What $ponsors Want

Josh Berkus
Red Hat
CommunityMG 2019

who is this guy?

Funder:
Red Hat
Open Source Program Office

- Personally responsible for around $100K sponsorship budget
- OSPO funds 30+ events per year

who is this guy?

Fundraiser:

- Kubernetes Project & CNCF Events
- PostgreSQL Project Events
- San Francisco Opera Development Officer

WILL RUN
EVENT FOR
SPONSORSHIPS
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Sponsors

Sponsorship is an Exchange

the basic exchange

- You Get:
  - –
- Sponsors Get:
  - –

the basic exchange

- You Get:
  - MONEY!
  -
- Sponsors Get:
  -

the basic exchange

- You Get:
  - MONEY!
  - Attendees
  - Content
  - Advertisting
- Sponsors Get:
  -

the basic exchange

- You Get:
  - MONEY!
  - Attendees
  - Content
  - Advertisting
- Sponsors Get:
  - Exposure
  - Association
  - Sales
  - Recruiting

what's exposure?

putting their name
and logo on everything

expose what?

- company brand
- specific product(s)
- company initiatives
- projects (for OSS)

expose how?

- your website
- your communications
- signage at the conference
- “thank you” announcements
- booth/table

moar exposure!

"additional opportunities"

- branded items
  - (tshirts, lanyards)
- branded sub-events
- branded scholarships

association?

getting their name
or their products
<u>associated</u> with
your organization/project
or other good things

sales & recruitment

sponsors staff booths for 2 reasons:

1) to *sell* a product or service

2) to *recruit* employees, partners, or others (contributors)

follow the money

- Marketing
- Sales
- HR

persuading: the prospectus

prospectus needs:

- conference sales pitch
- dates & locations
- event numbers & demographics
- sponsorship tiers, benefits, and <u>amounts</u>

prospectus links:

- Linux Foundation
- EventBrite Academy sample prospectus
- SocialTables.com “How to write an effective prospectus”

Sponsors

reduce transactional friction

“call our staff and we will offer a specially tailored sponsorship just for you”

“call our staff and we will
offer a specially tailored
sponsorship just for you”

make it easy

Good: publicly downloadable prospectus

Better: credit card payments online

other tips

- prospectus a year+ in advance
- keep sponsorship tiers stable
- be responsive
- take a Purchase Order or a CC
- coordinate between departments

other tips

be aggressive in soliciting
your corporate contacts
as far in advance as you can

Questions?

- Josh Berkus
  - jberkus@redhat.com
  - @fuzzychef
- at OSCON
  - Red Hat booth

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Red Hat

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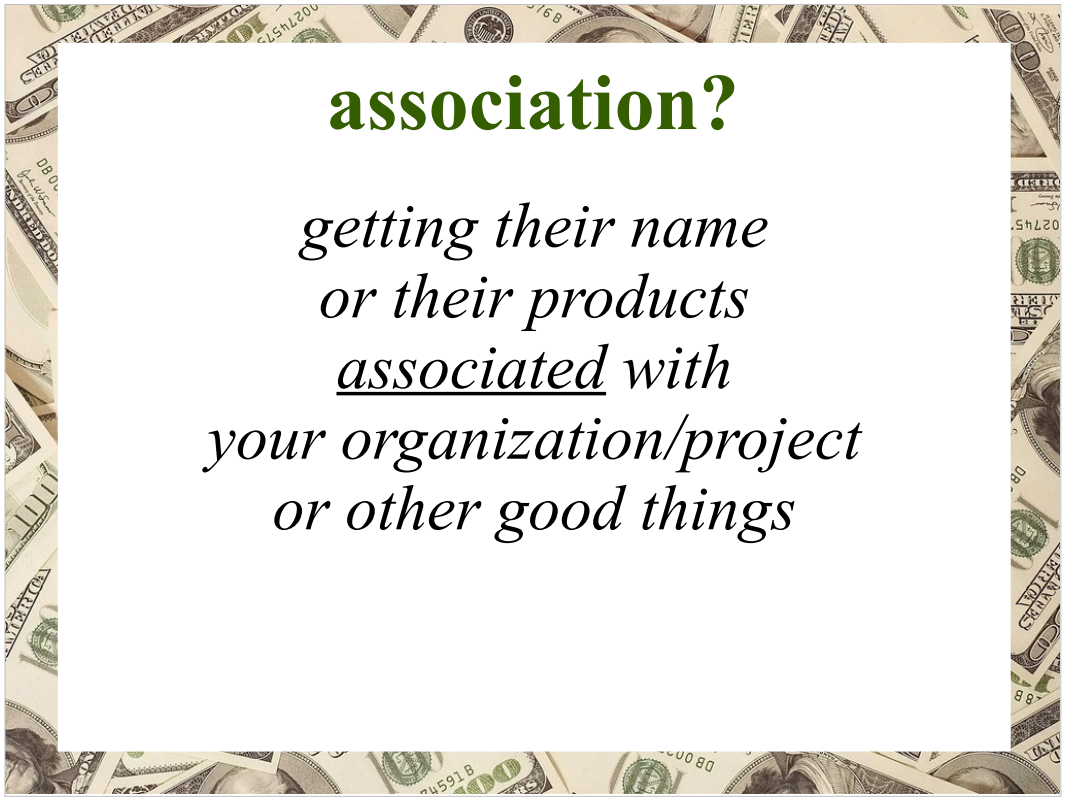
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