

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

A man with a dark beard and mustache, wearing a plaid shirt, stands outdoors holding a large, torn-edge cardboard sign. The sign has the text "WILL RUN EVENT FOR SPONSORSHIPS" in bold, white, sans-serif capital letters with a black outline. The background shows a stone wall and a sidewalk. The entire image is framed by a border of US dollar bills.

**WILL RUN
EVENT FOR
SPONSORSHIPS**

A man with a beard and a plaid shirt is holding a cardboard sign. The sign has the text "WELCOME TO THE EVENT FOR SPONSORS" in bold, white, sans-serif capital letters. A large, thick red 'X' is drawn over the entire image, from the top-left to the bottom-right and from the top-right to the bottom-left. The background is a blurred outdoor setting with a building and some foliage. The image is framed by a border of US dollar bills.

WELCOME TO THE EVENT FOR SPONSORS



Sponsors

**Sponsorship
is an Exchange**

The background of the slide is a collage of various US dollar bills, including \$100, \$50, and \$20 bills, arranged in a way that creates a sense of depth and texture. The bills are slightly overlapping and have a warm, golden-brown color palette.

the basic exchange

- You Get:

-

- Sponsors Get:

-

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the basic exchange

- You Get:
 - MONEY!
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the basic exchange

- You Get:
 - MONEY!
 - Attendees
 - Content
 - Advertising

- Sponsors Get:
 -

the basic exchange

- You Get:
 - MONEY!
 - Attendees
 - Content
 - Advertising

- Sponsors Get:
 - Exposure
 - Association
 - Sales
 - Recruiting

what's exposure?



-2EV

-1EV

0EV

+1EV

+2EV

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

The background of the slide is a collage of various US dollar bills, including \$100, \$50, and \$20 bills, arranged in a slightly overlapping and angled manner. The bills are in shades of green, yellow, and blue.

association?

*getting their name
or their products
associated with
your organization/project
or other good things*

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sales & recruitment

sponsors staff booths for 2 reasons:

- 1) to *sell* a product or service
- 2) to *recruit* employees, partners,
or others (contributors)

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follow the money

- Marketing
- Sales
- HR

persuading: the prospectus



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prospectus needs:

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

prospectus links:

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



Sponsors

**reduce
transactional
friction**

The background of the image is a collage of various US dollar bills, including \$100, \$50, and \$20 bills, scattered and overlapping. The bills are in shades of green, yellow, and blue. A large white rectangular box is centered over the image, containing the text.

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



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make it easy

Good: publicly downloadable
prospectus

Better: credit card
payments online

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other tips

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

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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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