**Boston SQL Saturday 2023**

**October 14, 2023**

**Sponsorship Plan**

[[Event Website](https://www.eventbrite.com/e/sql-saturday-boston-2023-tickets-515858234867?utm_source=eventbrite&utm_medium=email&utm_campaign=post_publish&utm_content=shortLinkNewEmail)](https://sqlsaturday.com/boston) [Event Contact](mailto:sqlsaturdayboston@outlook.com)

# Welcome!

Boston SQL Saturday is a one-day conference hosted by New England SQL Server User Group (NESQL), a 501(c)7 non-profit organization. Our event, which has been running for over 12 years, features volunteer speakers who present topics related to the Microsoft Data Platform. With the support of sponsors like you, this event has and continues to remain free and open to the public, attracting a large number of attendees every year, all of whom would love to meet you! The venue has a limitation of 300 people by Fire Marshall.

# Sponsorship Tiers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Platinum  $2,500  (Limit 1) | Gold  $1,600  (Limit 4) | Silver  $1000  (Limit 5) | Bronze  $600  (Unlimited) |
| Premium spot at the event to maximize traffic & with a one-on-one discussion booth ([See pictures below](#_Pictures)) | X |  |  |  |
| 10 min exclusive intro during opening announcements | X |  |  |  |
| Table at Event | X | X | X |  |
| Opt-In Attendee List | X | X | X | X |
| Vendor Speaking Session during lunch hour | X | X |  |  |
| Swag Table – Flyers & swag are presented at an unattended table. |  |  |  | X |
| Logo on the Event website | X | X | X | X |
| Social Media mentions | X | X | X | X |
| Listed as sponsor in event emails | X | X | X | X |
|  |  |  |  |  |
| Custom email blast to attendees | X |  |  |  |

### Add On:

### Forty-Five-minute keynote $1000

### For all attendees

### 250~300 bags with logo given at registration $500

### 250~300 notebook and pen with logo given at registration $300

### Lunch (Market Price)

### After party (We will need to discuss)

### Speaker dinner $2000

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **New England SQL User Group - Partnership** | Add $750 |  | Add $500 |  |
| 10 min intro at one meeting | X |  | X |  |
| Vendor-designated speaker (no commercial, purely technical) for one meeting | X |  |  |  |
| Vendor table at one meeting | X |  |  |  |
| Inclusion in NESQL emails | 1 year |  | 3 months |  |
| Logo and link on the meetup website | 1 year |  | 3 months |  |
| Can provide collateral at meeting | 1 year |  | 3 months |  |

# Your Key to Success!

The biggest challenge with community events is capturing contact information for follow-ups. Anyone registering for this event will automatically opt in for communication from sponsors. You will be provided with contact details within a week of the event. Information Attendees are free to unsubscribe from future emails.

You also want to talk to the attendees one on one. That is where swag and raffles will play a role. To qualify for the raffle, attendees must visit the booth and drop off their raffle tickets. We will provide each vendor with a raffle box and have one table for all absentee vendors in the same areas as our onsite vendors. Raffle ticket collection will proceed through the end of the day when the raffle draw will be done during closing ceremonies. Attendees must be present to win. If there is a physical prize, we’ll give it to them. Otherwise, we’ll forward their contact information for you to follow up with (for license keys, etc.).

All our sponsorship levels require you to provide a prize of at least $100 in value during the raffle. We strongly suggest you provide a full-color 8-1/2 x 11 flyer highlighting the prize(s) you are raffling off. We will attach it to the front of the raffle ticket collection box.

# Event Details

We’ll open the doors to sponsors at 7:30 am. Sponsors will have a table, two chairs, and limited access to 110v power (please let us know what you need in advance). We encourage sponsors to remain on site through at least lunch and, if possible, to have a representative present at the end of the day to present your prize at the end-of-day raffle. Lunch will be provided to sponsors that have registered. Please have everyone from your team attending [register](https://www.eventbrite.com/e/sql-saturday-boston-2023-tickets-515858234867?utm_source=eventbrite&utm_medium=email&utm_campaign=post_publish&utm_content=shortLinkNewEmail), so we can have enough food available.

Please note that due to venue constraints, we ask that you send at most two employees to staff your vendor table. Those who attend must [register](https://www.eventbrite.com/e/sql-saturday-boston-2023-tickets-515858234867?utm_source=eventbrite&utm_medium=email&utm_campaign=post_publish&utm_content=shortLinkNewEmail). A promo code will be supplied for a comped lunch.

# Sign-Up

If you are interested in sponsoring, please get in touch with the sponsorship team at [sqlsaturdayboston@outlook.com](mailto:sqlsaturdayboston@outlook.com)

Please include the following:

* Your name
* Email
* Company Name
* Website
* Preferred sponsorship tier

We can then discuss payment options. Full payment is required up-front to lock in your chosen sponsorship tier.

# Cancellation Policy

If NESQL must cancel the event, all funds, minus any transfer fees, will be refunded.

# Contact

We hope you’ll support this event! Please contact us at [sqlsaturdayboston@outlook.com](mailto:sqlsaturdayboston@outlook.com) if you have any additional questions.

# Pictures

A picture containing indoor

Description automatically generatedA picture containing text, indoor, ceiling

Description automatically generated

