# **SaaStr Annual** 2019

## Sponsorship Prospectus

#saastrannual | saastrannual.com

# SPONSORSHIP PACKAGES

| | Diamond $250K | Platinum $125K | Gold $50K | Bronze $20K |
|---|---|---|---|---|
| **Pre-Event Marketing** | | | | |
| Website Presence | *Premium* | *Large* | *Medium* | *Small* |
| Offer Listing in Mobile App | ✓ | ✓ | | |
| Offer Listing in Email to Attendees | ✓ | | | |
| Inclusion in Pre-Conference Emails | ✓ | ✓ | ✓ | ✓ |
| VIP Reception Tickets | *2* | *2* | *1* | |
| **Onsite** | | | | |
| Meeting Room | *Executive* | *Standard* | | |
| Namebadge Branding | | | | |
| Sponsor Booth (*Turnkey) | ✓ | ✓ | ✓ | ✓ |
| Mobile App | ✓ | ✓ | ✓ | ✓ |
| Social Media | ✓ | ✓ | ✓ | ✓ |
| Intermission Slide Branding | ✓ | ✓ | ✓ | ✓ |
| Agenda Branding | ✓ | ✓ | ✓ | ✓ |
| Booth Passes | *2* | *2* | *2* | |
| Full Conference Passes | *12* | *6* | *4* | *2* |
| Additional Discounted Passes | *40* | *30* | *20* | |
| Lead Scanners | *2* | *2* | *1* | |
| **Post Event** | | | | |
| Inclusion in Post-Event 'Thank You' Email | ✓ | ✓ | ✓ | ✓ |

# SPONSORSHIP ADD-ONS

## Premium Lobby Cafe Sponsorship / $70K

Want 1500+ sq ft of premium sponsorship space with massive branding opportunities and meeting locations? Consider sponsoring the entire Herb 'N Kitchen lobby cafe located right when you walk into the hotel. Your brand will be plastered in front of every attendee that enters Annual each day. Plus, once you sponsor, you can get creative on how you promote your brand inside the Cafe. This is an excellent opportunity for a company who wants a ton of visibility.

## Wifi Sponsor / $50K

As SaaStr Annual's official Wifi sponsor, every speaker and attendee will see your company name when they log on to the venue's wifi. Featured mention in program agenda and on venue signage.

## Headshot Station / $40K

Scan all attendees as they lineup for this wildly popular attendee attraction. Logo prominently displayed.

## Happy Hour Sponsor / $50K

Happy hour sponsor for drinks and hors d'oeuvres. Logo displayed prominently on signage and listed in the agenda as "Happy Hour Presented by [Your Company Name]"

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## Hydration Stations / $30K

We'll have **50+** brand able water stations in almost every nook and cranny of the event. Put your logo on these frequently used items.

## Seat Drop / $15K

We'll place 1,500 "postcard size" drops right on the seats at SaaStr content sessions. You can design with whatever you like, and you'll be the only offer on the seat!

## Afterparty - *DJ Booth* / $15K

Wrap your logo around the DJ booth, ensuring your brand makes it into tons of attendee photos from the official Afterparty

## Room Drop / $15K

Send swag to all 1,500 attendees that are staying at SaaStr Tower! Drive attendance down to your booth or provide a special offer just for them.

## Stage Branding / $60K

Exclusive Right to have 1 of our 5 SaaStr Stages named after your brand. Logo featured on stage signage, company name listed in program agenda, in attendee marketing emails, etc.

## Food Sponsor / $45K

Sponsorship covers our FIVE food breaks throughout the day on all 3 days. Sponsor logo displayed prominently on signage at serving stations throughout the venue and listed in the agenda.

## Executive Meeting Room / $35K

Premium rooms with all your meeting needs. Get the most out of your investment in coming to the Annual by reserving an entire room within the venue to meet with your customers, prospects, partners and investors throughout the conference.

## Standard Meeting Meeting / $25K

Get the most out of your investment in coming to the Annual by reserving a private space within the venue to meet with your customers, prospects, partners and investors throughout the conference.

# SPONSORSHIP ADD-ONS

**Primary Afterparty Sponsor / $50K**

Featured logo on signage throughout the Afterparty venue, in the program agenda, and in the mobile app and attendee marketing emails. Get your logo at the heart of an amazing after party that strikes the balance between light-hearted fun and a profitable networking event.

**VIP Reception / $50K**

Put your logo in front of all our VIPs at the exclusive welcoming reception attended by our Sponsors, Speakers, VCs and other high-level contacts.

**Water Bottles / $20K**

Get your logo into the hands of all 10K attendees. Your brand will be on these high end water bottles that attendees will need to hydrate throughout the entire event and afterwards as a keepsake of the conference.

**Lanyards / $40K**

Sponsor logo placement on our attractive lanyards. Your brand will be visible on every attendee throughout the event and afterward as a keepsake of the conference.

**Coffee Sponsor / $60K**

Sponsor the coffee bars and get your branding on the coffee service stations or carts during the conference “Coffee Presented by [Your Company Name] listed on the agenda.”

**Charging Stations / $25K**

Every attendee will need to charge their phone or laptop at some point. Get your logo featured on power towers throughout the venue. Your sponsorship will be featured on the venue map, signage, and mobile app.

**Coat/Bag Check / $15K**

Get the claim ticket with logo into the hands of every attendee as well as exclusive branding of the station. Your sponsorship will be featured on the venue map in the program, signage and mobile app.

**Art Car Afterparty Sponsor / $20K**

Sponsor the SaaStr Art Car making it’s 3rd year appearance in a row!

**Yappy Hour / $15K**

Dogs up for adoption again! Brand this!

**Hotel Room Key Branding / $15K**

Get your logo prominently featured on all attendee hotel room keys at the SF Hilton Union Square.

# SPONSORSHIP AGREEMENT

To become a sponsor, please complete, sign, and e-mail this page to sponsors@saastrinc.com. A payable invoice will be sent back to you with the information for securing your sponsorship. Sponsorships must be paid in full in order to be secured. Please contact us if you have any questions, or need assistance.

## Sponsor Information

**COMPANY NAME** _____

**NAME** _____

**TITLE** _____

**EMAIL** _____

**PHONE** _____

**SPONSOR PACKAGE(S):**

By signing, I accept the terms and conditions. I hereby agree to and understand all sales are final.

**SIGNATURE** _____

## Terms

Sponsorship includes access to all conference activities and meals for sponsor representatives and associated guest attendees. Sponsorship does not include hotel or any other associated expenses.

## Terms of Payment

Balance due Net 30 days from receipt of invoice by check or credit card. No cancellations or refunds will be given.

Please make checks payable to “SaaStr Inc.” and remit to:

> **SaaStr**
> **350 Rhode Island - #375**
> **San Francisco, CA**
> **94103**