

## Sponsoring Opportunities at the Agile Camp Berlin 2020

### Introduction

The [Agile Camp Berlin 2020 \(ACB2020\)](#) will happen from April 17 to April 18, 2020 at the Evangelische Schule Berlin Zentrum right in the center of Berlin.



Two hundred agile peers from all over Europe—among them agile coaches, Scrum Masters, and Product Owners—will experience two energizing days focusing on community, sharing, and learning. ([See impressions and listen to statements from the ACB2019 in this 5-minute video.](#))

The [Agile Camp Berlin 2020](#) is organized as a [Barcamp](#) which is an open, participatory workshop-event, the content of which is provided by participants. The ACB2020 will feature up to six parallel tracks with a maximum of 30 sessions per day. The event will provide great catering and ample opportunity for networking, too.

The [Agile Camp Berlin 2020](#) is legally organized by [Berlin Product People GmbH](#), Berlin, and is supported by a group of volunteers from Berlin's agile practitioner scene.

The ticket prices ranged from € 99 to € 159 including 19% VAT. In combination with the sponsoring income, the Agile Camp Berlin 2020 will break even, but not return a profit.

As of December 1<sup>st</sup>, 2020, already 40 % of the 200 available tickets have been sold.



## Sponsoring of the ACB2020

### Benefits for Sponsors

If 'software is eating the world,' what could be a better place to gain personal access to 200 agile practitioners—agile coaches, Scrum Masters, and Product Owners—specializing in building the right software or service than the ACB2020? In this war for talent, the Agile Camp Berlin 2020 provides a unique opportunity to sponsors to present their organizations in the best possible light, spearheading the agile product development movement.

Moreover, if your organization supports agile practitioners with software, training, and services, you will meet the new decision-makers at the best moment to pitch your offering.

### How to Become a Sponsor

Once you have decided to learn more about the exciting sponsoring opportunities, all you have to do is reach out to us. All sponsoring related issues are handled by Stefan Wolpers of Berlin Product People GmbH: [stefan.wolpers@berlin-product-people.com](mailto:stefan.wolpers@berlin-product-people.com).

### Opportunities Overview

Benefits	Platinum	Gold	Silver
Exclusivity	At Gold level	—	—
Maximum availability	1	0	4
Sponsoring fee [€] <sup>1</sup>	€ 6000	€ 3000	1500
Admission tickets included	5	3	2
Bar table in hallway	+	+	—
Logo placement on sponsor wall	Prominent	Big	Small
Logo placement on print materials	+	+	+
Sponsor entry ACB2020 website	+	+	+
Blog post/interview with sponsor	+	+	—
Press release in online portals	Group	Group	Group
Naming of a conference room	+	+	—
Inclusion of sponsor logo in ACB2020 communication	+	+	+
Inclusion as a sponsor in the 'Food for Agile Thought' newsletter	+	+	+
Guaranteed sessions on both days	+	—	—
Placement of promotional material at the venue	+	+	+
Access to job board	+	+	+

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<sup>1</sup> All prices are subject to 19% VAT.

## I. Platinum

Sponsoring fee: **€ 6000**.

Maximum number of PLATINUM-sponsors: **1**.

### Benefits:

The GOLD-package plus:

- Sector exclusivity at GOLD-level<sup>2</sup>.
- An additional admission ticket for the event. (A total of 5 tickets.)
- Tickets and name badges with VIP-recognition as “PLATINUM-sponsor” with access to all events on both days.
- Guaranteed session on Friday, April 17<sup>th</sup>, 2020.
- Guaranteed session on Saturday, April 18<sup>th</sup>, 2020.
- Logo placement (prominent) on the sponsor wall.
- Subject to production, depending on the available budget:
  - Logo placement (prominent) on the ACB2020 t-shirt.
  - Logo placement (prominent) on the ACB2020 camp-bag, or
  - Logo placement (large) on the ACB2020 camp-bag in the case of a camp-bag sponsor.

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<sup>2</sup> Sponsoring agreements with GOLD sponsors that were signed before the sponsoring agreement with the PLATINUM sponsor are excluded from the exclusivity clause.

## II. Gold

Sponsoring fee: **€ 3000.**

Maximum number of GOLD-sponsors: **3.**

### Benefits:

The SILVER-package plus:

- A bar table in the hallway.
- One additional admission tickets for the event. (A total of 3 tickets.)
- The naming of a conference room. (The Platinum sponsor can choose with priority.)
- A dedicated blog-post/interview on the ACB2020 website.
- Tickets and name badges with VIP-recognition as “GOLD-sponsor” with access to all events on both days.
- Logo placement (big) on the sponsor wall.
- Subject to production, depending on the available budget:
  - Logo placement (big) on the ACB2020 t-shirt.
  - Logo placement (big) on the ACB2020 camp-bag.

### III. Silver

Sponsoring fee: **€ 1500.**

Maximum number of SILVER-sponsors: **6.**

#### Benefits:

- Access to the job board.
- Two admission tickets for the event.
- Inclusion in the press release.
- Listing of a sponsor profile on the ACB2020 website.
- Inclusion as an ACB2020 sponsor in the 'Food for Agile Thought' newsletter. (Global circulation: 24,000-plus subscribers.)
- Placement of promotional material at the venue.
- Logo placement on all offline marketing materials: program brochure, roll-ups, flyers, etc.
- Logo placement (small) on the sponsor wall.
- Subject to production, depending on the available budget:
  - Logo placement (small) on the ACB2020 t-shirt.
  - Logo placement (small) on the ACB2020 camp-bag.



## IV. Additional Sponsoring Options

In addition to the previously mentioned sponsoring packages, there are further possibilities to support the ACB2020. Among other things, individual agreements such as:

- Buffet sponsoring: breakfast, lunch or coffee & cake.
- Espresso booth.
- ACB2020 networking party on Friday, April 17<sup>th</sup>, 2020.
- The Camp bag.
- Give-aways for the camp bags.
- Lanyards and name-tags.
- Consumables such as serviettes or writing pads.
- Floor stickers on all pathways to the event rooms.

For sponsoring suggestions, prices and information on handling, please contact Stefan Wolpers via [stefan.wolpers@berlin-product-people.com](mailto:stefan.wolpers@berlin-product-people.com) or call +49 (0) 171 30 30 321.

## V. Sponsoring Agreement

All mentioned conditions are subject to change until a written agreement has been signed by the sponsor and Berlin Product People GmbH. All prices are subject to 19% VAT.

## VI. Contact

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