



April 24, 2010



Sponsorship Plan

Thank you for considering sponsoring SQL Saturday #44 on April 24th, 2010 in Southern California. SQL Saturday is a community-driven, all volunteer event that is focused on delivering SQL Saturday, a FREE educational event focused on SQL. This large gathering of SQL Server professionals is a unique sponsorship opportunity for your organization. We have the following sponsor benefit packages for your company.

Sponsorship Levels				
Benefits	Platinum	Gold	Silver	Bronze
Prominent display of logo on attendee materials, website, and any branded items (i.e. speaker shirt, etc.)	X			
One guaranteed vendor speaking session in the schedule (* Session will be identified as a Sponsor session)	X	X		
One email message to all event attendees sent before or after event.	X	X		
Sponsor's table in exhibition area, including two chairs & power.	X	X	X	
Include sponsor-provided DVD and/or brochure in attendee packet.	X	X	X	X
Event raffle box for capture of raffle tickets.	X	X	X	X
Logo & URL shown in printed event guide.	X	X	X	X
Cost				
Raffle Prize to be awarded at the end of the day with a value of at least \$100	X	X	X	X
Prepaid Sponsorship	\$ 2,000	\$ 1,250	\$ 750	\$ 500

Where does the money go?

Even though the event is free to attendees (We do charge a nominal fee for lunch) there are still very real costs involved. Printing, advertising, breakfast, lunch, signs, and more! We are open to discussion on custom packages to meet your needs but we are unable to totally substitute software or other trade items for the base cash value listed.

All fees must be paid in advance. To sponsor our event visit the sponsor page at www.sqlsaturday.com and fill out the short form about your company. We'll follow up by phone or email to review everything, and then we'll provide a secure link so that you can pay using credit card.

Event Overview

SQLSaturday #44 is a one day free learning event focused on SQL Server that is being organized by the SQL Server User Groups of Southern California and hosted by Golden West College. We plan to host more than 150 database professionals, plus approximately 30 speakers and volunteers at the event. Details of the event can be found at www.sqlsaturday.com/44/eventhome.aspx.

Event History

The first SQLSaturday was conducted in Orlando in November 2007, and subsequent events were held in Tampa, Jacksonville, Olympia, WA, Boston, MA and Greenville, SC. Although this is a new event to Southern California, we're supported by the original SQL Saturday founders, and we're building on the success of other similar events (for example, the Microsoft Code Camps are now on their 4th year). We are also planning on hosting more SQL Saturday events in the future not only in Orange County, but in San Diego and Los Angeles as well.

Our Goals

Provide a first class training experience for our attendees. Even though it will be near free, we are confident this will be as good as or better than a similar commercial event.

Host over 150 database professionals, and continue to build a community for SQL Server users in the Southern California area.

Provide a great networking experience for SQL Server professionals, vendors, and employers.

Build our speaker pool. We've worked hard to get high quality speakers for the event and are trying to recruit new ones all the time.

Build relationships with sponsors. The Southern California User Groups and SQLSaturday is funded entirely through donations and we hope that you'll see this event as a good venue for highlighting your products, services, or just as a good place to look for SQL talent.

Sponsorship Logistics

Advertising & Marketing

Our biggest effort and the one we expect to be most productive will be advertising to the combined mailing list of the Southern California SQL Server Users Group members and those that registered for any of the SQLSaturday events, a combined total of more than 1,500 people. We'll be emailing them biweekly to update them on the progress of the event, sessions submitted, and other details, as well as remind them to register and to forward information about the event to their friends and peers.

We do have other avenues for advertising that we plan to use:

- Meetings and mailings to the members of all the SQL Server Users Groups within driving distance. These include the Los Angeles, CA (www.sql.la), Orange County, CA (www.sqloc.com), and the San Diego, CA (www.sdsqjug.org) User Group
- We will also reach out to the Southwest Developer Community as well to help promote the event.
- Updates posted on the Southern California SQL User Group Sites
- An active social media campaign leveraging Twitter, FaceBook and bloggers.
- Announcements via the SQLServerCentral and PASS newsletters.
- We also expect to reach more new people via our sponsors – don't miss out on the opportunity to alert your contact list to let them know about your participation!

The Raffle – Your Key to Success!

The biggest challenge with community events is capturing contact information for follow up. Few attendees will have business cards, and having them hand write their info often leads to a 30% or higher loss due to inability to read what they wrote! We provide attendees with a set of pre-printed raffle tickets that will contain their name and email address; they are then able to put these tickets into the raffle box at each sponsor table to try to win a prize. This gives you 100% readability and 0% loss! It is also more effective than any other technique we've seen for trying to capture contact information and that includes scanning their name badge.

Because we want you to be successful, all of our sponsorship levels include the requirement that you provide a prize of at least \$100 in value, and that you provide a full color 8-1/2x11 flyer that highlights the your raffle prize(s).