

South Africa Scrum Gathering 2013: Sponsorship Opportunities

Introducing Scrum Gatherings

Recent surveys show that use of Agile software development methodologies is growing for at least two reasons: companies want to manage changing requirements and priorities; and, they want their products in the market sooner. This signals a maturing of Agile from efficiency concerns only, to both efficiency and effectiveness. Thus along with agile software development, organisational change is becoming a focus of the Agile movement.

It is also clear from these surveys that Scrum is the most widely practiced and successful method under the Agile banner, to the point where the terms Scrum and Agile are often used interchangeably. Due to its popularity there is a well-established and active international Scrum community that shares practical information and experience on the Internet and in actual work settings, but also in more formal learning environments, called Scrum Gatherings.

A Scrum Gathering is an opportunity for Scrum users of all experience levels to gather together to learn about and share experiences with Scrum. Topics for all levels of expertise are offered. A Gathering is a multi-day event and includes both talks and sessions where delegates can discuss timely topics with experts and peers, in a small group setting.

Introducing SUGSA

The Scrum User Group of South Africa (SUGSA) is the Scrum Alliance-registered user group in South Africa, and the **only listed African representative**. SUGSA's mission is to build a framework for collaboration between local agile practitioners through experts on the ground and support from the Scrum Alliance. Its aim is to improve the agile maturity level in South Africa by sharing experiences of success and failure, good practices, and expert presentations.

As in the rest of the world, the South African community of agile practitioners is vibrant and growing. SUGSA hosted the first full-day national Scrum event in South Africa in September 2009. The event attracted 220 delegates and was sold out within two weeks. The Scrum Day 2009 was an immediate success and received

appreciation from delegates and sponsors alike. Following on from this success, SUGSA has hosted 2 Scrum Gatherings: One in 2010 and one in 2011, as well as hosting monthly meetings in both Cape Town and Johannesburg. **SUGSA has built a reputation for hosting worldclass events, and attracting a wide range of agile and Scrum practitioners in South Africa.**

South Africa Scrum Gathering 2013

SUGSA would like to continue this trend. We believe that bringing international speakers to South African provides a unique opportunity to ensure our businesses are exposed to the same agile thought leadership as the rest of the world, which increases our competitive edge. This year South African Scrum Gathering will be hosted in Cape Town. The plan is to host **2 day event in October**. Due to success of **Code Lab** event in 2012 we will be adding extra tracks to South African Scrum Gathering. These additional tracks will be focusing on best Agile technical practices.

Positioning

The 2013 South African Scrum Gathering is for those interested in Scrum or practicing it already as well as for people seeking for good talks on Agile Technical Practices.

Various media and messages will be used to promote the 2013 South African Scrum Gathering to potential delegates, and each communication will present an opportunity for sponsors to gain exclusive exposure to a broader audience than those able to attend.

Attendees are likely to be CIOs, other executives, senior managers, and those performing Scrum roles: Product Owners, ScrumMasters, and Technical people: Developers, Team Leads, QAs and Architects.

Sponsorship Options

We believe that we provide good reach to people practicing or interested in agile in South Africa. Our subscriber list that receives email notifications is approximately 1250 people throughout South Africa. We expect approximately 350 delegates at the event. Our website where your logo will be displayed receives between 500 and 1500 visits per month, with peaks in the months preceding our annual event.

During this year's event, the Platinum sponsor will be given time to address the delegates, the opportunity to display their branding on programs, and the SUGSA Gathering website. Platinum and Gold sponsors may erect their own information booth in the networking area used during catering breaks. Platinum and Gold sponsors will also be able to gain a long-lasting impression by providing branded gifts for delegates to take away.

Sponsors of this event will create visibility for themselves in the Agile world. Employers of software developers, in particular, will be able to underline their alignment with Agile methods to the local and international market.

	Platinum	Gold	Silver
Cost	R120,000	R50,000	R15,000
Speech at event (10 mins)	Yes		
Logo on announcements	Yes		
Dinner with speakers on Day 0	Yes		
Supply branded gifts	Yes	Yes	
Display branded banners	Yes	Yes	
Erect information booth	Yes	Yes	
Logo on program	Yes	Yes	Yes
Logo on SUGSA web site	Yes	Yes	Yes
Complimentary tickets for sponsor	4	2	1
Sponsorships of this type available	1	4	unlimited

Additional packages

You can also choose any of the additional packages listed below. Additional package can be taken out as standalone sponsorship. Preference will be given to companies with higher level of sponsorship (i.e. Platinum, Gold, Silver and then NoLevel).

First day drinks

Many conference attendees stay for a drink after the first day of the conference. You will have an opportunity to erect roll-up banners with your company logo and get official recognition for SUGSA committee as a sponsor plus speech at the beginning of the drinks (~3 min).

R10000

Conference bag

The official conference bag is distributed to every delegate and contains all conference materials. Your logo is prominently featured on the front of the bag along with event and Sugsa logos.

R10000

Lunch sponsor

Display roll-up banner at lunch area. Hundreds of satisfied and well fed eyes. It will create positive association with your company.

R5000 per spot for 2 days. 3 spots available.

Coffee break

We will provide branded mugs (your logo, event and/or SUGSA logos) during coffee breaks. Delegates get to keep their mugs. Great exposure as you will stay forever in their cup boards.

R40000 including mugs or **R20000** if you wish to print mugs yourself.

Wi-Fi sponsor

Your name will be on every Wi-Fi voucher we give away to our delegates.

Price to **TBD**

IF you have any other ideas and you would like to offer any additional packages please don't hesitate to contact us.

Please note that the Scrum Alliance, SUGSA, and the Scrum Gathering organising committee, individually and as a group, do not earn any fees or commission from hosting or otherwise being involved in this event. These organisations and people freely give their time, skill and resources in the knowledge that a deeper understanding of the features and benefits of Scrum will help South Africans deliver better solutions and compete more effectively against international software producers. Any profit made from this event will be used by SUGSA to provide services to the Scrum community in South Africa.

Sponsorship enquiries:

Pavel Dabrytski

pavel.dabrytski@gmail.com

073 616 3392

Cara Faye

carafaye@gmail.com

084 500 4425