



Gatineau Ottawa Agile Tour 2016
Monday, November 21st, 2016 – Shaw Centre, Ottawa

SPONSORSHIP OPPORTUNITIES

We are pleased to offer your organization a partnership opportunity with the Agile community in the National Capital Region to ensure the success of the Gatineau / Ottawa Agile Tour 2016 (**GOAT 2016**).

GOAT 2015 was a great success, it sold out and attracted nearly **300** attendees from private industry, government and education. Attendees of various levels and disciplines interested in the Agile mindset gathered to learn, discuss and teach practices that help organizations succeed.

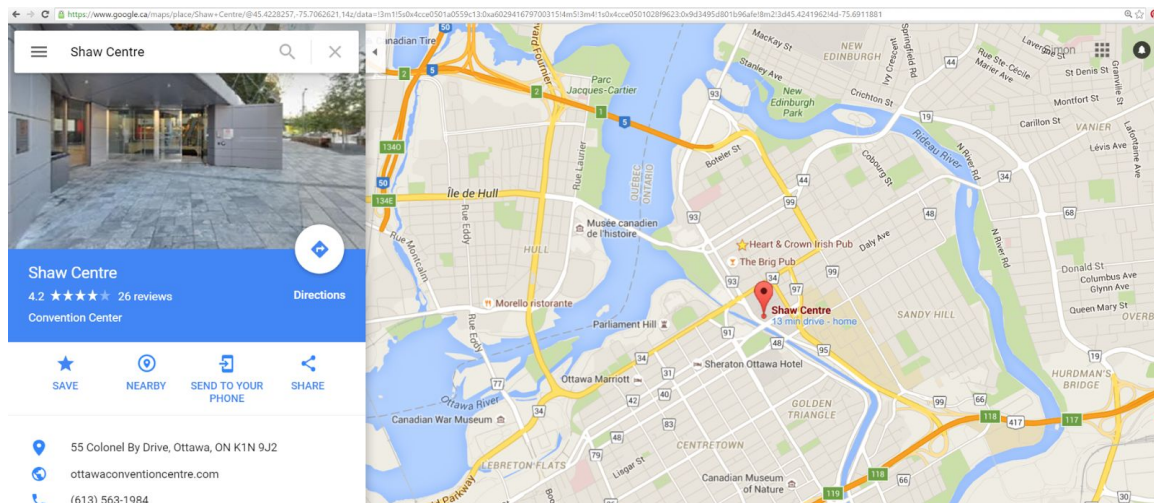
[GOAT 2016](#) is part of the worldwide [Agile Tour 2016](#) event that is now in its 9th edition and will take place in more than 70 cities and 23 countries!

The 5th edition of [GOAT 2016](#) is bigger and better! This is the largest gathering of the community ever in the region! A team of dedicated and experienced Agile practitioners are organizing the event and are committed in providing a high quality conference for the **500+ attendees**.

GOAT 2015 sold 200 tickets in 10 days, sold out fully and had a waiting list of over 50 people! We heard a clear demand for a larger venue, in response, we have moved to the fabulous Shaw Centre!

The sponsorship levels have been reworked this year to reflect this growth. Please see the opportunities below.

The full day event will take place on **Monday, November 21st, 2016** at the [Shaw Centre](#) centrally located in downtown Ottawa.



Sponsor Benefits:

Your sponsorship provides access to a specialized and influential audience to:

- Increase your brand awareness
- Create product marketing opportunities
- Demonstrate your innovative management practices
- Create business opportunities
- Attract high quality talent

For further information, please contact the Gatineau / Ottawa Agile Tour 2016 Organizing Committee at:

sponsor@goagiletour.ca

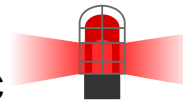


GOAT 2016 will have a hockey theme promoting healthy competition into our work!



Sponsor packages have been updated providing more value - see below for details.

GOAL! Lots of booth traffic



GOAT 2016 will set 3 periods throughout the day to promote services, make contacts, be visible, and have great conversations with the participants.

We invite sponsors to play with the theme. Our focus is building better value, better networks and better relationships.

The GOAT 2016 **hockey theme** will generate interest and excitement. With our sponsor's ideas we can create an effective and exciting activities.

There will be 3 Periods

1. Morning Break
2. Lunch
3. Afternoon Break

Activity Examples

- **All Star** mini events - Fun playoff style mini hockey rink games
 - Shoot out
 - Target shooting ...
- **Coaches Corner**
 - In the spirit of the community volunteer Agile Coaches can share and exchange ideas with the participants
- **Overtime**
 - GOAT 2016 will end with overtime, an opportunity to have relaxed discussions over a beer - all at the venue without the pressure of an upcoming conference talk

2016 Sponsorship Comparison Chart

Description	Title (x1)	Premiere (x2)	Platinum (x3)	Gold (x4)	Silver (x5)
Cost	\$8 000	\$4 500	\$3 000	\$2 000	\$500
Booth	x	x	x	x	-
Free Entrance Tickets	5	4	3	2	2
Keynote Room Naming	x	-	-	-	-
4' X 8' Main Entrance Signage	x	-	-	-	-
Keynote Podium Signage	x	-	-	-	-
Keynote Room Table Signage	x	x	-	-	-
4' X 8' Keynote Stage Signage	x	x	-	-	-
4' X 4' Breakout Rooms Stage Signage	x	x	-	-	-
Breakout Room Table Signage	x	x	-	-	-
2 Keynote Announcements	x	x	-	-	-
Directional Signage Logo	x	x	-	-	-
Large Breakout Room Naming	-	x	-	-	-
4' X 8' Breakout Room Stage Signage	-	x	-	-	-
4' X 4' Main Entrance Signage	-	x	-	-	-
Small Breakout Room Naming	-	-	x	-	-
4' X 8' Small Breakout Room Stage Signage	-	-	x	-	-
Main Meal Break Sponsor	-	-	x	-	-
Open Space Naming	-	-	-	1	-
Coffee Break Sponsor	-	-	-	2	-
Branded Cell Phone Charging Station	-	-	-	1	-
Logo on Breakout Room Podium Signage	L	ML	M	MS	S
Logo in Marketing package	L	ML	M	MS	S

L: Large; ML: Medium Large; M: Medium; MS: Medium Small; S: Small

Title Sponsorship Package

- 1 opportunity at \$8000

As the **Title sponsor for GOAT 2016** you gain the comprehensive visibility throughout the venue and exclusive benefits

- Including signage you can use for other events

Exclusive title sponsor benefits

- **Keynote room named** after your organization (1 of 1 opportunities)
- Highest visibility signage at the **main entrance**
 - Includes logo on reusable 4' X 8' signage placed **stage right** of the main entrance (1 of 1 opportunities)
- Highest visibility signage on the **keynote podium**
 - Includes logo on reusable podium signage placed in the main plenary space (1 of 1 opportunities)
- High visibility signage on **keynote stage**
 - Includes logo on reusable 4' X 8' signage placed **stage right** in the main plenary space (1 of 1 opportunities)
- High visibility signage on **breakout room tables**
 - Includes logo on separate and reusable table cards in five (5) rooms (1 of 1 opportunities)
- Additional free tickets for booth volunteers if required

Additional title sponsor benefits

- Content marketing opportunity to our targeted subscriber list
 - Whitepaper, webinar, or infographic (1 of 3 opportunities)
- High visibility signage on **keynote room tables**
 - Includes logo on separate and reusable table cards in the main plenary space (1 of 2 opportunities)
- High visibility signage on **breakout room stages**
 - Includes logo on reusable 4' X 4' signage placed **stage left** in five (5) breakout rooms (1 of 2 opportunities)
- Announcement prior to **keynote talks** (1 of 2 opportunities)
- High visibility **directional signage**
 - Includes logo on signage placed throughout the venue guiding people to the rooms (1 of 3 opportunities)
- High visibility signage on **breakout room podiums**
 - Includes **large size logo** on podium signage placed in five (5) breakout rooms
- Highest visibility in our **marketing package**
 - Large size logo on volunteer jerseys
 - Large size logo on conference website
 - Large size logo on conference sponsor signage
 - Large size logo included in other marketing materials as they are produced

Premiere Sponsorship Package

- **2 opportunities at \$4500**

As the **premier sponsor for GOAT 2016** you gain the comprehensive visibility throughout the venue and exclusive benefits

- Including signage you can use for other events

Exclusive Benefits

- Highest visibility signage on **keynote stage**
 - Includes logo on reusable 4' X 8' signage placed **stage left** in the main plenary space (1 of 2 opportunities)

Premier Benefits

- **Large breakout room named** after your organization (1 of 2 opportunities)
- Content marketing opportunity to our targeted subscriber list
 - Whitepaper, webinar, or infographic (1 of 3 opportunities)
- Highest visibility signage on **large breakout room stage**
 - Includes logo on reusable 4' X 8' signage placed **stage right** (1 of 2 opportunities)
- High visibility signage on **breakout room stages**
 - Includes logo on reusable 4' X 4' signage placed **stage left** in five (5) breakout rooms (1 of 2 opportunities)
- High visibility signage on **keynote room tables**
 - Includes logo on separate and reusable table cards in the main plenary space (1 of 2 opportunities)
- Announcement prior to **keynote talks** (1 of 2 opportunities)
- High visibility signage at the **main entrance**
 - Includes logo on reusable 4' X 4' signage placed **stage left** of the main entrance (1 of 2 opportunities)
- High visibility **directional signage**
 - Includes logo on signage placed throughout the venue guiding people to the rooms (1 of 3 opportunities)

Additional Benefits

- High visibility signage on **breakout room podiums**
 - Includes **medium large size logo** on podium signage placed in five (5) breakout rooms
- High visibility in our **marketing package**
 - Medium large size logo on volunteer jerseys
 - Medium large size logo on conference website
 - Medium large size logo on conference sponsor signage
 - Medium large size logo included in other marketing materials as they are produced

Platinum Sponsorship Package

- **3 opportunities at \$3000**

Platinum Benefits

- **Small breakout room named** after your organization (1 of 3 opportunities)
- Content marketing opportunity on our conference website
 - Whitepaper, webinar, or infographic (1 of 3 opportunities)
- High visibility signage on **small breakout room stage**
 - Includes logo on reusable 4' X 8' signage placed **stage right** (1 of 3 opportunities)
 - Reusable for future events
- **Main meal break sponsor**
 - Includes logo on separate and reusable table cards on buffet tables at breakfast or lunch (1 of 2 opportunities)
 - **NOTE we may need to reduce to 2 platinum sponsors - 1 for each meal - currently 3 sponsors**

Additional Benefits

- High visibility signage on **breakout room podiums**
 - Includes **medium size logo** on podium signage placed in five (5) breakout rooms
- High visibility in our **marketing package**
 - Medium size logo on volunteer jerseys
 - Medium size logo on conference website
 - Medium size logo on conference sponsor signage
 - Medium size logo included in other marketing materials as they are produced

Gold Sponsorship Package

- 4 opportunities at \$2000

Benefits

- Choose **ONE** of these options, on first come first served basis
 - **Open space named** after your organization
 - Includes logo on reusable 4' X 8' signage placed in the open space (1 of 1 opportunities)
 - Reusable for future events
 - **Coffee break sponsor**
 - Includes logo on separate table cards on buffet tables at morning or afternoon coffee (1 of 2 opportunities)
 - Reusable for future events
 - Branded **cell phone charging station** (1 of 1 opportunities)
 - Cool opportunity! Reach out to the team for a pdf of the charging booth details
- Visibility on signage on **breakout room podiums**
 - Includes **medium small logo** on podium signage placed in five (5) breakout rooms
- Visibility in our **marketing package**
 - Medium small size logo on volunteer jerseys
 - Medium small size logo on conference website
 - Medium small size logo on conference sponsor signage
 - Medium small size logo included in other marketing materials as they are produced

Silver Sponsorship Package

- 5 opportunities at \$500

- Visibility on signage on **breakout room podiums**
 - Includes **small size logo** on podium signage placed in five (5) breakout rooms
- Visibility in our **marketing package**
 - Small size logo on volunteer jerseys
 - Small size logo on conference website
 - Small size logo on conference sponsor signage
 - Small size logo included in other marketing materials as they are produced
- Choose your Scrum value !
 - Courage
 - Respect
 - Focus
 - Openness
 - Commitment

Special Sponsorship Arrangements can also be negotiated!

Examples

- Happy hour sponsorship by providing beverage coupons for each participant
- Providing items in kind for the conference (posters, notepads or other materials)

If the above packages are not of interest to you, but you would still like to partner with us, please

contact us, we're willing to find a win-win arrangement. Reach us at
sponsor@goagiletour.ca