

*To discuss, develop and promote techniques for the management of Agile Projects and Agile Organizations.*

The BayALN has sponsorship opportunities for a few special companies.

If your company seeks exposure within the Agile Community then put your marketing dollars to work in **one of the fastest-growing IT communities** in the Bay Area. BayALN is **the leading venue for Agile leaders** in the region, offering monthly meetings, support groups and a rich series of industry-recognized guest speakers.

We are offering primary positioning to a select group of companies at our monthly meetings, on our website and at special events. Your sponsorship dollars will put your company's name in front of the **brightest and best of the Agile community** and those interested in exploring Agile methods.

Take advantage of this exciting opportunity to market your company, products and/or services to some of the most influential people defining and leveraging Agile software development practices today. We offer several sponsorship levels with excellent marketing opportunities and benefits within each category.

### **Sponsorship Opportunities**

Sponsorship of the BayALN will help to strengthen the Agile development movement in Northern California, while giving your company visibility as an Agile leader. There are three annual corporate sponsorship levels, with corresponding benefits:

#### **Gold Level - \$1,500 (\$2,400 for 2 years)**

- Full page advertisement in Events Presentations
- Recognition in all media and printed marketing materials
- Hot link from the BayALN web site to sponsor's home page
- Company literature made available at all Events
- Vetted vendor message sent with events announcements
- Vendor Talk (with topic approval by the BayALN Coordinating Committee)

#### **Silver Level - \$1,000 (\$1,600 for 2 years)**

- Half page advertisement in Event Presentations
- Recognition in all media and printed marketing materials
- Hot link from the BayALN web site to sponsor's home page
- Company literature made available at all events

#### **Bronze Level - \$500 (\$800 for 2 years)**

- Recognition in Event Presentations
- Recognition in all media and printed marketing materials
- Hot link from the BayALN web site to sponsor's home page

### **Additional Sponsorship Opportunities**

Contact us to find out about additional sponsorship opportunities including In-Kind contributions and Special Events.

Sponsors become official when the BayALN Coordinating Committee approves them.

**For more information call Michael de la Maza at 617 575 9707 or email [sponsorship@BayALN.org](mailto:sponsorship@BayALN.org).**

The BayALN is sponsored by Dayspring, Inc. – a not-for-profit 501(c)(3) organization chartered for community research and education. Contributions are tax-deductible. 200 Patterson Creek Road #768 Etna, CA 96027 EIN: 94-2269721