

Sponsor's Guide



ScalaSwarm 

Overview

Thank you for your interest in becoming a Scala Swarm sponsor! While our speakers and attendees are what makes the conference tick, it is our sponsors that allow us to keep tickets cheap, bringing in international speakers and make the conference experience the best it can possibly be. To learn more about the conference itself, please do not hesitate to get in touch.

Why become a sponsor?

As a sponsor you'll contribute to the success of the conference by providing monetary aid or rendering services. In recognition of your contribution, we will **thank you publicly** in our opening and closing words, enable your representatives to **openly associate themselves** with the conference, **feature your logo** on marketing material and associated publications, and (depending on your contribution) **give you time on stage** to advertise your organization, offer career opportunities and anything else you can think of - within reason, of course. The exact details are listed in the [sponsorship levels](#) section of this document.

We're always open to interesting sponsorship ideas and offers; if you have something to offer that isn't covered in this document, please [contact the organizers](#) and let us know!

Becoming a sponsor

To become a sponsor, select your [level](#) of contribution and [contact](#) the organization team. We will reach back to you with a formal sponsorship form, which stipulates the details of your contribution and your perk package per the selected sponsorship level.

Signing and returning this form officially approves you as a conference sponsor and constitutes a commitment to sponsoring the event on your part; we will then issue a pro-forma invoice on the agreed-upon contribution amount, payable within 15 days. Upon delivery of the funds we will issue an invoice on the payable amount which, in accordance with applicable regulations and laws, constitutes a tax-deductible operating expense.

Sponsorship Levels

Features

Merchandising	Bronze	Silver	Gold	Platinum	Party
Company logo on the conference website	✓	✓	✓	✓	✓
Company logo on the conference lanyards	✗	✗	+€1000	✓	✗
Company logo on the conference T-shirts	✗	✗	✗	+€1000	✗
Swag/leaflets/stickers at the registration table	✓	✓	✓	✓	✓
Logo in every official mail to attendees	✗	✓	✓	✓	✓
Roll-up in the expo hall	✓	✓	✓	✓	✓
Roll-up in the auditorium	✗	✗	✓	✓	✗
Image ad in all talk videos	+€1000	✓	✓	✓	✓
Video ad in all talk videos	✗	✗	+€1000	✓	✗

Speaking opportunities	Bronze	Silver	Gold	Platinum	Party
Speech before keynote	✗	✗	✗	✓	✗
Public acknowledgement in opening ceremony	✓	✓	✓	✓	✓

Networking	Bronze	Silver	Gold	Platinum	Party
Post-conference analytics	✗	✗	✓	✓	✗
Access to guest list (name, email, company)	✗	✗	✗	✓	✗
Your message in the newsletter to attendees	✗	✗	+€1000	✓	✗

Promotion on Scala Swarm social media (Facebook, Twitter, YouTube)	✓	✓	✓	✓	✓
Exhibition table/booth	✗	✓	✓	✓	✗
Free conference tickets	1	2	4	8	2
Invitation to the speakers' dinner	✗	✗	1	3	✗
Time-limited 25% off for Bee Scala 2020 sponsorship offer	✗	✗	✓	✓	✗

Bronze (€3,000)

Bronze sponsors help us covering the many booking fees for our event and thus making it easier for us to prepare the best programme possible.

Bronze sponsors are expected to provide at least €3,000 in operating expenses, and enjoy promotional opportunities as outlined above.

Silver (€4,500)

Silver sponsors provide us with the opportunity to offer crucial services at the conference; these include quality food, professional video recording, professional art and creative services (such as video editing) and other services that can significantly upgrade the experience of conference attendees and contribute to the the European Scala community as a whole.

Silver sponsors are expected to provide at least €4,500 in operating expenses, and enjoy promotional opportunities as outlined above as well as an invitation to the speaker's dinner to reflect your contribution to the success of the conference.

Gold (€7,000)

Gold sponsors enable us to bring in international speakers renowned in the Scala community, including technical leads on the [Lightbend Reactive Platform](#), central figures in the international Scala community and thought leaders on a wide variety of topics. This in turn not only significantly contributes to the quality content presented at the conference, but also generates buzz and networking opportunities for the European Scala community as a whole.

Gold sponsors are expected to provide at least €7,000 in operating expenses, and enjoy the broad gamut of promotional opportunities we can offer. Additionally, one member of your staff is invited to join all activities held in honor of our guests!

Platinum (€11,000)

Platinum sponsors go above and beyond. In addition to supporting all aspects of the conference, the Platinum sponsors enable the conference attendance for the students and the underrepresented thus showing your awesomeness and support of the community!

Platinum sponsors are expected to provide at least €11,000 in operating expenses, enjoy the full gamut of promotional opportunities we can offer and help shape the conference from behind the scenes. Additionally, up to three members of your staff are invited to join all activities held in honor of our guests!

Guidelines

Logo

To ensure the best possible presentation for your organization, please provide a high-resolution version of your company logo. Ideally, we'd love to have any or all of:

- A vector image in one of the popular formats (.svg, .ai etc.)
- A high-resolution .png image with alpha channel/transparency
- Dark- and light-background versions of the above

Contact Information

If you wish to offer sponsorship or contact the organizing team for any reason:

Gorazd Kozmus, main organizer: ✉ sponsoring@scala-swarm.org
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