

Regional Scrum Gathering Dhaka 2022

Sponsorship Plans

DHAKA – 1st & 2nd July 2022

What about the event?

- Going to be a two full day event with speakers from multiple countries
- Local and international participants
- Going to be held at Hotel Lakeshore Gulshan, Dhaka
- Organized by Agile Bangladesh group
- Sponsored by ScrumAlliance, the biggest non profit organization to promote agile and scrum throughout the continents.
- National and international media coverage (Internet, Newspaper etc)

Regional Scrum Gathering 2019, how was it?

We have organized the first ever Regional Scrum Gathering in Dhaka in the year 2019. The key highlights of the event were

- Speakers from 10+ countries joined the event
- More than 30 foregin delegates joined from 15 different countries
- Total of 200 people attended the two days event
- More than 40 different sessions was presented from both local and international participants
- Participants from 50+ different companies participated in the two day long event



This seems interesting. So what does it mean for my brand?

Participation in the sponsorship program is an ideal opportunity to demonstrate your organization's commitment to the field of Agile.

Your sponsorship provides you

- Access to industry and domain leaders who have implemented Agile transformation in large organizations.
- Recognition for your sponsorship as a key partner for the Agile community in Bangladesh and Asia.
- Return on investment via conference-wide publicity.
- International exposures as we are expecting international speakers and participants from Asia and other continents and also sponsoring an official Scrum Alliance Event
- Your logo and names will be in all conference swags (Bags, Print outs, mugs etc.)
- Hunt for Agile practitioners in the event

When you sponsor any conference like **Regional Scrum Gathering Dhaka 2022** your company's message is exactly where it should be — in front of your target audience. That means your message is viewed and absorbed by Agile community members at every level of the organization.

Cool. What investment do I need to make and what returns do I get?

We recognize the varying investment needs of our partners and through our sponsorship packages we will try to address all your needs. Below is a list of sponsorship levels.

Gold Sponsor (6,000 USD/ 500,000 BDT)

- 20 Complimentary Entry tickets
- Big Logo in main Banner, standees and backdrops
- 5 inserts in the goodie bag
- 15 mins sponsor session
- 1 big stall at the venue
- 25% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website

- Half size logo included in tshirt and mug
- Logo placement in email will be linked to the company website
- Invite to speakers dinner session

Silver Sponsor (3,000 USD / 250,000 BDT)

- 10 Complimentary Entry tickets
- Big Logo in main Banner, standees and backdrops
- 3 inserts in the goodie bag
- 10 mins sponsor session
- 1 stall at the venue
- 20% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Half size logo included in tshirt and mug
- Logo placement in email will be linked to the company website
- Invite to speakers dinner session

Bronze Sponsor (1,500 USD / 125,000 BDT)

- 5 Complimentary Entry tickets
- Logo in main Banner, standees and backdrops
- 1 insert in the goodie bag
- 5 mins sponsor session
- 1 Small table at sponsor section
- 15% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Small size logo included in tshirt and mug
- Logo placement in email will be linked to the company website
- Invite to speakers dinner session

Community Sponsor (300 USD / 25,000 BDT)

- 2 Complimentary Entry tickets
- Logo in backdrops

Other sponsorship opportunity (Please contact us for details):

- Swag sponsor
- Swag Inserts
- Lunch sponsor
- Drink sponsor
- Networking event sponsor

Sponsorship Rate Card

Category	Dhaka Sponsor	In BDT
Gold Sponsors	USD 6,000	BDT 500,000
Silver Sponsors	USD 3,000	BDT 250,000
Bronze Sponsors	USD 1,500	BDT 125,000
Community Sponsors	USD 300	BDT 25,000

Typical Audience Profile

Senior Executives(Directors and Above)	20-25%
Coaches/ Consultants	5-10%
Middle level Managers	30-35%
Developer and Team Members	Upto 40 %
Others	5-10%

To sponsor, Write to us at mizan@techmastersbd.com or mizan@informatixbd.com

You can call us for details

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Or visit <https://www.dhakaregional.com>