

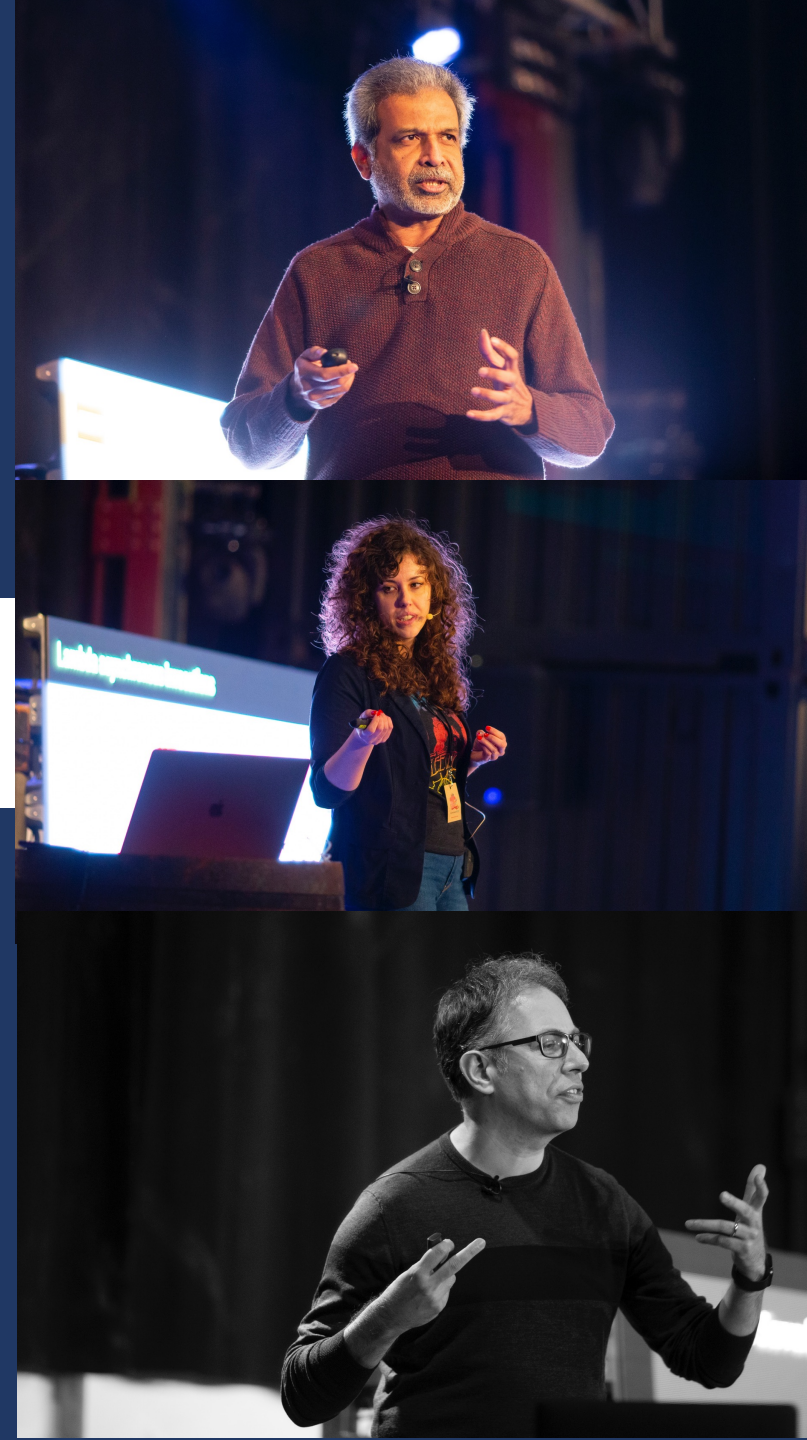
/serverless/DAYS

Cardiff

21st September 2023

One Day. One Track. One Community

Sponsor Prospectus



The New Kingmakers

Steve O'Grady writes in his critically acclaimed book, *The New Kingmakers*, “the most successful companies today are those that understand the strategic role that developers will play in their success or failure.”

The Serverless paradigm enables organisations to ship features faster without compromising on security or availability. Small teams of developers have never been more productive and never had a bigger impact on their organizations.

ServerlessDays events are attended by these leading developers pushing the boundaries of new technology and transforming the way in which their organisations work.

If you want to get in front of an audience of forward thinking developers, influencers and decision makers, whether you're looking to promote your products & services or looking to hire, then ServerlessDays is the event for you.



2019

In 2019 we ran the first ever ServerlessDays conference in Cardiff.

After setting a target audience of 175; we sold out and had to increase capacity a number of times until we reached a max limit of 215 with close to 30 on the waitlist.

Two-thirds of survey respondents rated the event excellent and would recommend to a friend or colleague



2020

In 2020 we moved to a larger venue at the DEPOT

Again, we sold out all tickets despite increasing the capacity to 300. For the first time, we ran 4 free hands-on workshops the day before the conference, attended by 69 delegates

Once more feedback was fantastic, demonstrating the demand for this event in South Wales



2023

With no event possible since 2020 as a result of COVID, we are delighted to launch again for 2023.

Returning to DEPOT Cardiff, we are targeting **300 attendees** with capacity to grow to **400**. We also plan to offer **workshops** the day before following the success of last time.

We expect ServerlessDays Cardiff to be the **biggest Serverless event in Wales and the South West of England** this year.



Venue

Since opening the shutters in November 2015, DEPOT has since established itself as Cardiff's most exciting and original venue, with a professional stage and sound setup.

It is located close to Cardiff train station and is easily accessible.

It is fully customisable, so that sponsor stands, talks, break outs, refreshments throughout the day and an evening drinks networking event will all take place under one roof.



Timeline

27 Feb 2023	ServerlessDays Cardiff 2023 site online Call for Papers Opens
03 Mar 2023	Early Bird Tickets on sale
26 May 2023	Call for Papers Close
19 Jun 2023	Speakers Announced
20 Sep 2023	Workshops
21 Sep 2023	ServerlessDays Cardiff

Sponsorship

We are offer three tiers of sponsorship, with additional one off sponsorship opportunities

Tier	Slots	Price
Gold	3 Available	£5,000
Silver	5 Available	£2,500
Bronze	8 Available	£1,000

Additional sponsorship:
Network Reception Sponsor
Tote Bag / Lanyard Sponsor

Gold

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

- Your logo will get prominence on stage, in the venue, on the website, and you'll get multiple shout outs on stage
- 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 sponsors 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
- Whenever your logo appears alongside other non-gold sponsors logos, it will be significantly larger
- You will get 7 tickets, with your sponsorship
- Headline gold sponsors will have the most prominent booth slot in the venue, with special pin badges to encourage all attendees to visit



£5,000

Excl. VAT

Silver

Silver sponsorship is available to cover venue hire, audio / visual hire, food, drink and diversity tickets. You are an active supporter of the community and essential to the success of the event, and get:

- Your logo will be displayed on signage on stage, in the venue, and on the website. Your logo will be significantly larger than Bronze sponsors when displayed together.
- You will get specific shout outs and recognition on stage
- Bring one of your own banners and set up a stand to talk to attendees.
- You will get 4 tickets with your sponsorship
- You will be given priority location over Bronze sponsors



£2,500
Excl. VAT

Bronze

Your company is an active supporter of the community helping grow the use and knowledge base around serverless platforms. The bronze sponsor will get:

- Your logo will be displayed on signage on stage, in the venue and on the website
- Shout outs on stage during the opening and closing announcements
- Bring one of your own banners and set up a stand to talk to attendees
- You will get 2 tickets, with your sponsorship



£1,000
Excl. VAT

Additional

Network Reception Sponsor - £3,000

An evening networking and drinks reception takes place immediately after the end of the closing keynote. This allows sponsors, speakers and attendees to mingle and relax and grow the community. You can bring your own pop up stands / banners to locate around the reception area, and will receive shout outs and recognition on stage

Tote Bag / Lanyard Sponsor - £3,000

Your branded lanyard will be given to all attendees with their badge. Lanyards will be required to be worn at all times to enable access to the various areas of the event. Tote bags will be provided to all attendees, and will be printed with your logo

Workshops

75% of all survey respondents in 2019 stated they would be interested in attending a hands-on workshop, and we had 69 people attend the 4 workshops we ran in 2020

We are looking to offer a choice of workshops on Weds afternoon before the event.

We will help source suitable workshop venues dependent on capacity. We require that 30% of tickets are made available for under represented minorities.

Contact

Please contact James at james@serverless-events.com and Matt at matt@serverless-events.com, or the team at cardiff@serverlessdays.io, if you are interested in any of these sponsorship or workshop opportunities.