



SharePoint Saturday London 2019 Sponsor Information Pack

Event Overview

SharePoint Saturday is a free community-focused SharePoint event dedicated to educating and engaging members of the local technical community.

SharePoint Saturday draws upon the expertise of SharePoint, Azure and Office 365 professionals, developers and architects who come together to share their real-world experiences, lessons learned, best practices and general knowledge with other like-minded individuals.

With the continued evolution of SharePoint it's no longer solely an on-premises offering and the Cloud now forms an integral part of any SharePoint event, bringing content about Office 365 and Microsoft Azure into the mix for events like SharePoint Saturday.

Event Details

The fourth SharePoint Saturday London will be held on June 1st 2019 and is free to anyone who wants to attend. The event will run from 8:00 AM-5.30PM at our exciting new venue; the etc Venues event space in County Hall (next to the London Eye) in the heart of London.

There will be multiple content tracks for Developers, IT Pros, End Users, and Business Users (the precise format of the tracks will be defined nearer the time) from which attendees may select the topics that most closely align with their job function or area of interest.

Each session will be between 45 and 60 minutes in duration (the final session timings will be confirmed when the agenda is finished and published) and will range from introductory "100" level content through to highly technical, "300" and "400" level deep dive sessions.

If speaker session submission volume is very high, we have options to open tracks as our new venue is flexible and large enough to accommodate a large number of simultaneous sessions.

Speakers will represent a broad cross-section of the community and will include both international "rock star" and local talent. Our core mantra is to provide a variety of different perspectives and points of view on the world of SharePoint.

Event Attendance

SharePoint Saturday events have become very popular around the world. As the event approaches, we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities.

For the 2019 London event, we will accommodate 350 to 500 attendees. We are confident that we will have high attendance based on past UK events and demand for an event to be held again in London.

Attendee Information

A list of attendees, along with their name and email, will be provided to each *qualifying* sponsor within a week of the conclusion of the event. For an attendee to register, they will be required to agree to opt-in to being contacted by sponsors and so all registered attendee information will be provided in a GDPR compliant form.

In addition to attendee information, Uranium, Diamond, Platinum and Gold sponsors will also be provided with the additional details of those registered that did not attend.

Sponsors may use the information provided for direct marketing purposes only; this information may not be sold, traded, given away or otherwise provided to any third-party not directly affiliated with the sponsoring entity.

Sponsors are required to ensure they maintain GDPR compliance when making use of the data provided.

Venue Access

Sponsors will have access to the facility for a short period of time prior to the start of the event and for a further period after the end of the event. Precise timing information will be provided closer to the event.

Sponsorship Packages

Since SharePoint Saturday London is a free to attend non-profit event, we rely solely on the support and generosity of sponsors to compensate for the expenses incurred during the event.

There are several categories of sponsorship available, all of which are outlined below.

Uranium Sponsorship - £5,000.00 (1 Available)

The Uranium sponsor will receive the following benefits:

- Sponsor will receive a large table in the sponsor zone in a prime location that can be chosen by the sponsor
 - Sponsors may decorate their table with any company logos, artwork, signage or other material as they see fit
- Sponsor will be granted a 5 minute speaking slot during the Keynote session
- Sponsor will be granted a speaking slot during the lunch break “sponsor sessions”
- Sponsor will be granted a speaking slot during the regular session schedule
- Sponsor can place pop-up banners in ALL session rooms including the main theatre
- Sponsor may provide any collateral of their choosing for distribution to attendees
- Sponsor will receive contact information for attendees & wait listees
- Sponsor name (and logo where appropriate) will be included in ALL email communications to attendees, speakers and other sponsors and listed as the prime sponsor
- Sponsor logo will be displayed prominently on any clothing produced for the event
- Sponsor logo will be displayed in a unique and prominent position on the SharePoint Saturday London website
- Sponsor logo will be displayed on program schedule during the event

- Sponsor logo will be printed on attendee bags
- Sponsor will be named specifically during introductory, keynote and event wrap up sessions
- Sponsor will be recognised at the time of the raffle and can present any number of prizes
- Sponsor will be included in all email, web based and social media outreach to attendees and prospective attendees

Diamond + SharePoint Sponsorship - £4,500.00 (1 Available)

The Diamond SharePoint sponsor will receive the following benefits:

- Sponsor will host the after event SharePoint and will be able to address the attendees for 10-15 minutes accordingly
- Sponsor will receive a large table in the sponsor zone.
 - Sponsors may decorate their table with any company logos, artwork, signage or other material as they see fit
- Sponsor will be granted a speaking slot during the lunch break “sponsor sessions”
- Sponsor will be granted preferential choice of location within sponsor zone
- Sponsor can place pop-up banners in the main theatre
- Sponsor may provide any collateral of their choosing for distribution to attendees
- Sponsor will receive contact information for attendees & wait listees
- Sponsor logo will be displayed prominently on any clothing produced for the event
- Sponsor logo will be displayed on the SharePoint Saturday London website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags
- Sponsor will be named specifically during introductory, keynote and event wrap up sessions
- Sponsor will be recognised at the time of the raffle and can present any number of prizes
- Sponsor will be included in email, web based and social media outreach to attendees and prospective attendees

Diamond + Speaker Dinner Sponsorship - £4,000.00 (1 Available)

The Diamond Speaker Dinner sponsor will receive the following benefits:

- Sponsor will host the speakers’ dinner, sending multiple participants to dinner, and will be able to address the speakers for 10-15 minutes
- Sponsor will receive a large table in the sponsor zone.
 - Sponsors may decorate their table with any company logos, artwork, signage or other material as they see fit
- Sponsor will be granted a speaking slot during the lunch break “sponsor sessions”
- Sponsor will be granted preferential choice of location within sponsor zone
- Sponsor can place pop-up banners in the main theatre
- Sponsor may provide any collateral of their choosing for distribution to attendees
- Sponsor will receive contact information for attendees & wait listees
- Sponsor logo will be displayed prominently on any clothing produced for the event
- Sponsor logo will be displayed on the SharePoint Saturday London website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags
- Sponsor will be named specifically during introductory, keynote and event wrap up sessions
- Sponsor will be recognised at the time of the raffle and can present any number of prizes

- Sponsor will be included in email, web based and social media outreach to attendees and prospective attendees

Platinum Sponsorship - £3,000.00 (2 available)

Organisations that are Platinum sponsors will receive the following benefits:

- Sponsor will receive a large table in the sponsor zone
 - Sponsors may decorate their table with any company logos, artwork, signage or other material as they see fit
- Sponsor will be granted a speaking slot during the lunch break “sponsor sessions”
- Sponsor can place pop-up banners in the main theatre
- Sponsor may provide any collateral of their choosing for distribution to attendees
- Sponsor will receive contact information for attendees & wait listees
- Sponsor logo will be displayed prominently on any clothing produced for the event
- Sponsor logo will be displayed on the SharePoint Saturday London website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor logo will be printed on attendee bags
- Sponsor will be named specifically during introductory, keynote and event wrap up sessions
- Sponsor will be recognised at the time of the raffle and can present any number of prizes
- Sponsor will be included in all email, web based and social media outreach to attendees and prospective attendees

Gold Sponsorship - £2,500 (12 available)

Organizations that are Gold sponsors will receive the following benefits:

- Sponsor will receive a table in the sponsor zone
 - Sponsors may decorate their table with any company logos, artwork, signage or other material as they see fit
- Sponsor may provide any collateral of their choosing for distribution to attendees
- Sponsor will receive contact information for attendees
- Sponsor logo will be displayed on any clothing produced for the event
- Sponsor logo will be displayed on the SharePoint Saturday London website
- Sponsor logo will be displayed on program schedule during the event
- Sponsor will be recognised at the time of the raffle and can present up to two prizes
- Sponsor will be included in web based and social media outreach to attendees and prospective attendees

Silver Sponsor - £500 (10 available)

Organisations that are web sponsors will receive the following benefits:

- Sponsor will be invited to send up to 2 representatives to the event and will be granted the option to floor-walk amongst attendees
- Sponsor will be invited to send (via event service) a single email shot to all attendees
- Sponsor logo will be displayed on website and on the program schedule during the event
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor will be recognised at the time of the raffle and can present one prize

Silver sponsors will NOT be provided the attendee list.

Prize Sponsor – No Additional Charge

The sponsor can donate a raffle item and receive recognition. The attendee list will NOT be provided to prize sponsors.

Raffle items might include electronics, books, software, services, gift cards, etc.

Organizations that are raffle sponsors will receive the following benefits:

- Sponsor logo will be displayed on program schedule during the event
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor will be recognized at the time of the raffle

Sponsorship Process

To sponsor SharePoint Saturday London 2019, please head over to and complete the sponsorship form at <http://sponsor.spslondon.org>. Make sure to upload the images requested on the form – these will be automatically displayed on the site. Sponsorship is available on a first come, first served basis and is not confirmed until payment has been received.

Upon application, sponsors will receive a proforma VAT invoice issued by the events commercial partner, the sponsor will have 7 days to pay the sponsorship invoice and the requested sponsorship slot will be reserved for that period.

Once payment is received, sponsorship will be confirmed and the web site will be updated to reflect the sponsor's involvement.

Sponsor location in the expo area of the event will be awarded on a first-come, first-served basis – that order in which sponsorship is confirmed and paid for.

Once confirmed (and dependent on the level of sponsorship agreed) you will be asked to supply:

- High resolution vector graphics of your logos
- Details of collateral being provided
 - Collateral must be delivered 10 days prior to the event to be included in attendee bags
- Details of prize giveaways
- Links to any web based outreach or social media out reach you wish us to include in our campaigns leading up to the event