



Event Website: <https://bit.ly/3cf0iP3> or
<https://sqlsaturday.com/2022-05-14-sqlsaturday1022/>

Event Contact: jeff@reviewmydb.com

Sponsorship Opportunities

SQL Saturday Jacksonville 2022 #1022 is a full day conference related to the technology of SQL Server and data. SQL Saturday is hosted by the Jacksonville SQL Server Users Group and is a 501c3 non-profit organization.

With the help of a lot of Volunteers, we provide excellent sessions, refreshments, and lunch providing ample opportunities to interact with local professionals. We ensure there is adequate and comfortable space for all Sponsors to meet with attendees, and network. We work hard to ensure that the SQLSaturday is a great experience for all, especially our Sponsors without whom the event just would not happen.

This is our 14th annual SQL Saturday event, and it has grown steadily since being the #3 SQL Saturday in 2006. With the support of our Sponsors, remains free and open to the public. For 2017-2019, SQLSaturday Jacksonville attracted over 750 attendee registrations being the 3rd largest SQL Saturday in the United States. We had 50+ sessions led by 40+ world-class presenters. We anticipate sustaining our year-over-year increase in attendance for SQLSaturday. The volunteer organizers of SQL Saturday Jacksonville 2022 are proud to offer the following Sponsorship opportunities.

In addition to the standard Sponsorship levels, we offer a select set of Marquee Sponsorship Opportunities. These are special ways to show your support of SQL Saturday Jacksonville 2022 and achieve maximum visibility for your company. Find details about these premium Marquee Sponsorship Opportunities below.

| Sponsorship | Amount | Sponsor Benefits |
|-----------------------|----------------|---|
| Platinum Sponsor | \$2,500 and up | Includes all benefits of the Gold Sponsorship. Upon request and availability, options are available to sponsor portions of the event (Lunch, After-Party, Speaker Party). |
| Gold Sponsor | \$1,750 and up | Includes all benefits of the Silver Sponsorship. An electronic list of attendees that submitted a raffle ticket for your raffle item. Upon request and availability, a lunch time session may be available for Gold Sponsors (Limited number of lunch time session slots). |
| Silver Sponsor | \$1,250 and up | Includes all benefits of the Bronze Sponsorship. One table and two chairs in our exhibitor area near registration and access to power. Inclusion of multi-page brochure or disk in the event bag (Sponsor must provide). |
| Bronze Sponsor | \$750 and up | Logo included in printed event guide given to all attendees upon arrival Logo included in Guidebook Mobile App. Ability to include a one-page flyer in the event bag (Sponsor must provide at least 2 weeks ahead of event). Donate prizes for end of day event (\$100 minimum value) |
| Individual or Blogger | \$25 and up | Name on SQL Saturday Jacksonville 2022 website(s) and our undying gratitude! |

Marquee Sponsorship Opportunities

Support SQL Saturday Jacksonville 2022 with high visibility, high profile exposure for your company, organization, product or service with one of these premium Marquee Sponsorship Opportunities. Each of these represents a unique opportunity, so act now. They are available on a 'first come' basis.

| Sponsorship | Amount | Sponsor Benefits |
|------------------------------|---------|---|
| Speaker Shirts & Lanyards | \$3,500 | Sponsor Logo and Name on all Speaker Shirts and Lanyards All Gold Sponsor Benefits |
| Attendee T-Shirts | \$3,000 | Sponsor Logo and Name featured prominently on attendee T-shirts (other sponsors will also have their logo included, but smaller) All Gold Sponsor Benefits |
| Saturday Afternoon Ice Cream | \$1,600 | Sponsor Logo and Name on All Ice Cream Tickets, named in schedule and announced for afternoon Ice Cream Treat All Silver Sponsor Benefits |
| Saturday Morning Breakfast | \$1,000 | Sponsor Logo and Name displayed above breakfast area and announced in schedule. All Silver Sponsor Benefits |

Additional Information

SQL Saturday Jacksonville 2022 is produced by and for the community of SQL developers, administrators, and affiliated disciplines. Event Sponsorship does not entail oversight or selection of topics or content.

Credit card payments can be made online using PayPal to jaxssug@gmail.com. or checks can be sent to 12375 Sunchase Drive, Jacksonville, FL 32246.

Marquee, Gold, and Silver Sponsors will receive a csv file containing the name/email list of the 'opt-in' attendees in addition to the entrants for Sponsor's raffle item.

While SQLSaturday Jacksonville requires funds to operate, Sponsorship is also accepted in the form of 'in-kind' contributions where the goods or services provided are those required for SQLSaturday. We are especially interested in community groups helping plan and publicize the event. If you have any questions about how you can help, please contact us.

About 'in-kind' Sponsorships: We make a distinction between Sponsors that provide 'cash', and those that provide 'in-kind' Products and Services for raffles or other use. Our reasoning is thus:

A 'cash' Sponsor is providing the raw resource that is needed to produce SQLSaturday it pays equipment rental, shirts, lanyards, advertising, as well as refreshments and meals. Therefore, that Sponsor earns significant brand recognition and exposure benefits, as outlined in the Sponsorship 'level' document (Marquee, Gold, Silver, Bronze, etc.)

An 'in-kind' Sponsor is providing an optional resource one that, if need be, we can do without. Also, quite often, that optional resource is serving to provide brand recognition and exposure. At past events, to maximize their brand exposure, some Sponsors have done both sponsored at a cash level that was practical for them AND provided branded items. Those Sponsors then received both sets of benefits as outlined above.

Logistics

We'll open the doors to sponsors at 7:30 am. Sponsors will be provided with table and two chairs, and limited access to 110v power (please let us know what you need in advance). Tables will be in the same area as registration and breakfast to make it easy for attendees to stop by your table. We encourage sponsors to remain on site through at least lunch and if possible, to have a representative present at the end of the day to present your prize at the end of day raffle.

Lunch will be provided to sponsors that have registered. Please have everyone from your team that will be attending register at www.sqlsaturday.com so that we can have enough food available.

Important Deadlines

Sponsorships must be received in full no later than April 2, 2022 to guarantee inclusion in print and display materials. All Sponsor supplied materials must be received by April 18, 2022. Contact us for applicable shipping addresses.

The Raffle – Your Key to Success!

The biggest challenge with community events is capturing contact information for follow ups. Few attendees will have business cards and having them hand write their info often leads to a 30% or higher loss due to inability to read what they wrote! We provide attendees with a set of pre-printed raffle tickets (see below) that will contain their name and email address; they are then able to put these tickets into the raffle box at each sponsor table to try to win a prize. This gives you 100% readability and 0% loss! It is also *more effective* than any other technique we've seen for trying to capture contact information and that includes scanning their name badge.

Because we want you to be successful all our sponsorship levels include the requirement that you provide a prize of at least \$100 in value, and that you provide a full color 8-1/2 x 11 flyers that highlights the prize(s) you are providing for the raffle.

We provide the raffle box. We will have one table for all absentee vendors placed in the same areas with our onsite vendors. Raffle ticket collection will proceed through the end of the day. If someone from your team is present, we'll ask them to draw the winning ticket, otherwise we'll draw the ticket. Attendees must be present to win. If there is a physical prize we'll give it to them, otherwise we'll forward you their contact information for you to follow up with (for license keys, etc.)

After the event we will mail you all the raffle tickets from your box. There may be duplicates; depending on how exciting your prize is attendees may contribute more than one ticket to your box – but that's a good thing, they are willing to provide you their contact information in return for the chance to win.

Contact Us

We hope you'll support this event! Please contact us at jeff@reviewmydb.com if you have any questions.