



London Sponsorship Prospectus

Serverless is a buzzword that has marmite appeal. For some it points to the future of software development in a post cloud world, and for others it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

ServerlessDays is the evolution of JeffConf, and we are building on the success of it in 2017. We are going back to the same venue, St John's Hoxton and will be using the upper tier of the venue this year to increase capacity. With the increased capacity comes additional requirements, namely an improved AV system, additional toilet facilities and a marquee to handle catering for a larger number of people.

The Team

The ServerlessDays London organising team consists of

- Paul Johnston (Developer Advocate at AWS)
- James Thomas (Developer Advocate at IBM)
- Simona Cotin (Developer Advocate at Microsoft)
- Ant Stanley (Organiser of Serverless London User Group)
- Saffron Governor (People enthusiast and general boss lady)

The organising team are all working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organising team members that are employed by vendors are restricted from all sponsorship negotiations to avoid any potential conflict of interest.

The Conference

Date: 6 July 2018

Venue: St John's Hoxton (<http://www.stjohnshoxton.org.uk/>)

Expected attendance: 300 people

Three areas:

- Main church building
 - o Keynote theatre
- Church reception
 - o Next to the main room
 - o Drinks to be served here
 - o Two headline sponsor booths
- Lunch tent
 - o Lawn outside the church
 - o Lunch & Post-conference drinks reception to be served here
 - o 4 Supporter sponsor tables

Format

The conference mixes elements of an unconference and a more traditional conference.

Morning Session	Welcome Breakfast Opening Remarks Morning Keynote x2 Talk Lightning Talk x3
Lunch Break / Open Spaces	Open Spaces - New to Serverless Open Spaces - App Dev Open Spaces - Data Pipeline / Transformation Open Spaces - Automation
Afternoon	Lightning Talk x5 Unpanel Talk
Late Afternoon	Coffee Break Talk x2 Closing Remarks

Attendee Profile

Attendee profile: We expect our attendees to fit into one of two categories.

- Developers who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organisation.
- Business stakeholders looking for new solutions to unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

At last years event we had attendees from a variety of organisations, including DXC, Barclays, Lego, GDS, JustEat, FundApps, Space Ape Games, and many more companies in the London tech eco system.

The event was sold out, and we had excellent feedback. Alex Casalboni has done an excellent recap of the event here <https://serverless.zone/jeffconf-london-2017-recap-interviews-news-from-the-community-e853b65527d0>

Sponsorship Opportunities

To make the conference happen we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We have a number of sponsorship opportunities.

Headline Sponsors - £8,000 (2 available)

Make the event happen. If you step up and take the headline sponsorship you will get

- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're running an open space session with three open space areas during lunch and your logo will be on all the open space banners.
- We're getting a number of roll up banners printed that will be placed throughout the venue. Half the banners will only have the headline sponsors logos on them along with the ServerlessDays logo. The other half of the banners will feature the other sponsor logos in conjunction with yours.
- Bring your own banners. We'll allow you to bring two of your own banners and put them wherever you want in the venue.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors logo.
- You will also get 10 tickets, including t-shirts, with your sponsorship.

Using a single-track conference format, with an "unconference" session in the middle, means we do not have lots of speaker slots. We have decided it would be more beneficial to the conference attendees, organisers and sponsors to use all the slots for amazing, hand-curated, high-quality talks from the serverless community rather than offer these slots as part of the sponsorship package. Headline sponsors will have the only booth spaces in the main area.

Supporter Sponsor- £4,000 (4 available)

You help make the conference happen. The mid-tier sponsorship comes with the following benefits.

- Logo on all banners, t-shirts and posters
- A small table in the lunch tent, allowing you to talk to attendees while they enjoy lunch
- 5 tickets, including t-shirts
- Acknowledgement on stage
- All the benefits of the community sponsor package.

Community Sponsor - £1,000 (10 available)

Your company is an active supporter of the community, and are looking to help us in growing the use and knowledge base around serverless platforms. The community sponsor will get

- Logos on signage on stage, in the venue, on the website, on the t-shirts
- Shout outs on stage
- 3 tickets, including t-shirts, with your sponsorship

Become a Sponsor

To become a sponsor or get more information on sponsorship please contact:

Organiser Email: London@serverlessdays.io