



**SaaSr**  
ANNUAL 2020

SPONSOR PROSPECTUS



# Welcome to SaaS Annual 2020

SaaS is the largest community of SaaS executives, founders, and entrepreneurs in the world and we bring them together each year at our flagship event—SaaS Annual. With 12,500 attendees, 250 speakers, 200 sponsors, our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

As part of the SaaS community, our partners are integral to what makes SaaS the top resource for helping companies of all sizes scale and grow their business. Last year, we had an amazing turnout of attendees, speakers, and sponsors, and we expect 2020 to be even bigger and better. We would love for you to join us!

For 2020, we are offering a wide range of exciting opportunities for our partners to be involved in our community and reach your goals.

---

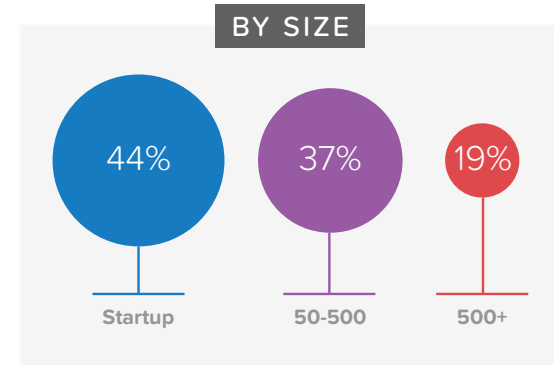
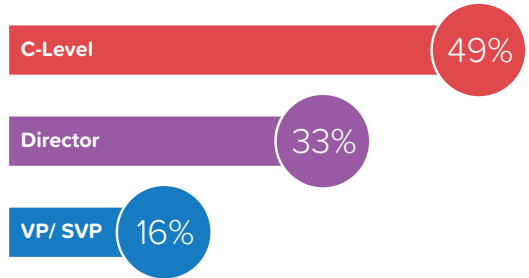
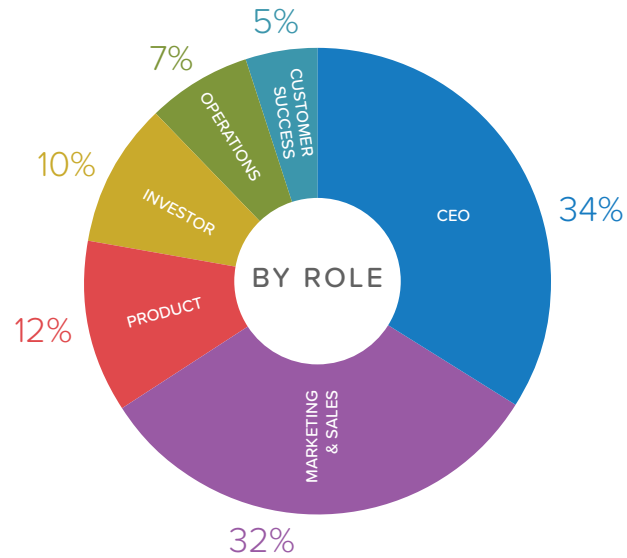
**“ SAAS IS DEFINITELY THE LARGEST COLLECTION OF PEOPLE WHO LIKE ENTERPRISE SOFTWARE ON THE PLANET. IT’S A GREAT COMMUNITY OF PEOPLE TRYING TO BUILD COMPANIES AND LEARN FROM ONE ANOTHER. IT’S PRETTY AMAZING TO SEE. ”**

— AARON LEVIE, CEO & FOUNDER | BOX

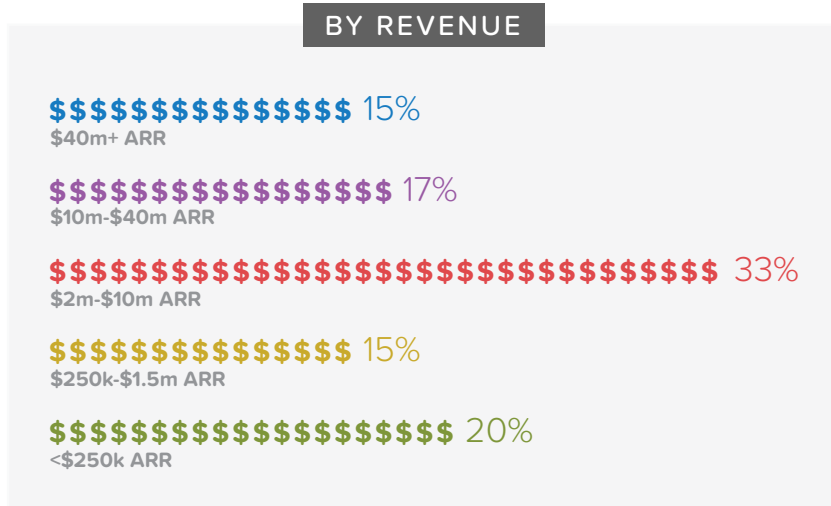
---

# Our Audience

## 2019 ATTENDANCE SNAPSHOT



Australia · Brazil · Belgium · China · Finland · France · Germany · India · Ireland · Israel · Japan · Mexico · Netherlands · New Zealand · Spain · Sweden · United Kingdom · United States





## SPONSORSHIP PACKAGES

# Decacorn Sponsorship BY INVITATION ONLY

## \$1,000,000

The Decacorn Sponsorship is an ultimate brand awareness sponsorship, targeted to give your brand massive visibility in the SaaStr universe, and unprecedented access to SaaStr community from all over the world. Only one brand will be invited, and their buzz will resonate throughout the entire SaaStr ecosystem, including SaaStr Annual 2020, SaaStr Europa, SaaStr East and SaaStr.com.

**1 AVAILABLE** | CONTACT US TO LEARN MORE [sponsors@saastrinc.com](mailto:sponsors@saastrinc.com)

# Unicorn Sponsorship BY INVITATION ONLY

## \$500,000

"SaaStr is the undisputed thought leader in how to build SaaS businesses."  
- *Lew Cirne, New Relic CEO*

**2 AVAILABLE** | CONTACT US TO LEARN MORE [sponsors@saastrinc.com](mailto:sponsors@saastrinc.com)

# Diamond Sponsorship

## \$350,000

### Includes

- Turnkey 20'x20' Exhibit Space on Expo Floor
- 10 Full Conference Passes
- 5 Booth Passes
- 2 VIP Reception Tickets
- 2 Lead Scanners
- (1) 30 min speaking session on one of our SaaStr main stages + (1) 15 min Q&A for a total of 45 min
- Priority consideration for optional add-on for Private Meeting Space

### PRE-EVENT BRANDING

- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Co-branded email sent out to registered attendees pre-event
- Promotional tweets through SaaStr Twitter account

### ON-SITE BRANDING

- Attendee badge branding
- Logo recognition in General Session and throughout facility
- Mobile push notifications during event

### POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo
- Guest blog post on SaaStr blog

# Platinum Sponsorship

## \$225,000

### Includes

---

- Turnkey 10'x20' Exhibit Space on Expo Floor
- 7 Full Conference Passes
- 5 Booth Passes
- 2 VIP Reception Tickets
- 2 Lead Scanners
- (1) 20 min speaking session  
(content must meet editorial standards)

### PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account

### ON-SITE BRANDING

- Logo placement throughout event space

### POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo
- Guest blog post on SaaStr blog

# Super Gold Sponsorship

## \$85,000

### Includes

---

- Turnkey 10'x15' Exhibit Space on Expo Floor
- 6 Full Conference Passes
- 3 Booth Passes
- 2 VIP Reception Tickets
- 1 Lead Scanner

### PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes

### ON-SITE BRANDING

- Logo placement throughout event space

### POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo



# Gold Sponsorship

## \$60,000

### Includes

---

- Turnkey 10'x10' Exhibit Space on Expo Floor
- 5 Full Conference Passes
- 2 Booth Passes
- 1 VIP Reception Ticket
- 1 Lead Scanner

### PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes

### ON-SITE BRANDING

- Logo placement throughout event space

### POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo

# Bronze Sponsorship

## \$30,000

### Includes

---

- Turnkey 5'x10' Exhibit Space on Expo Floor
- 3 Full Conference Passes
- 2 Booth Passes
- 1 Lead Scanner

### PRE-EVENT BRANDING

- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes

### ON-SITE BRANDING

- Logo placement throughout event space

### POST-EVENT BRANDING

- Thank you email sent to attendees including sponsor logo

# Sponsorship Levels At-A-Glance

SPONSORSHIP	DIAMOND \$350,000	PLATINUM \$225,000	SUPER GOLD \$85,000	GOLD \$60,000	BRONZE \$30,000
Turnkey exhibit space	20' X 20'	10' X 20'	10' X 15'	10' X 10'	5' X 10'
Full conference passes	10	7	6	5	3
Booth passes	5	5	3	2	2
Lead scanner	2	2	2	1	1
VIP reception tickets	2	2	1	1	
Sponsor session	(1) 30 MIN + 1 (15) Q&A	(1) 20 MIN			
Priority consideration for optional add-on for private meeting space	✓				
Logo recognition in general session	✓				
Co-branded email sent out to registered attendees pre-event	✓				
Attendee badge branding	✓				
Mobile push notifications during event	✓				
Promotional tweets through SaaStr Twitter account	✓	✓			
Guest blog post on SaaStr blog	✓	✓			
Logo on website	✓ Premium placement	✓	✓	✓	✓
Logo on attendee marketing materials	✓	✓	✓	✓	✓
Sponsor promotional package, including discount codes	✓	✓	✓	✓	✓
Logo placement throughout event space	✓	✓	✓	✓	✓
Thank you email sent to attendees including sponsor logo	✓	✓	✓	✓	✓

# Additional Marketing Opportunities

OPPORTUNITY	DESCRIPTION / BENEFIT	PRICE
<b>SILVER SPONSORSHIP</b>	3 Full Conference Passes. 1 VIP Reception Ticket. Logo on website. Logo on attendee marketing materials. Sponsor promotional package, including discount codes. Logo placement throughout event space. Thank you email sent to attendees including sponsor logo.	<b>\$30,000</b>
<b>DIVERSITY &amp; INCLUSION SPONSOR</b>	Underwrite the cost of 100 VIP Conference passes for members of underrepresented groups.	<b>\$25,000</b>
<b>EXECUTIVE MEETING ROOM</b>	Dedicated, customizable blank canvas room for your customized activation — use your imagination! Includes digital signage outside meeting room. Usages include office hours, interviews, workshops, lounge, massage, smoothie break, etc.	<b>\$35,000/DAY</b>
<b>CHARGING STATION</b>	Logo featured on charging towers throughout venue. Logo placement and agenda mention. Mobile app placement.	<b>\$15,000</b>
<b>SHUTTLE</b>	Bring attendees from SF to the SJCC in style! We'll wrap the SaaStr Express shuttle with your logo as we whisk attendees from the city to the conference. With multiple trips each day, your logo will be seen on major highways and at the conference.	<b>\$50,000</b>
<b>AMA STAGE SPONSORSHIP</b>	Prominent digital sponsorship on all mentions of the stage. Physical logo displayed prominently on the AMA stage for all hours of the SaaStr annual conference.	<b>\$75,000</b>
<b>DOG ADOPTION</b>	<b>Exclusive Sponsorship</b> of adoptable dogs. Branded bandana. Logo placement and agenda mention. Mobile app placement. Branded signage.	<b>\$20,000</b>
<b>CO-WORKING SPACE</b>	A branded Co-Working Space where attendees can work, hang out, and network for all three days of the event. Includes furniture and signage.	<b>\$75,000</b>

# Additional Marketing Opportunities

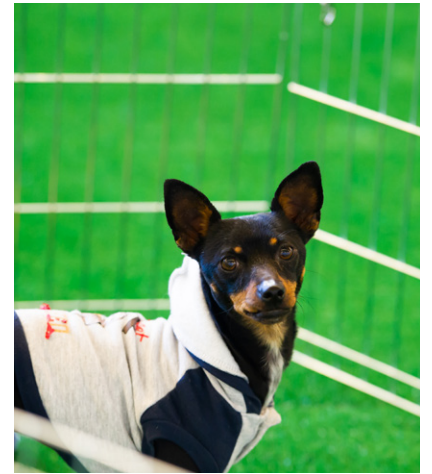
OPPORTUNITY	DESCRIPTION / BENEFIT	PRICE
<b>VIP RECEPTION CO-SPONSORSHIP</b>	Logo on all pre-event emails promoting party. Branding throughout venue. Signature cocktail branding. Access to attendee list after event.	<b>\$40,000</b>
<b>HAPPY HOUR</b>	Premium branding on conference agenda. Branded napkins. Signature cocktail. Table tents. Branded signage.	<b>2 AVAILABLE FOR \$20,000 \$50,000 FOR EXCLUSIVITY</b>
<b>SAASTR NIGHTS</b>	Take over one of our reserved venues and host your own event during our First Street Block Party. Your party will be featured in the official agenda and will be promoted to all SaaStr Annual attendees. Price does not include venue costs, F&B, or AV.	<b>\$15,000</b>
<b>THE BIG PARTY</b>	Co-sponsor the Big Party with SaaStr! You'll have prominent digital sponsorship on all mentions of the Big Party and your physical logo displayed prominently on the second night of SaaStr Annual.	<b>\$125,000</b>
<b>WIFI</b>	<b>Exclusive Sponsorship.</b> Custom Wifi and password naming. Featured mention in program agenda. Logo placement and featured mention on badge. Mobile app placement.	<b>\$75,000</b>
<b>NETWORKING APP</b>	Brand placement on home screen of official event networking app. Exclusive sponsorship.	<b>\$40,000</b>
<b>BRAINDATE LOUNGE</b>	<b>Exclusive Sponsorship</b> of the Braindate mentoring experience inside the Expo Hall. Company branding and logo on the Braindate booth setup. Company branding on all of the Braindate tables. Opportunity to include company leaders as key Braindate mentors.	<b>\$75,000</b>
<b>BRELLA LOUNGE</b>	<b>Exclusive Sponsorship</b> of the Brella meet-a-friend networking experience inside the Expo Hall. Company branding and logo on the Brella booth setup. Company branding within the Brella mobile app. Opportunity to include company leaders as key Brella participants.	<b>\$35,000</b>

# Additional Marketing Opportunities

OPPORTUNITY	DESCRIPTION / BENEFIT	PRICE
<b>BRANDED LANYARD</b>	(2) available co-branded with SaaStr on half of the lanyards. \$50k if exclusive on 100% of lanyards.	<b>\$25,000</b>
<b>CONFERENCE TOTE BAGS</b>	<b>Exclusive Sponsorship.</b> Custom tote bags with company branding.	<b>\$40,000</b>
<b>WATER BOTTLE</b>	One of the most popular branding opportunities available. These bottles show up everywhere for years!	<b>(2) AVAILABLE FOR \$20,000 \$50,000 FOR EXCLUSIVITY</b>
<b>BRANDED HOTEL KEY CARDS</b>	Branded room keys to SaaStr guests staying in our dedicated room block.	<b>\$25,000</b>
<b>HYDRATION STATION</b>	<b>Exclusive Sponsorship.</b> Logo branding wrap on water stations throughout event space.	<b>\$20,000</b>
<b>MORNING OR AFTERNOON BREAK</b>	Premium branding on conference agenda. Branded table tents and signage.	<b>\$8,000</b>
<b>COFFEE</b>	Coffee bar/cart sponsorship. Logo featured on coffee signage. Branded cup or sleeve.	<b>\$50,000</b>
<b>LUNCH</b>	Premium branding on conference agenda. Branded table tents and signage.	<b>\$25,000 (1 PER DAY)</b>

# Additional Marketing Opportunities

OPPORTUNITY	DESCRIPTION / BENEFIT	PRICE
<b>VC GOLD</b>	Speaking slot on VC Day (content must meet editorial standards). Proprietary early access to all founders that want funding. Full branding on site and materials. Promotion in mobile app / agenda opt-in invite for founders to meet at your own side event. 4 dedicated, branded meeting desks in Co-Working Space. 2 full passes (up to \$4,000 value).	<b>\$45,000</b>
<b>VC/PE PLATINUM</b>	Kickoff session on VC Day (content must meet editorial standards). Proprietary early access to all founders that want funding. Full branding on site and materials. Promotion in mobile app / agenda opt-in invite for founders to meet at your own side event. 4 dedicated, branded meeting desks in Co-Working Space. 2 full passes (up to \$4,000 value). Curated Breakfast audience (F&B extra) for founders at you target investment size.	<b>\$95,000 (6 AVAILABLE)</b>
<b>VC DAY</b>	"Money Day" will be presented by your brand. Digital and physical branding at venue Stage branding. Branding in SaaStr newsletter and attendee communications promotion in mobile app / agenda opt-in invite for founders to meet at your own side event. 4 dedicated, branded meeting desks in Co-Working Space. 2 full passes (up to \$4,000 value).	<b>\$60,000</b>







CONTACT US AT:  
[sponsors@saastrinc.com](mailto:sponsors@saastrinc.com)