions are based on rates 1 Nov, 10:19 AM UTC

### **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: [jaipur@serverlessdays.io](mailto:jaipur@serverlessdays.io)