AMPLIFY YOUR BRAND

with SaaSr

Sponsorship Opportunities for 2020 + Beyond
SaaS is the world's largest community of SaaS executives, founders, and entrepreneurs.

Our goal is to help everyone get from $0 to $100m ARR with less stress and more success. We do that with a combination of industry-leading content and community connections.

SaaS began in 2012 as a simple WordPress blog and now spans millions of views a month and 1m+ social followers. We had our first meet-ups in 2013 and 2014, the first SaaS Annual in 2015, the industry's leading podcast in 2016, the first SaaS founder coworking space in 2017, SaaS Pro, the first learning management system for SaaS founders in 2018, and SaaS University for 6000+ founders in 2020.

SaaS has been named one of the Top 100 Blogs for Entrepreneurs by Forbes and one of the 50 Best Websites for Entrepreneurs by Inc. Magazine, and a Top Writer on Quora six times. Jason has been named by Business Insider to the 32 Most Powerful People in Business Technology.
Hitting the Gas Pedal

When Covid took the world by storm we quickly pivoted & diversified our offerings while answering our community’s call for guidance. "How do you survive in this new world?" We gathered hundreds of experts and leaders to answer that question and foster a sense of support in our community.
Upcoming Events
We have one final event up our sleeves for 2020. There is still time to get your brand positioned and strategize for leads before the end of the calendar year.

2020

SaaStr Scale
December 8-9, 2020

20,000+ of the best revenue leaders from marketing, sales, customer success and product will come together to share their best practices.

2021

Q1 - March 2021

20,000+ virtual attendees and 20+ top VCs will come together for two days to teach you everything you need to know to grow your revenue, scale up your team and close deals faster.

Q2 - May 2021

2 days, 100s of Top CIOs, CXOs and 1000s of Enterprise CEOs. Sharing how to scale in the enterprise today. Along with exclusive CEO - CXO networking.

Q3 - September 2021

50,000+ hybrid attendees (digital + IRL, where allowed) will come together for the 7th SaaStr Annual. We’ll have 2 full days, 100s of workshops, and 1000s of mentoring sessions.

Q4 - December 2021

20,000+ revenue leaders will come together digitally for two days to discuss how to scale to $1B ARR and beyond.
50,000+ Already Attended SaaStr Digital Events

While known for our in-person events & global community, SaaStr has rolled out completely digital-first offerings to help our trusted partners drive pipeline, connect with customers and increase their brand exposure in today’s new working landscape.

Across our completed digital MEGA events in 2020, we’ve had:

- 50,000+ registered attendees
- 500,000+ viewers tune in to our events via our live streams to Twitter and YouTube
- Over 1M impressions per event on SaaStr social media channels
- We use a content-first approach to deliver exposure to director-level and above decision makers
Our Community Agrees: SaaStr is #1
SaaStr Events are unlike anything else.

Dario Villena @Dario_barcelona
I have just attended @saastr annual this year. This is one of the best events of the year, and I could attend from home! 🌐

In this thread I will share my learnings and the experience so far, plus add extra info.

Jason Weingarten @jasonweingarten
Congrats to @saastr and @jasonlk on pulling off a phenomenal virtual conference! I can't believe I'm saying this, but I think it might have been the best one yet, and I've been to all 5 previous. (Thread below)

Natalie Franke @nataliefranke
Excited to hear Martha Bitar, CEO of @flodeskinsc speak at @saastr today! A female founded, bootstrapped, start-up that scaled from 0 to 5M ARR in under a year.

Sing it with me.... THIS GIRL IS ON FIRE! 🔥 #womenintech #SaaStrAnnual

Elliott Robinson @TheValuesVC
Thanks @saastr & @jasonlk for partnering with us in such a unique X challenging year. You and your team are incredible. The founder + tech community are lucky to have you and all the work that you do! 🙌

JUNE @JuneAngelides
My mum is the cutest. I just showed her footage from @saastr and she said "June, I'm so proud. Your school fees were not wasted" #africanmum

Valerie Jackson @ValerieDejoie
We had a blast! Thanks @saastr @SaaStrAnnual for creating space for us to share learnings on creating opportunities and driving impact in #tech and VC.

See What People Are Currently Saying
Our Digital Event Audience

- 50,000+ registered attendees
- 47% audience engagement
- Delivered 3,622+ opt-in registrants (on avg.) to sponsored workshops
- 300,000+ people tuned in per live event during the event via simulcast to Twitter and Youtube
- Over 1M impressions per event on SaaStr social media channels
- Long-tail promotion on saastr.com properties

Digital Audience’s Roles

- 40% CEO / Founder
- 22% Sales + Marketing
- 13% Investor
- 10% Product
- 10% Ops
- 5% Customer Success

Top Partners

Who Attends

Adobe
Anaplan
AppDynamics
Atlassian
AWS
Box
Cisco
Deloitte
DocuSign
Dropbox
Facebook
Freshworks
Google Cloud
Gusto
Invision
New Relic
Notion
Salesforce
SAP
Slack
Splunk
Stripe
Talkdesk
Trinet

Purchasing Power: 52% of attendees are VP-level and above & 25% of companies are above $10M ARR

Data based on:
Bridging the Gap: The New Norm in Venture: Enterprise, & Annual 2020
Hyper Workshops

Available for Super Gold and above

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Data based on: Bridging the Gap, The New New in Venture, Enterprise, & Annual 2020
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## Example Opt-in Reg & Engagement for Hyper Workshops

<table>
<thead>
<tr>
<th></th>
<th>Leads / Reg</th>
<th>Views</th>
<th>Content</th>
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</thead>
<tbody>
<tr>
<td>Profitwell</td>
<td>5,972</td>
<td>2,093</td>
<td>“Where SaaS Stands Today”</td>
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<tr>
<td>Salesforce</td>
<td>4,450</td>
<td>2,819</td>
<td>“Your Sales &amp; GTM Strategy”</td>
</tr>
<tr>
<td>Microsoft</td>
<td>4,079</td>
<td>1,987</td>
<td>“Brand Demand: Creating Clarity and Driving Growth”</td>
</tr>
<tr>
<td>Gainsight</td>
<td>4,059</td>
<td>15,123</td>
<td>“The Future of the Customer”</td>
</tr>
<tr>
<td>ZoomInfo</td>
<td>3,247</td>
<td>20,933</td>
<td>“Top 10 Mistakes from $0 to $400M”</td>
</tr>
<tr>
<td>Mailchimp</td>
<td>2,746</td>
<td>13,926</td>
<td>“How Mailchimp Navigated Uncertainty”</td>
</tr>
<tr>
<td>Pagerduty</td>
<td>2,549</td>
<td>9,417</td>
<td>“Automation: The Digital Transformation Accelerator”</td>
</tr>
</tbody>
</table>
Digital Booth

Booth features and Goals

- Branding on Scale Site
- Secondary lead generation via exclusive offering and lounge
- 2 Product/service listings
- Long-tail positioning on saastrscale.com

Click to See a SaaStr Scale Sponsor Booth Live
Digital Booth

Your Company Lounge

- A chill lounge hosted by your team where you can hang out, drive conversation and network with attendees

Your company lounge will take place at a specific time
Digital Booth

Your Company Lounge - After dark

- When your lounge is not active your page serves as a landing page about your company. You will feature 1 video (less than 7 minutes) an about section (less than 500 words) and feature two products, services, or offerings.

See how other great companies like yourself have leveraged these landing pages at SaaStr Annual at Home.

Make sure your callouts are specific to our audience for even greater conversions.
The Secrets To $1B And Beyond

Sponsorship Opportunities
SaaStr Scale is a completely immersive, two-day digital event for Founders and Revenue Execs to come together and share best practices

- 2 full days with specific, SaaStr-style actionable advice and learnings to help you reach $1B ARR and beyond
- 75+ live, interactive roundtables from top revenue leaders and intimate breakouts with subject matter experts
- 50+ speakers from the best SaaS companies across the world
- 5,000+ revenue leaders from sales, marketing, customer success and product
- 1,000+ founders from across the globe

Exclusive to 12 sponsors that are committed to building meaningful & long-lasting relationships with prospective buyers.

- Highest concentration of CEOs and budget holders of any non-vendor B2B event in the world
- 80% of attendees from $2m-$100m ARR
- 20,000 total attendees projected
- Hyper targeted to Founders and Revenue Leaders
**The Future of the Customer**

A talk by Nick Mehta, Bernadette Nixon and Jay Snyder

*Q&A: Alagila, Alipisa & Nick Bolivia*

**Categories Covered**

- All Sessions
- Unicorns

---

**Nick Mehta**

@nmehda

Had a great time yesterday speaking at @SaaStr #SaaStrEnterprise about the future of the customer with @bvnixon and @JayBOD3 (Super cool to hear it got 14K views!). Big thanks to @jasonik for bringing us together.

---

**Diamond Sponsorship**

$250,000

- **Half-Day Branded Track, Up to 8 sessions (if 20 minutes)** -- all must meet editorial standards
- **Major Product Announcement or CEO Interview**
- **Live video promotion and social distribution to an additional 50,000 viewers**
- **Syndication via SaaStr podcast post-event (150K downloads / mo) if meets editorial standards**
- **Featured promotion on YouTube for 24+ months**
- **50 VIP passes for company representatives**
- **Access to event networking apps**
- **Event booth on homepage with pre-recorded video and live attendee engagement**
- **Dedicated lead capture of content + booth attendees delivered post-event**
- **Promotion of pre-recorded promotional video and landing page across social media channels**
- **Logo on website, marketing materials**

*(all content subject to editorial approval)*
Learning from the Lows: How Mailchimp Navigated Economic Uncertainty

September 2, 2020, 8:00 AM

Ben Chestnut

Really enjoyed today, Jason! Thanks again for having me.

Ben Chestnut
@benchestnut

Tweet

Platinum Sponsorship
$125,000

- 40-minute Major Product Announcement with Q&A OR 2 x 20-minute hyper workshops
- Live video promotion and social distribution to an additional 50,000 viewers
- Syndication via SaaS podcast post-event (150K downloads / mo) if meets editorial standards
- Featured promotion on YouTube for 12+ months
- Premium branding for digital event
- 8 VIP passes for company representatives
- Access to event networking apps
- Branded virtual event booth with pre-recorded video and live attendee engagement
- Dedicated lead capture of content + booth attendees delivered post-event
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)
Super Gold Sponsorship
$50,000

- 20-minute Hyper Workshop to 1,000-5,000 attendees including Q&A
- Live video and social distribution 10,000 viewers
- 5 VIP passes for company representatives
- Access to event networking apps
- Branded virtual event booth with pre-recorded video and live attendee engagement
- Dedicated lead capture of content + booth attendees delivered post-event
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)
## Sponsorships
### At a Glance

<table>
<thead>
<tr>
<th>Level</th>
<th>Platinum (2-3)</th>
<th>Super Gold (8-10)</th>
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<tbody>
<tr>
<td><strong>Session</strong></td>
<td>Major product announcement: 40-minutes with Q&amp;A</td>
<td>20 minute hyper workshop</td>
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<tr>
<td>Estimated leads (on avg)</td>
<td>2,500 - 6,000</td>
<td>1,000 -5,000</td>
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<tr>
<td>Premium Syndication</td>
<td>Featured for 90 days</td>
<td>Not included</td>
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<td>Podcast to 150K</td>
<td>If meets editorial standards</td>
<td>Not included</td>
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<td>Live video and social</td>
<td>50,000+</td>
<td>10,000+</td>
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<td>distribution</td>
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<td>Secondary Digital Booth</td>
<td>Included - 2 days</td>
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# Sponsorship Bundling

## Any Event

**Media**

$90k - 1 super gold at any event + 3 consecutive months of media

## Extended Partnership

Use your media asset to extend the length of your partnership with SaaStr

**Event Partnership**

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## Bridge the Gap Partnership

Use your media asset to bridge the gap of your partnership with SaaStr across 2 events

**Event Partnership**

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## Boosted Partnership

Use your media asset to boost the value of your partnership with SaaStr

**Event Partnership**

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## 1, 2, Punch Partnership

Use your media asset to ramp up your partnership with SaaStr at a 2nd event

**Event Partnership**

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## Year Round Partnership

partner with us once a quarter for predictive consistent pipeline

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2021 Partnership Calendar
Example of effective bundling

Mix and Match
Depending on what quarter is heavy and which events align with your goals we have a bundle package for you to get consistent promotion in front of your audience all year round

**2021 Partnership Stack**

- **Q1 Media**
  - Podcast Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - SaaStr University Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - SaaStr Enterprise Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - SaaStr Annual Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - SaaStr Weekly Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q2 Event
    - SaaStr Enterprise Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q2 Event
    - SaaStr Annual Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q3 Event
    - SaaStr Weekly Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q4 Media
    - SaaStr University Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q4 Media
    - SaaStr Enterprise Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - Q4 Media
    - SaaStr Annual Event Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  
  - SaaStr Weekly Media Partnership
    - JAN  |  FEB  |  MAR  |  APR  |  MAY  |  JUN  |  JUL  |  AUG  |  SEP  |  OCT  |  NOV  |  DEC  

$205k - 2 Super Gold + 3 separate media packages of 3 consecutive months
Integrated Media Partnerships

SaaStr also has limited additional media opportunities outside of our upcoming digital events that can be packaged together for year-round brand representation.
# Core Offerings

## At a Glance

<table>
<thead>
<tr>
<th>Offering</th>
<th>Audience</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SaaStr Podcast</strong></td>
<td>140,000/month</td>
<td>#1 podcast in SaaS</td>
</tr>
<tr>
<td><strong>SaaStr University</strong></td>
<td>7,200+ CEOs &amp; execs</td>
<td>Ideal to connect directly with CEOs + founders; persistent content</td>
</tr>
<tr>
<td><strong>SaaStr Weekly</strong></td>
<td>240,000/month</td>
<td>Maximum reach across Cloud execs</td>
</tr>
<tr>
<td><strong>SaaStr Daily</strong></td>
<td>185,000/month</td>
<td>Maximum impact -- sole sponsor + large format ad unit</td>
</tr>
<tr>
<td><strong>SaaStr Insider!</strong></td>
<td>130,000+/over month</td>
<td>Maximum reach across revenue professionals, maximum impact unit</td>
</tr>
<tr>
<td><strong>SaaStr.com Blog Posts</strong></td>
<td>15,000 views + SEO</td>
<td>Reach our community directly on saastr.com</td>
</tr>
</tbody>
</table>
Sponsorship Details

- The SaaStr Weekly newsletter goes out every Sunday to 60K+ SaaS founders, CEOs, and operators
- Text and image ad will be front and center
- Ads run once per week for four consecutive weeks
- Avg. conversions for high-performing content: gated content assets, industry reports: 500 - 750+ conversions, $13 CPL
- Avg. conversions for bottom of funnel content, free trial, etc: 175 - 250+ conversions, $40 CPQL

Frequency of distribution: Weekly on Sundays
Number of viewers: 60,000 subscribers

Distribution Channels
Sponsorship Details

- The SaaStr daily is a distributed weekdays via email to our most engaged readers of SaaStr.com
- Text or image ad options
- Ads run once per day for four consecutive weeks
- Ability to swap ads once per month
- Exclusive, large format ad placement at the bottom of “SaaStr Daily”
- Sponsorship is the full month commitment
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 12% CTR

**Frequency of distribution:** Daily w/ new content  
**Number of viewers:** 185,000/month
The Official Saastr Podcast is the #1 podcast in SaaS

Guests include CEOs of Slack, Zoom, Box, Datadog, Zuora, Qualtrics and 100s more

**Frequency of distribution:** Weekly
**Medium of distribution:** Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)
**Number of downloads:** 150,000/month
Sponsorship Details

- Your approved script will be featured in a 15-second pre-roll (The first 15 seconds of a podcast) and a 15-second post-roll (The last 15 seconds of a podcast)
- This script will be professional voiced over and added into the edited episode with music under it.
- SaaS tr writes up a weekly blog post on SaaS tr.com where we feature the sponsor logo as well as a “presented by” on the recap of this week’s podcasts every Friday.

**Frequency of distribution:** Weekly

**Medium of distribution:** Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)

**Number of downloads:** 150,000/month
Sponsorship Details

- Your approved ad will be featured in our daily newsletter 2x a week
- Text or image ad options
- Ads run twice per week for four consecutive weeks
- Ability to swap ads once
- Exclusive ad placement in “SaaS Insider”
- Sponsorship is the full month commitment

Frequency of distribution: 2x Week
Medium of distribution: Email + LinkedIn
Number of viewers: 100,000/month, 16,000/day and growing
Sponsorship Details

The SaaStr team will work with you on a Sponsored Guest Article.

- Approved blog post will live on the SaaStr.com homepage for 1 month and then live on our site in perpetuity.
- Will be promoted in our newsletter to 60K subscribers the week it publishes Promoted to over 150,000 followers across all our social media channels
- Our most popular guest posts have seen upwards of 15,000 page views
- Can include a link to your website and/or landing page; can also include a short bio about the author

**Frequency of distribution:** Once on SaaStr.com

**Medium:** Website, Email, Social Promotion

**Number of viewers:** 15,000+ page views + SEO
**Featured Content Sponsor**

$15,000/ per month, 3 mo minimum

*SaaStr University* is SaaStr’s newest and fastest-growing product. Launched in the fall of 2019, SaaStrU *already* has over 7,200 founders, CEO and SaaS execs logging into SaaStr University almost every day to share learnings and discuss course lessons featuring top SaaStr content, videos and more.

For $10k a month, we have the ability to promote 1-3 sponsors’ featured content on a **persistent** basis to 1000s of Cloud CEOs, founders and execs.
Featured Content Sponsor

$15,000/ per month, 3 mo minimum

- High Engagement
- Persistent Presence
- Ideal for Promoting Offers to CEOs + Founders

Zendesk’s customer service guide for startups

Author: Pedro Muller, Group Manager of Startup Initiatives at Zendesk

We’ve all entered in some unprecedented times. For startup founders, the ever-changing coronavirus situation has become a challenge as some attempt to make sense of what is now more important to prioritize, and what is not. You may have spent hours upon hours coding in your apartment, in cafes, or while riding public transit for your product.

Now comes the nerve-wracking part: how do you even attempt to get your first customers? Let alone build a customer success team?

Distribution Channels

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![SaaStr University Logo](image)
Contact us

sponsors@saastrinc.com