

# ALE 2017 PRAGUE **SPONSORSHIP OFFER**



# AGILE LEAN EUROPE UNCONFERENCE

**28 - 30 AUGUST 2017, PRAGUE**

Do you want to contribute to the Agile and Lean community and connect with the most enthusiastic Agile and Lean People who value continuous improvement, learning and adding value?

If so, then we, as members of the Agile Lean Europe (ALE) network, would like to invite you to become valued sponsors of the 7th annual ALE un—conference to be held in August 2017 in Prague, Czech Republic.

Join us and around 200 Agile and Lean practitioners including developers, testers, leaders, managers, Scrum Masters, Product Owners, trainers, coaches and other enthusiasts.



## **ALE is a community of like-minded people**

who want to work, talk and have fun together to create a better Agile and Lean community in Europe.

Since 2011, volunteers from the ALE network are organizing an un-conference in order to meet old and new friends, exchange opinions and learn.

So far, the event was held in Berlin (2011), Barcelona (2012), Bucharest (2013), Krakow (2014), Sofia (2015) and Paris (2016). This year it's hosted on 28-30 August in the beautiful Prague, Czech Republic.

## **ALE is different than other conferences, being:**

- Self-organizing un-conference: the participants co-create the event
- Completely non-profit
- Focused to keep our families together: includes kids & spouse program
- Thoroughly international: in 2013 we hosted people from 17 countries, not only from Europe
- Every year hosted in a different European city and organized by different enthusiasts
- Self-sustaining for over four years without any formal structures or management

# SPONSORSHIP PACKAGES

	Friend*	Bronze	Silver	Gold
Logo on the web page	yes	yes	yes	yes
Thank you note (opening and closing talks)	yes	yes	yes	yes
Logo on the badges				yes
Logo in ALE2014 notebook	last page	last page	last page	first page
Additional info about company in ALE2014 notebook			1/2 of A5	A5
Sponsor-provided gifts in a conference bag	up to 1	up to 1	up to 2	up to 2
Sponsor's logo or name in communication: e-mails, Twitter, Facebook	yes	yes	yes	yes
Sponsor-provided flyer in bag (1 item)	up to A5	up to A5	up to A4	up to double A4 (folded)
Roll-up in the hall	yes	yes	yes	yes
Booth			small (1 x 2m)	large (2 x 3m)
Free tickets			1	2
Prize draw at the main stage (max 30 sec)			1	2
Price (Euro NET)	500*	1000	2000	3000

\* Friend sponsorship package is designed for startups, small companies and Agile / Lean non-profit organizations

# EVEN GREATER IDEAS

## **Ticket Competition Conquest**

Sponsor the tickets that will be used as prizes in a contest(s) among people interested in participation at ALE2017. Conquest will be promoted by ALE2017 communication channels (email, twitter, facebook, web page, posts at discussion groups).

## **Coffee breaks and Lunch Sponsorship**

Sponsor one of the coffee breaks of lunch break and make it unique.

## **Kids and Spouse Program Sponsorship**

ALE un-conference is a networking event. Thus we're suggesting all participant to come with their spouses and kids. You can sponsor the whole event or one of the activity. I'm sure you will be remembered well.

## **Activity Sponsorship**

Not just discussion. We're planning to spend our time well in Prague. You can promote yourself by sponsoring any specific activity, including trips or participation in cultural event for all, or selected group of participants.

## **Your Great Idea**

Do you have idea for promoting your organization at ALE2017? Do not hesitate to contact us.

# QUESTIONS?

Contact our team at [info@ale2017.eu](mailto:info@ale2017.eu)