

# Sponsorship Packet



March 25<sup>th</sup>, 2023

Kennesaw State University

Marietta, GA

8:00AM – 6:00PM



# Atlanta Cloud Conference Sponsorship Packet

Thank you for your interest in sponsoring **Atlanta Cloud Conference 2023**. The Atlanta Cloud Conference committee is hard at work on the upcoming event and looks forward to highlighting your business to the local cloud community.

## Event Description

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The Cloud Conference is a community focused event by and for the cloud community. The Atlanta Cloud Conference draws upon the expertise of local and regional administrators, architects, and experts who come together to share their real-world experiences, lessons learned, best practices, and general knowledge with other interested individuals.

This event is unique in that it is “for the community, by the community”. Therefore, when you help to sponsor the Atlanta Cloud Conference, you are seen by attendees as a supporter of the local cloud community and are recognized as a primary player within the Atlanta cloud community. Additionally, this event is continually promoted by cloud professionals in the weeks and months preceding the event as they talk with their clients. This ensures that you are receiving qualified attendees that are currently engaged with technologies in demand within their current organization.

This is the inaugural Atlanta Cloud Conference. In the past, the Developer’s Association of Georgia’s events has provided training and networking opportunities for more than 400 of the best, most motivated cloud professionals in the area. We are expecting this year to be our biggest and best yet. The qualified leads generated by Atlanta Cloud Conference are unequaled!

## Event Details

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**Date:** March 25<sup>th</sup> 2023

**Registration Time:** 8:00 AM to 8:45 AM

**Time:** 8:00 AM to 6:00 PM

**Location:** Kennesaw State University, Marietta, GA (formerly Southern Polytechnic State University)

**Address:** 1100 South Marietta Parkway, Marietta, GA 30060

**Call for Speakers:** <https://sessionize.com/atlanta-cloud-conference-2023/>.



## Event Attendance

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In the past, the Developer’s Association of Georgia’s events has drawn **400+ attendees** and we expect this year’s event to be even bigger and attract many new attendees. As the event approaches, we will share the registration numbers with our sponsors in order to assist with staff planning and collateral quantities.

## Tracks

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In recent years, presentation content tracks offered to the attendees have included topics related to the following subject areas. We expect this year’s tracks to be similar:

Track	Track Components
<b>AI &amp; Machine Learning</b>	Data Pipelines, Training Infrastructure, SaaS
<b>Cloud Management / Governance</b>	Identity and Access Management, Monitoring, Disaster Recovery and Business Continuity, Security, Automation, Policies
<b>Platforms</b>	Android, iOS, Linux, MacOS, Windows, Other
<b>Infrastructure as Code</b>	Terraform, CloudFormation, PowerShell, ARM, Bicep
<b>DevOps &amp; ALM</b>	Agile/Scrum, Collaboration/Practices, Tools (GitHub, Azure DevOps, Jira, etc), Other
<b>Private Cloud</b>	Datacenter Management, VMWare, Hardware
<b>Cloud Modernization</b>	Migration, Cloud Native, Kubernetes, Containers
<b>Edge Computing</b>	Hybrid Cloud, Internet of Things, CDN
<b>Networking</b>	Security, Multi-Cloud, Connectivity
<b>Professional cloud &amp; Soft Skills</b>	Career Management, Team Building, Small Business Development, Consulting, Resumes & Interviewing, Public Speaking, and more

Attendees select the topics which most closely align with their job responsibilities or areas of interest and are not limited in any way with regards to which sessions they may wish to attend. Each track consists of several presentations lasting approximately 60 minutes each and ranging from introductory 100-level content to highly technical, 400-level “expert” sessions. The speakers represent a broad cross section of the cloud community and offer a variety of different perspectives regarding application architecture, design and cloud. Some of those sessions are demos, so that attendees can learn with hands-on experience. We also encourage the sponsors to submit technical talks and demos. No overt sales pitches or commercial talks will be allowed, and the sponsorship does not guarantee the speaker’s selections.



## Sponsorship Levels

There are six levels of sponsorships (SWAG, Silver, Gold, Platinum, Attendee After Party, and Speaker Dinner) that are available with the following benefits:

Sponsor Benefit	Platinum	Gold	Silver	SWAG	Attendee After Party	Speaker Dinner	Attendee Shirts	Speaker Shirts
Raffle Item	•	•	•	•	•	•	•	•
Logo on Website	•	•	•	•	•	•	•	•
Logo on Session Materials	•	•	•	•	•	•	•	•
Attendee Bag Collateral	•	•	•		•	•	•	•
Logo in Event Material	•	•			•	•	•	•
Booth with Table	•	•			•	•	•	•
Attendee List (of Opt-In Attendees)	•				•	•	•	•
Logo on Additional Signage	•				•	•	•	•
<b>Sponsorship Level Costs</b>	<b>\$3000</b>	<b>\$2000</b>	<b>\$1000</b>	<b>\$300+</b>	<b>\$2000</b>	<b>\$2000</b>	<b>\$2000</b>	<b>\$2000</b>

### PLATINUM: \$3000

As a PLATINUM sponsor you will receive your logo on the website, event session materials and a dedicated keynote slide. You will also be entitled to display a company booth (tables and chairs provided) and provide collateral that will be placed inside of the bags attendees receive at registration the day of the event. You will also have an opportunity to present to attendees during lunch. Within 2 weeks of the conclusion of the event, you will receive a list of opt-in attendees, their contact information, title and professional interests. Your company logo will also be on all additional signage and on the slide templates used by presenters during the day's sessions. If you would like to donate a raffle item, it will be given away at some point during the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

### GOLD: \$2000

As a GOLD sponsor you will receive your logo on the website, event session materials and the Gold keynote slide. You will also be entitled to display a company booth (tables and chairs provided) and provide collateral that will be placed inside of the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at some point during the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

### SILVER: \$1000



As a SILVER sponsor you will receive your logo on the website and related session materials. You will also be able to provide collateral that will be placed inside of the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at some point during the day. The item(s) must be valued at a minimum of \$200 and your company will be recognized during the giveaway.

## **SWAG: \$300+**

As a SWAG sponsor you can donate one or more Raffle Items that will be given away at some point during the day. The items must be valued at a minimum of \$200 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$200/each.

## **SPEAKER SHIRT SPONSOR: Approx. \$3000**

(limited to 1 sponsor)

As the SPEAKER SHIRT sponsor you are responsible for providing 50 Polo Shirts for the speakers (various sizes). The Atlanta Cloud Conference logo will be embedded on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be available the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

## **ATTENDEE SHIRT SPONSOR: Approx. \$3000**

(limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes), the exact number to depend upon expected attendance. The Atlanta Cloud Conference logo, Atlanta Cloud Conference URL and your company logo should all be printed on the shirt based on your design. The design must be approved by the Atlanta Cloud Conference committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

## **SPEAKER DINNER SPONSOR: \$3000**

(limited to the first sponsor to commit)

As the SPEAKER DINNER sponsor, you will receive all the benefits of a Platinum Sponsor. In addition, the SPEAKER DINNER sponsor attendees get face time with the event speakers the evening prior the event. This networking opportunity is the official start to the Atlanta Cloud Conference festivities. Note: The Atlanta Cloud Conference Committee will handle all logistics including time, location, invitations, and menu.

## **ATTENDEE PARTY SPONSOR: \$3000**



(limited to the first sponsor to commit)

As the ATTENDEE PARTY sponsor, you will receive all the benefits of a Platinum Sponsor. After the event, speakers, attendees, and YOU gather to continue the conversations and grow networking relationships over food and drink. The Atlanta Cloud Conference Committee will handle all logistics including time, location, invitations, and menu.

## LUNCH KEYNOTE SPONSOR: \$3000

(limited to the first sponsor to commit)

As the LUNCH KEYNOTE sponsor, you will receive all the benefits of a Platinum Sponsor. During the event, speakers, attendees, and YOU gather in the keynote room for lunch for a twenty-minute presentation over food and drink. The Atlanta Cloud Conference Committee will handle all logistics including time, location, invitations, and menu.

## Sponsorship Benefit Descriptions

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### Raffle Item

The sponsor can give away any item(s) valued at a minimum of \$300 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$300/each.

### Logo on Website

The Atlanta Cloud Conference website ([www.atlcloudconf.com](http://www.atlcloudconf.com)) will include the sponsor's logo. Logos on the website will have a maximum width of 256 pixels.

### Logo on the Atlanta Cloud Conference Materials

The printed material will include the sponsor's logo.

### Logo on Keynote Slide

There will be a shared slide for GOLD sponsors and dedicated slides for each PLATINUM sponsor recognized during the keynote presentation. These slides will be presented at the beginning of the keynote.

### Attendee Bag Collateral

Each sponsor may provide their own printed materials that will be added to the attendee bag that attendees will receive as a giveaway. Bag Collateral must be received two weeks before the event (**Friday, March 24<sup>th</sup>**) and should be mailed directly to the following address:



Developer's Association of Georgia  
c/o Jared Rhodes  
3185 Oak Dr  
Marietta Ga 30066

## Booth with Table

The sponsor will be able to display a company booth the day of the event. We will be providing (1) table and (2) chairs for each company to use. Tables are 6' x 30". Please be sure that your displays are no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors. Table space will be distributed on a first-come, first-served basis upon receipt of completed sponsorship application and payment.

## Attendee List

The attendees can "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

## Logo on Additional Signage

For GOLD and PLATINUM sponsors your logo will appear on all signage and event material prior to and during the day of the event.

## Logo in Slide Template for Presenters

For GOLD and PLATINUM sponsors your logo will appear in all the speakers' PowerPoint presentations.



# Sponsorship Application

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Sponsorship for the Atlanta Cloud Conference on March 25<sup>th</sup>, 2023 is on a first come, first serve basis. For the sponsorship levels that include booths, table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application and payment / shirts / swag. Kindly fill in the form below for your sponsorship commitment and email it to [atldev@georgiadevelopers.com](mailto:atldev@georgiadevelopers.com).

My organization, \_\_\_\_\_, is committed to sponsor the Atlanta Cloud Conference on March 25<sup>th</sup>, 2023 with the following sponsorship package:

- Platinum Sponsorship: \$3000
- Gold Sponsorship: \$2000
- Silver Sponsorship: \$1000
- My company will be providing one or more SWAG items, please list:

\_\_\_\_\_

- Speaker Shirts: \$3000
- Attendee Shirts: \$3000
- Speaker Dinner: \$3000
- Attendee Party: \$3000
- Lunch Keynote: \$3000

**Signature:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_

**Name:**

\_\_\_\_\_

**Company:**

\_\_\_\_\_

**Phone:**

\_\_\_\_\_

**Address:**

\_\_\_\_\_