



MAY 26TH
2016



KEEP AUSTIN AGILE

ENABLING A CULTURE OF AGILITY
JW MARRIOTT, AUSTIN, TX, USA

Sponsorship Program

Overview

Agile Austin, Austin's community of Agile & Lean software practitioners, is proud to announce Keep Austin Agile 2016, to be held on May 26th, 2016 at the JW Marriott in Austin, TX.

Our fourth conference continues Agile Austin's mission to elevate the state of Agile practices and educate Agile practitioners of all levels. The conference's multiple subject tracks and interactive workshops will appeal to everyone, from novices to gurus, and technical professionals to company executives.

Keep Austin Agile is the preeminent Agile and Lean conference in Austin and the Central Texas region.

Our three previous conferences (2012, 2014, & 2015) sold out in advance, exceeding 400, 500, and 600 attendees respectively. Due to the overwhelming response and high demand, we are expanding the conference to 700 attendees this year.

Keep Austin Agile 2016 provides a unique opportunity for companies to network with a projected audience of 700 attendees, partners, and IT professionals. Agile Austin is inviting companies to sponsor this conference and support our mission, which is to promote Agile concepts, create a public forum for the exchange of ideas, and foster the development of Agile practitioners in the community.

Sponsorship Opportunities

SPONSOR LEVEL	TITLE SPONSOR	SOCIAL EVENT SPONSOR	BACKPACK SPONSOR	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
AVAILABILITY	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	LIMITED TO 8	NO LONGER AVAILABLE
INVESTMENT	\$12,000	\$6,000	\$6,000	\$4,000	\$3,000	\$750	\$500
Conference Program Ad	Double-Page Spread + Cover logo	Double-Page Spread	N/A	Double-Page Spread	Full Page	No Longer Available	Half Page
Complimentary Registrations	8	6	N/A	4	2	1	
Marketing Materials in Welcome Bags	✓	✓	✓	✓	✓	✓	
Logo on Website	✓	✓	✓	✓	✓	✓	
Receive aggregate attendee demographic data report post-conference	✓	✓	✓	✓	✓	✓	
Logo on Conference Giveaway	✓	✓	✓	✓	✓		
Collect attendee info at booth with QR code	✓	✓		✓	✓		
Attendee Contact Info	✓	✓		✓			
Optional - Purchase Attendee Contact Info for \$1000			✓		✓		
Discount on Social Sponsorship	✓		✓	✓	✓		
Booth at Sponsor Showcase	2	*		1	1		
Exclusive Booth at Social Event		✓					
Prominent Signage	✓	✓					
2-Min Intro During Conference Kickoff Session	✓						
Branded Lanyards (Provided by Sponsor)	✓						
Formal Thank You at Social Event		✓					
Marketing Materials at Social Event		✓					
Agile Austin Sponsorship	1-Year Gold						

* For \$2,000 more, you will receive a Gold Level Sponsorship of Keep Austin Agile 2016
 For \$3,000 more, you will receive a Platinum Level Sponsorship of Keep Austin Agile 2016

Title Sponsor

SOLD OUT**\$12,000****Only one sponsor will be accepted at this level!**

- Double-Page Spread advertisement in the conference program in a prominent location
- Company logo on the cover of the conference program
- 8 complimentary registrations for the conference
- Marketing materials (Provided by Title Sponsor) placed in welcome bags given to every attendee
- Top placement of your company logo on conference website
- Top placement of your company logo on conference giveaway
- 1-year Gold Level sponsorship of Agile Austin
- Access to attendee contact information
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- 2 – 6' tables (set-up as 1 booth) in the most desirable location of the Sponsor Showcase
- Prominent placement of your company's freestanding signage (Provided by Title Sponsor) in the conference main hall
- 2-minute introduction before the keynote presentation
- Company logo on lanyards (Provided by Title Sponsor)
- Receive aggregate attendee demographic data after the conference
- Ability to read attendee info at booth using QR codes on badges

Interested?

To enroll as a sponsor or if you would like more information, please email: sponsorship@agileaustin.org

Social Event Sponsor

SOLD OUT**\$6,000**

We'll wrap up our conference with an energizing evening of food, drinks and networking. One sponsor will have the opportunity to host this social event.

- Exclusive benefits to Social Event Sponsor only:
 - Marketing materials (provided by Social Event Sponsor) may be distributed during the social event
- Double-Page Spread advertisement in the conference program
- 6 complimentary registrations for the conference
- Marketing materials (Provided by Social Event Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Access to attendee contact information
- 1 – 6' table (set-up as 1 booth) during the social event
- Prominent signage (Provided by Social Sponsor) displayed in reception area
- Formal thank you announcement from Agile Austin during the social event
- Receive aggregate attendee demographic data after the conference
- Ability to read attendee info at booth using QR codes on badges

Interested?

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Backpack Sponsor

SOLD OUT

\$6,000

We are excited to offer a new sponsorship opportunity for the 2016 conference. This exclusive sponsorship allows for one company to have their logo promoted on high quality backpacks for all attendees to receive during the conference.

- Backpacks provided by Keep Austin Agile
- Marketing materials (Provided by Backpack Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Option to purchase attendee contact information for \$1000
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- Receive aggregate attendee demographic data after the conference

Interested?

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Platinum Level

SOLD OUT

\$4,000

- Double-Page Spread advertisement in the conference program
- 4 complimentary registrations for the conference
- Marketing materials (Provided by Platinum Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Access to attendee contact information
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- 1 – 6' table (set-up as 1 booth) in prime location at the Sponsor Showcase
- Receive aggregate attendee demographic data after the conference
- Ability to read attendee info at booth using QR codes on badges

Interested?

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Gold Level

SOLD OUT

\$3,000

- Full-Page advertisement in the conference program
- 2 complimentary registrations for the conference
- Marketing materials (Provided by Gold Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Company logo on conference giveaway
- Option to purchase attendee contact information for \$1000
- \$1,000 discount on the Social Event Sponsorship should you choose to sponsor both levels
- 1 – 6' table (set-up as 1 booth) at the Sponsor Showcase
- Receive aggregate attendee demographic data after the conference
- Ability to read attendee info at booth using QR codes on badges

Interested?

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Silver Level

Limited to 8  \$750

- Half-Page advertisement in the conference program **No Longer Available**
- 1 complimentary registration for the conference
- Marketing materials (Provided by Silver Level Sponsor) placed in welcome bags given to every attendee
- Company logo on conference website
- Receive aggregate attendee demographic data after the conference

Interested?

To enroll as a sponsor or if you would like more information, please email: sponsorship@agileaustin.org

Bronze Level

**NO LONGER
AVAILABLE**

\$500

Keep Austin Agile is excited to offer a new Bronze Level Sponsorship opportunity for the 2016 conference.

- Half-Page advertisement in the conference program

Interested?

To enroll as a sponsor or if you would like more information, please email: sponsorship@agileaustin.org

Contact & Payment

To enroll as a sponsor or if you would like more information, please email:
sponsorship@agileaustin.org

To send us your sponsorship check, please make it payable to Agile Austin and mail to our Treasurer at the following address:

Agile Austin Treasurer
c/o Paul Prachyl
11017 Maelin Drive
Austin, Texas 78739

treasurer@agileaustin.org