



TUGA IT
SUMMER EDITION
LISBON, JULY 19-21, 2018

Sponsorship Packages

Thank you for your interest in supporting TUGA IT 2018 Summer Edition, scheduled for **19-21 July 2018** in Lisbon.

Event Description

TUGA IT 2018 Summer Edition is a free, community-driven technology event dedicated to educating and engaging members of the local communities across all roles and all levels.

TUGA IT provides high-quality sessions and workshops that are held by the members of the local communities as well as international speakers. This will be the third edition of the event in Lisbon.

Event Details

TUGA IT 2018 Summer Edition will be held on 19-21 July 2018 and will be hosted at the **Microsoft Headquarters** located at **Rua do Fogo de Santelmo, Lote 2.07.02, 1990-110 Lisboa**. The event will run from **9 AM to 6 PM** on each of its 3 days.

Coffee breaks (2 per day) and lunch will be provided and there will be numerous giveaways at the end of the conference on July 21st. There will also be a **Speakers Dinner** on Friday evening, **July 20th**, and a **TugaBeer** after party, on Saturday evening, after the main event ends.

During the three days of the event, participants will have access to full-day workshops and 1-hour breakout sessions, delivered by world class speakers and subject matter experts. Breakout sessions will be distributed over multiple simultaneous tracks and will range from introductory, 100-level content to highly-technical, 300-level “expert” sessions. We are considering having a special track with longer sessions (90 or 120 minutes) to allow for more in-depth content. For the full-day workshops, delegates will be charged a symbolic amount for their participation. All other content will be free for all participants.

Speakers will represent a broad cross section of several technical communities such as Azure, Data Platform, Office 365, IoT or Software Development to name a few. Our intention is to make it a truly international event and we will require all speakers to deliver their sessions in English.

Event Attendance

It's the third TUGA IT event, and based on last year's event and other events that we have organized in previous years we expect to attract **around 150 attendees** per day. As the event approaches we will share the registration numbers with sponsors in order to assist with staff planning and collateral quantities.

For compliance reasons, we will only disclose personal information about attendees for the ones that explicitly agree to share their personal info with Sponsors.

Sponsorship Packages

Since TUGA IT 2018 Summer Edition is a free, non-profit event, we rely on the support and generosity of sponsors to compensate for the expenses incurred during the event. Sponsorships will go towards covering costs for things such as (but not limited to): Speaker Dinner, Event Breakfast/Lunch/Snack, TugaBeer after party, Printed Materials, international speaker accommodation etc.

Please Note: *Sponsorship includes speaking slots for Gold sponsors, during the afternoon. The call for speakers for regular sessions is separate from the call for sponsors.*

There are **seven** categories of sponsorships available: Diamond, Gold, Silver, Bronze, TugaBeer, Speaker Dinner and Swag.

Diamond Sponsorship Package (max 1):

- The Diamond Sponsor will have a table with premium positioning during the event
- The Diamond Sponsor will be able to name a breakout room and to place its rollup/banner in the room during the 3 days of the event
- The Diamond Sponsor's logo and name will be featured on every material and communication during the 3 days of the event
- Sponsor logo will be featured in the participants' Sponsor Passport to be signed/stamped when the table is visited
- Sponsor will have the possibility to show a 20-second video before each session in its dedicated room¹
- Sponsor will have its logo printed on all printed materials for the event
- Sponsor will have its rollup/banner displayed on the venue entrance
- Sponsor will get its logo on the TUGA IT 2018 Summer Edition website
- Sponsor will get its logo on the TUGA IT 2018 Summer Edition speaker slide deck
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor may send one representative to the speaker dinner, in addition to any speakers from their own company
- Sponsor logo will be printed on speaker shirts (if budget allows)
- Sponsor logo will be printed on attendee bags (if budget allows)

¹ The Sponsor is fully responsible for producing the video and deliver it to the Event Organizers up to 3 days before the event starts.

- Sponsor will be mentioned on Twitter before and during the event

Diamond Sponsorship Package: 4.000€ for the 3 days of the event

Gold Sponsorship Package (max 3 per day):

- All Gold Sponsors will have a table with premium positioning during the event
- Each Gold sponsor will be able to name a breakout room as their company name and to place their rollup/banner in the room during the whole day
- Sponsor logo will be featured in the participants' Sponsor Passport to be signed/stamped when the table is visited
- Sponsors will have the possibility to show a 20-second video before each session in their room
- Sponsors will have logos printed on all printed materials for the event
- Sponsors will have their rollup/banner displayed on the venue entrance
- Sponsors will get their logos on the TUGA IT 2018 Summer Edition website
- Sponsors will get their logos on the TUGA IT 2018 Summer Edition speaker slide deck
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor may send one representative to the speaker dinner, in addition to any speakers from their own company
- Sponsor logo will be printed on speaker shirts (if budget allows)
- Sponsor logo will be printed on attendee bags (if budget allows)
- Sponsor will be mentioned on Twitter before and during the event

Gold Sponsorship Package: 1.500 € per day

Silver Sponsorship Package (max 5 per day):

- All Silver Sponsors will have a table during the event (after the Gold sponsors)
- Sponsor logo will be featured in the participants' Sponsor Passport to be signed/stamped when the table is visited
- Sponsors will have logos printed on all printed materials for the event
- Sponsors will get their logos on the TUGA IT 2018 Summer Edition website
- Sponsors will get their logos on the TUGA IT 2018 Summer Edition speaker slide deck
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor logo will be printed on attendee bags (if budget allows)
- Sponsor will be mentioned on Twitter before and during the event

Silver Sponsorship Package: 1.000 € per day

Bronze Sponsorship package (no limit):

- Sponsors will get their logos on the TUGA IT 2018 Summer Edition website
- Sponsors will get their logos on the TUGA IT 2018 Summer Edition speaker slide deck

- Sponsors will have logos printed on all printed materials for the event
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor will be mentioned on Twitter before and during the event

Bronze Sponsorship Package: 500 € per day

TugaBeer Sponsorship package (max 1):

- Sponsor will get its logo on the TUGA IT 2018 Summer Edition website
- Sponsor will get its logo printed on the drink tickets distributed to attendees
- Sponsor will be announced in the beginning and during the TugaBeer
- Sponsor will be mentioned on Twitter before and during the TugaBeer

TugaBeer Sponsorship Package: 500€

Speaker Dinner Sponsorship package (max 1):

- Sponsor can present a 15-minute talk to all speakers at the beginning of the dinner
- Sponsor will have logo printed on all printed materials for the event
- Sponsor will get its logo on the TUGA IT 2018 Summer Edition website
- Sponsor will get its logo on the TUGA IT 2018 Summer Edition speaker slide deck
- Sponsor may provide any collateral of their choosing to attendees
- Sponsor logo will be printed on attendee bags (if budget allows)
- Sponsor will be mentioned on Twitter before and during the event

Speaker Dinner Sponsorship Package: 1.000€

Swag Sponsorship package (no limit):

- Sponsors will get their logos on the TUGA IT 2018 Summer Edition website
- Sponsors will be announced in the prize raffle at the event closing
- Sponsors will provide swag to be distributed in the prize raffle at the event closing
- Sponsor will be mentioned on Twitter during the event closing

Swag Sponsorship Package: no cost apart from the raffled prizes.

Sponsor Table Guidelines

Diamond, Gold and Silver sponsors will be provided with a table and two chairs in the expo hall. Sponsors may decorate the table with any company logos, artwork, signage or other material as they see fit. Standing exhibits may be placed on the floor behind or in front of your table, not beside it and it can't be placed in such a way to impede foot traffic or access to other sponsors.

Participant Sponsor Passport

Each participant is given a passport with the logos of the Diamond Sponsor as well as each Gold and Silver sponsors. During the event, participants who are able to get

signatures/stamps from sponsors, by visiting their respective tables, are eligible for a special raffle prize, whose winner is announced at the end of the event.

Collateral Guidelines

Sponsors can provide marketing materials that will be given to the delegates, placed inside their attendee bag. This could be a flyer, brochure or a booklet (max DIN A4) and/or a small item for each attendee.

Attendee Information

A list of attendees who have opted in (name, email and company), will be provided to Gold and Silver sponsors within two weeks after the conclusion of the event. Attendee information is contingent on attendee election to opt-in for the release of such information to be given to the sponsors.

Sponsors may use this information 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 will have access to the facility 30 minutes prior to the start of the event and for 30 minutes after the end of the event. Should you require more time for setup and/or teardown, please make a note on the attached form and we will do our best to accommodate your needs.

Sponsorship Summary

Sponsor Level	Diamond (1)	Gold (3/d)	Silver (5/d)	Bronze	Tuga Beer (1)	Speaker Dinner (1)	Swag
Cost	4.000€	1.500 €	1.000 €	500 €	500 €	1.000 €	0 €
Sponsorship duration	3 days	1 day	1 day	1 day	1 day	1 day	
Banner/rollup on the entrance	X	X					
Logo on speaker shirts	X	X					
Room name and banner/rollup in the room	X	X					
20 second video shown before sessions	X	X					
Attend speaker dinner	1 pax	1 pax				2 pax	
Table	X (1 st choice)	X (1 st choice)	X (2 nd choice)				
Attendee information	X	X	X			X	
Logo on attendee bags	X	X	X			X	
Logo on printed materials	X	X	X	X	X	X	
Mention on Twitter	X	X	X	X	X	X	X
Bag collateral	X	X	X	X		X	
Logo on web site	X	X	X	X	X	X	X
Prize for closing raffle	X	X	X	X		X	X
Logo on drink tickets					X		

Sponsorship Commitment

Sponsorship for TUGA IT 2018 Summer Edition is on a **first come, first serve basis**. Kindly fill in the form for your sponsorship commitment and attach it with your sponsorship request at TUGA IT 2018 site.

My organization, _____ (company name), is committed to sponsor TUGA IT 2018 Summer Edition with the following sponsorship package:

- | | |
|---|---|
| <input type="checkbox"/> Diamond Sponsor (4.000€) | (all 3 days of the event) |
| <input type="checkbox"/> Gold Sponsor (1.500 €) | <input type="checkbox"/> 20/JUL <input type="checkbox"/> 21/JUL |
| <input type="checkbox"/> Silver Sponsor (1.000 €) | <input type="checkbox"/> 20/JUL <input type="checkbox"/> 21/JUL |
| <input type="checkbox"/> Bronze Sponsor (500 €) | <input type="checkbox"/> 20/JUL <input type="checkbox"/> 21/JUL |
| <input type="checkbox"/> TugaBeer Sponsor (500 €) | |
| <input type="checkbox"/> Speaker Dinner Sponsor (1.000 €) | |
| <input type="checkbox"/> Swag Sponsor (0 €) | |

Confirmed by: _____

Signature: _____

Date: _____

Name: _____

Company: _____

Please return a signed copy of this page to **contact@tugait.pt**

When the sponsorship is confirmed by the organizers and invoiced, we expect your payment within four (4) weeks or by July 1st 2018 at the latest (whichever comes first). If the payment is not received within these dates, your sponsorship can be rescinded and allocated to another sponsor.

Should you have any questions, feel free to contact contact@tugait.pt