



**WHERE THE CLOUD MEETS**

September 13-15, 2022  
San Mateo County Events Center  
Sponsorship Opportunities for 2022

# 10 Years of SaaStr

What began as an advice blog has grown into the world's largest community for Cloud and SaaS executives. SaaStr's flagship event, the SaaStr Annual, will be held for the 8th time in 2022, alongside digital mega-events and our ever-popular web presence across social media, podcasts and beyond.

SaaStr.com  
SaaStr MEET UP 2013

SaaStr MEET UP 2014

SaaStr ANNUAL 2015

SaaStr ANNUAL 2016

SaaStr Podcast

SaaStr Co-working Space

SaaStr ANNUAL 2017

SaaStr PRO

SaaStr ANNUAL 2018

SaaStr EUROPA 2018

SaaStr SCALE 2019

SaaStr EUROPA 2019

SaaStr ANNUAL 2019

SaaStr Summit  
THE NEW IN VENTURE

SaaStr ANNUAL 2020

SaaStr UNIVERSITY

SaaStr SCALE

SaaStr ENTERPRISE

SaaStr Summit  
BRIDGING THE GAP

SaaStr BUILD  
Mar 09-10 2021

SaaStr ENTERPRISE  
May 26-27 2021

SaaStr MONEY  
Jul 13-14 2021

SaaStr ANNUAL  
Sep 27-29 2021

SaaStr SCALE  
Dec 14-15 2021

2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | Beyond

Global  
Pandemic

# Our Community Agrees: SaaStr is #1

SaaStr Events are unlike anything else.



**Aaron Levie**

CEO + Co-Founder  
*Box*

“SaaStr 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.”



**Karen Peacock**

CEO  
*Intercom*

“I love the SaaStr events. The SaaStr Annual is actually one of my very favorite events of the year and what I love about it is it’s a place where SaaS leaders across so many different companies all come together. I get to meet new people, reconnect with old friends and I always take away some good ideas and think about them.”



**Matt Schatz**

Chief Revenue Officer  
*Trulioo*

“I was there the first year and just felt like maybe 1,000 people or so and now to go see all the people here, it’s incredible. Twelve and a half, thirteen thousand people now. It’s a great chance to catch up with all kinds of colleagues. The topics here, if I wasn’t speaking, I’d still be here.”



# Welcome to SaaStr Annual 2022

SaaStr is the largest community of SaaS executives, founders, and entrepreneurs in the world and we bring them together each year at our flagship event—SaaStr Annual. With 10,000+ attendees (IRL + digital), 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 SaaStr community, our partners are integral to what makes SaaStr 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 2022 to be even bigger and better. We would love for you to join us!

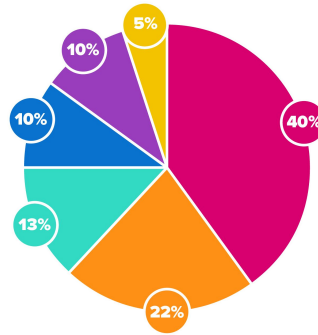
For 2022, we are offering a wide range of exciting opportunities for our partners to be involved in our community and reach your goals.

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SaaStr 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 @ Box*

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## Our Digital Audience's Roles



**40%** CEO / Founder  
**22%** Sales + Marketing  
**13%** Investor  
**10%** Product  
**10%** Ops  
**5%** Customer Success

## Top Partners



Gainsight



INTERCOM



Microsoft  
for Startups



## Who Attends

Adobe  
Anaplan  
AppDynamics  
Atlassian  
AWS  
Box

Cisco  
Deloitte  
DocuSign  
Dropbox  
Facebook  
Freshworks

Google Cloud  
Gusto  
Invision  
Monday.com  
New Relic  
Notion  
Salesforce

SAP  
Slack  
Splunk  
Stripe  
Talkdesk  
Trinet  
TripActions

Uber  
VMware  
WalkMe  
Xero  
Yelp  
Yext  
Zuora

**Purchasing Power:** 52% of attendees are VP-level and above &  
25% of companies are above \$10M ARR



# Decacorn Sponsorship

by invitation only

\$1,000,000 *All Events*

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. Their buzz of this partnership will resonate throughout the entire SaaStr ecosystem, including SaaStr Annual 2022, SaaStr Enterprise, SaaStr Money, SaaStr Scale and more.

## Includes

- Turnkey Branded “World” Custom Creation at SaaStr Annual 2022
  - o Content Stage Creation
  - o Mega branding opportunity at SaaStr Annual
  - o Co-Promotion of Event
  - o Logo on attendee marketing materials
  - o Sponsor promotional package, including discount codes
  - o Promotional tweets through SaaStr Twitter account
  - o Featured Interview on *The Cutting Edge* (SaaStr Podcast)
  - o Thank-you email sent to attendees including sponsor logo
- Platinum Sponsorship of Any (2) Secondary Events within the year.
  - o Must be used within the 2022 production year
  - o May be either IRL or Digital
- 4 Media Sponsorship Opportunities
  - o First come, first served and based upon availability.
  - o Can be any combination of newsletters, podcasts, blog, etc.
  - o Must be used within 2022 production year





# Unicorn Sponsorship

by invitation only

\$650,000 *Annual In Person + Virtual Events*

The Unicorn Sponsorship is one of two premier sponsorship opportunities within the SaaStr universe. Unicorns provide unique brand awareness opportunities, and broad access to SaaStr community from all over the world. The buzz of this partnership will resonate throughout SaaStr Annual, and includes premier sponsorship of an additional event within the year. .

## Includes

- Turnkey 20x40 Booth at SaaStr Annual 2022
  - o Logo on attendee marketing materials
  - o Sponsor promotional package, including discount codes
  - o Full Conference Passes for the team
  - o Promotional tweets through SaaStr Twitter account
  - o Featured Interview on *The Cutting Edge* (SaaStr Podcast)
  - o Thank-you email sent to attendees including sponsor logo
- Platinum Sponsorship of Any (1) Secondary Event within the year.
  - o Must be used within the 2022 production year
  - o May be either IRL or Digital



# Ecosystem Sponsorship

\$500,000 *Annual In-Person*

by invitation only

## Includes

- Turnkey 20' x 20' Exhibit Space in Sponsor Expo
- (1) 20-min speaking slot, subject to editorial approval. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Up to 5 (Five) partners from ecosystem to join your space (Partners, products, customers)
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Featured Interview on *The Cutting Edge* (SaaStr Podcast)
- (1) Logo placement throughout event space
- Co-branded email sent to attendees
- Thank-you email sent to attendees including sponsor logo

## Top Tier Branding

- Turnkey 20'x20' Exhibit Space in Sponsor Expo

## On-Site Presence

- 25 Full Conference Passes
- 2 VIP Reception Passes
- 1 Lead Scanner (per partner)

## Content

- (1) 20-min Speaking Session
- All content subject to editorial approval

# Diamond Sponsorship

\$350,000 *Annual In-Person*

## Includes

- Turnkey 20' x 20' Exhibit Space in Sponsor Expo
- (1) 20-min speaking slot, subject to editorial approval. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- 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
- Attendee badge branding
- (1) Logo placement throughout event space
- Co-branded email sent to attendees
- Thank-you email sent to attendees including sponsor logo

## Premier In-Person Branding

- Turnkey 20'x20' Exhibit Space in Sponsor Expo
- Priority consideration for in-person activation

## On-Site Presence

- 10 Full Conference Passes
- 2 VIP Reception Passes
- 2 Lead Scanner Licenses

## Content

- (1) 20-min Speaking Session
- All content subject to editorial approval



# Platinum Plus Sponsorship

\$275,000 *Annual In-Person*

## Includes

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- Turnkey 15' x 20' Exhibit Space in Sponsor Expo
- (1) 15-min speaking session on Sponsors We Love Stage. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event.
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo

## Top Tier Branding

- Turnkey 15'x20' Exhibit Space in Sponsor Expo

## On-Site Presence

- 7 Full Conference Passes
- 2 VIP Reception Passes
- 1 Lead Scanner License

## Content

- (1) 15 minute speaking session on the Sponsors We Love Stage
- All content subject to editorial approval

# Platinum Sponsorship

\$225,000 *Annual In-Person*

## Includes

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- Turnkey 10' x 20' Exhibit Space in Sponsor Expo
- (1) 15-min speaking session on Sponsors We Love Stage. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event.
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo

## Top Tier Branding

- Turnkey 10'x20' Exhibit Space in Sponsor Expo

## On-Site Presence

- 7 Full Conference Passes
- 2 VIP Reception Passes
- 1 Lead Scanner License

## Content

- (1) 15 minute speaking session on the Sponsors We Love Stage
- All content subject to editorial approval



# Super Gold Sponsorship

\$95,000 *Annual In-Person*

## Includes

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- Turnkey 10' x 15' Exhibit Space in Sponsor Expo
- (1) 10-minute session on Sponsors We Love stage  
Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- 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

## On-Site Branding

- Turnkey 10'x15' Exhibit Space in Sponsor Expo

## On-Site Presence

- 6 Full Conference Passes
- 2 VIP Reception Passes
- 1 Lead Scanner License

## Content

- (1) 10-minute session on Sponsors We Love stage  
All content subject to editorial approval.

# Gold Sponsorship

\$65,000 *Annual In-Person*

## Includes

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- Turnkey 10' x 10' Exhibit Space in Sponsor Expo
- 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

## On-Site Branding

- Turnkey 10'x10' Exhibit Space in Sponsor Expo

## On-Site Presence

- 5 Full Conference Passes
- 1 VIP Reception Pass
- 1 Lead Scanner License

# Sponsorship Levels At-A-Glance

| Sponsorship   | Diamond<br>\$350,000 | Platinum<br>\$225,000 | Super Gold<br>\$95,000 | Gold<br>\$65,000 |
|---|----------------------|-----------------------|------------------------|------------------|
| Turnkey exhibit space                                       | 20'x20'              | 10'x20'               | 10'x15'                | 10'x10'          |
| Full conference passes                                      | 10                   | 7                     | 6                      | 5                |
| Lead scanner  | 2                    | 2                     | 2                      | 1                |
| VIP reception tickets                                       | 2                    | 2                     | 1                      | 1                |
| Private meeting space                                       | ✓                    |                       |                        |                  |
| Logo recognition in general session                         | ✓                    |                       |                        |                  |
| Co-branded email sent out to registered attendees pre-event | ✓                    |                       |                        |                  |
| Attendee badge branding                                     | ✓                    |                       |                        |                  |
| Promotional tweets through SaaStr Twitter account           | ✓                    | ✓                     |                        |                  |
| Logo placement throughout event space                       | ✓                    | ✓                     | ✓                      | ✓                |
| Logo on attendee marketing materials                        | ✓                    | ✓                     | ✓                      | ✓                |
| Sponsor promotional package, including discount codes       | ✓                    | ✓                     | ✓                      | ✓                |
| Logo on website   | ✓                    | ✓                     | ✓                      | ✓                |
| Thank you email sent to attendees including sponsor logo    | ✓                    | ✓                     | ✓                      | ✓                |

| Opportunity   | Description + Benefit  | Price           |
|---|--|-----------------|
| <b>Diversity + Inclusion Sponsor</b><br>Limited to ( 3 ) partners     | Underwrite the cost of 100 VIP Conference passes for members of underrepresented groups.   | <b>\$25,000</b> |
| <b>Diversity + Inclusion Luncheon</b><br>Limited to (3) partners      | Underwrite the cost of 100 VIP Conference passes for members of underrepresented groups.<br>Hosted   | <b>\$30,000</b> |
| <b>Happy Hour Sponsorship</b><br>Limited to ( 4 ) additional partners | Premium branding on conference agenda. Branded napkins. Table tents. Branded signage.<br>Opportunity to invite your customers and prospects to attend.   | <b>\$30,000</b> |
| <b>VIP Reception</b><br>Limited to ( 2 ) partners                     | Logo on all pre-event emails promoting our yearly VIP reception for speakers, VIPs and top SaaS CEOs. Branding throughout venue. Opportunity to include company leaders and customers as attendees | <b>\$30,000</b> |
| <b>Registration Sponsorship</b><br>Limited to ( 1 ) partner           | Greet attendees as they enter SaaStr Annual for the first time each day! Co-branded t-shirts worn by registration staff at all locations and logo branding on registration counters.               | <b>\$30,000</b> |
| <b>Midway Picnic</b><br>Limited to ( 1 ) partner                      | Exclusive Sponsorship of the Midway Picnic — a place for attendees to refresh, relax and recharge. Branding throughout the Midway and branded outdoor activities like cornhole, etc.               | <b>\$30,000</b> |



| Opportunity   | Description + Benefit  | Price                  |
|---|--|------------------------|
| <p><b>Sponsor Lounge</b><br/>Limited to ( 1 ) partner</p>             | <p>Exclusive Sponsorship of Sponsor Lounge— why yes, your fellow Sponsors do make great partners and we're building out an exclusive sponsor lounge for our sponsors to relax and recharge. Provide a premium branded swag item to your fellow sponsors.</p>   | <p><b>\$30,000</b></p> |
| <p><b>SaaStr Square Park Partner</b><br/>Limited to ( 1 ) partner</p> | <p>Exclusive Sponsorship of SaaStr Square Park — think of it as Central Park or Golden Gate Park at SaaStr Annual. Branding throughout the Park and watch your branding come to life with our live entertainment partners all 3 days of SaaStr annual.</p>   | <p><b>\$50,000</b></p> |
| <p><b>Braindate Lounge</b><br/>Limited to ( 1 ) partner</p>           | <p>Exclusive Sponsorship of the Braindate mentoring experience inside the Cypress Hall, on the mobile app and website. Company branding and logo on the Braindate booth setup. Includes booth activation within Braindate lounge and company branding on all of the Braindate tables. Opportunity to include company leaders as key Braindate mentors.</p> | <p><b>\$75,000</b></p> |
| <p><b>Shuttle</b><br/>Limited to ( 1 ) partner</p>                    | <p>Bring attendees from our dedicated offsite parking to the San Mateo County Event Center in style! We'll wrap the SaaStr Express shuttle with your logo as we whisk attendees from the offsite to the conference. With multiple trips each day, your logo will be seen along the main route of the conference.</p>                                       | <p><b>\$75,000</b></p> |
| <p><b>Stage Sponsor</b><br/>Limited to ( 2 ) additional partners</p>  | <p>Prominent digital sponsorship on all mentions of one of our stages. Physical logo displayed prominently on the stage for all hours of the SaaStr annual conference.</p>   | <p><b>\$75,000</b></p> |

| Opportunity   | Description + Benefit   | Price  |
|---|---|--|
| <p><b>Dog Adoption</b><br/>Limited to (1) partner</p>             | <p>Exclusive Sponsorship of adoptable dogs. Branded bandana. Logo placement and agenda mention. Mobile app placement. Branded signage.</p>  | <p><b>\$50,000<br/>OR<br/>\$60,000 (split)</b></p> |
| <p><b>Charging Lounge</b><br/>Limited to (1) partner</p>          | <p>Logo and dedicated signage featured in charging lounge inside our SaaStr Co-Working Space</p>  | <p><b>\$30,000</b></p>                             |
| <p><b>Networking Lounge</b><br/>Limited to (1) partner</p>        | <p>Exclusive Sponsorship of the Brella speed networking experience inside the Co-Working Space, on the mobile app and website. 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.</p> | <p><b>\$75,000</b></p>                             |
| <p><b>Branded Hotel Key Cards</b><br/>Limited to (3) partners</p> | <p>Branded room keys to SaaStr guests staying in our dedicated room block.</p>  | <p><b>\$25,000</b></p>                             |
| <p><b>WiFi Sponsorship</b><br/>Limited to (1) partner</p>         | <p>Exclusive Sponsorship. Custom Wifi and password naming. Featured mention in program agenda. Logo placement and featured mention on badge. Mobile app placement.</p>  | <p><b>\$75,000</b></p>                             |

| Opportunity   | Description + Benefit  | Price           |
|---|--|-----------------|
| <b>Hydration Station</b><br>Limited to (1) partner            | Exclusive Sponsorship. Logo branding wrap on water stations (20) throughout event space.   | <b>\$25,000</b> |
| <b>Cantina</b><br>Limited to (1) partner                      | Exclusive Sponsorship. Front and center of the SaaStropolis Expo Hall is the expansive Cantina! Premium branding will be included at the Cantina all day and throughout the space. | <b>\$50,000</b> |
| <b>Coffee + Espresso</b><br>Limited to (1) partner            | Coffee bar/cart sponsorship. Logo featured on coffee signage. Branded cup or sleeve.   | <b>\$50,000</b> |
| <b>Co-Working Space Sponsorship</b><br>Limited to (1) partner | 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> |
| <b>Speaker Lounge Sponsorship</b><br>Limited to (1) partner   | Exclusive Speaker Lounge branding for Annual in-person (can provide a premium branded swag item for speakers)  | <b>\$75,000</b> |
| <b>Branded Lanyard</b><br>Limited to (1) partner              | Co-branded with SaaStr on 100% of the lanyards. Everyone will see your logo all 3 days and in  | <b>\$50,000</b> |
| <b>Water Bottles</b><br>Limited to (1) partner                | One of the most popular branding opportunities available. These bottles show up everywhere for years!  | <b>\$50,000</b> |

# Annual Digital-Only Sponsorships

*Available for Standalone or Bundled with an in-person sponsorship*

## Gold Digital Sponsorship \$60,000

- **20-minute digital Hyper Workshop to 1,000-5,000 attendees** including Q&A
- Live video and social distribution 10,000 viewers
- 5 VIP passes for company representatives
- Additional Sponsor branding via digital booth
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

# Upcoming For SaaStr Digital

Even more is around the corner for SaaStr and our digital events.



*December 15, 2021*



# Hyper Workshops

Available for Super Gold and above

- 20,000+ registered attendees / per event
- 47% audience engagement
- Delivered 3,622+ opt-in registrants (on avg.) to Sponsored workshops
- 300,000+ people tuned in per live event during the event via simulcast to Twitter and Youtube
- Over 1M impressions per event on SaaStr social media channels
- Long-tail promotion on saastr.com properties

Data based on:

[Bridging the Gap](#), [The New, New in Venture](#), [Enterprise](#), & [Annual 2020](#)

## In Agenda Placement

How Do I Develop Allies in my Company and What Does That Really Mean with Workplace Change

0 3



Serilda Summers-McGee  
Founder & CEO, Workplace Change

3 Strategies to Simplify Recruiting in a Distributed World with Lever

0 2



Meredith Herberg-Waldron  
VP of Global Talent Acquisition, SocialSurvey

Intelligence Wins: How To Build A Data Informed Company with Chartio

0 3



Daniiil Bratchenko, Dave Fowler, Tristan Handy & Karen Moon  
DataRobot, Chartio, Fishtown Analytics & Elizabeth Street Ventures

Your New Strategic Plan: How To Create A Shock-proof Path For Hypergrowth with ActiveCampaign

0 4



Kallie McConkie & Jason VandeBoom  
ActiveCampaign & ActiveCampaign

# Hyper Workshops

Available for Super Gold and above

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Data based on:

[Bridging the Gap](#), [The New, New in Venture, Enterprise, & Annual 2020](#)

## Live Stream Audience

**SaaStr** @saastr

"The more efficient you make your go-to-market strategy the more dollars you have to spend across your company."

🔥🔥🔥🔥🔥

from @HenryLSchuck + @jasonlk happening now at #SaaStrAnnualpscp.tv/w/1BdxYnRpqzgKX

1:01:21 20.9K viewers

**SaaStr @saastr**  
From \$0 to \$400+M: 10 Mistakes the CEO of ZoomInfo Made on His Journey to IPO  
pscp.tv

👍 22 8:25 AM - Sep 3, 2020

👤 See SaaStr's other Tweets

**Jason ✨BeKind ✨ Lemkin** @jasonlk

VC Power Hour: How to pitch Sequoia and the Most Sought After Angels  
pscp.tv/w/ch-dFzQ4NjA2...

49:20 83.4K viewers

**Jason M. Lemkin @jasonlk**  
VC Power Hour: How to pitch Sequoia and the Most Sought After Angels  
pscp.tv

👍 144 8:00 AM - Sep 3, 2020

👤 See Jason ✨BeKind ✨ Lemkin's other Tweets

# Example Opt-in Reg & Engagement

## for Hyper Workshops

|                   | Leads / Reg | Views  | Content   |
|-------------------|-------------|--------|---|
| <b>Profitwell</b> | 5,972       | 2,093  | <a href="#">“Where SaaS Stands Today”</a>             |
| <b>Salesforce</b> | 4,450       | 2,819  | “Your Sales & GTM Strategy”                           |
| <b>Microsoft</b>  | 4,079       | 1,987  | “Brand Demand: Creating Clarity and Driving Growth”   |
| <b>Gainsight</b>  | 4,059       | 15,123 | “The Future of the Customer”                          |
| <b>ZoomInfo</b>   | 3,247       | 20,933 | <a href="#">“Top 10 Mistakes from \$0 to \$400M”</a>  |
| <b>Mailchimp</b>  | 2,746       | 13,926 | <a href="#">“How Mailchimp Navigated Uncertainty”</a> |
| <b>Pagerduty</b>  | 2,549       | 9,417  | “Automation: The Digital Transformation Accelerator”  |





## LEARNING FROM THE LOWS: How Mailchimp Navigated Economic Uncertainty



**BEN CHESTNUT**  
CEO  
MAILCHIMP  
@benchestnut



**JASON LEMKIN**  
CEO & Co-Founder  
SAASTR  
@jasonl

SEPTEMBER 2, 2020, 8:00 AM

UPVOTE 12



CATEGORIES COVERED

### Learning from the Lows: How Mailchimp Navigated Economic Uncertainty



All Sessions



A talk by Ben Chestnut and Jason Lemkin  
Mailchimp & SaaStr



Unicorns

# Platinum Sponsorship

\$125,000

- 2 x 20-minute hyper workshops. One workshop focused on thought leadership
- Live video promotion and social distribution to an additional 50,000 viewers
- Featured promotion on YouTube for 12+ months
- Premium branding for digital event
- 8 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding on homepage with pre-recorded video and live attendee engagement
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

*(all content subject to editorial approval)*

“



**Ben Chestnut** ✓  
@benchestnut



Really enjoyed today, Jason! Thanks again for having me.

♡ 21



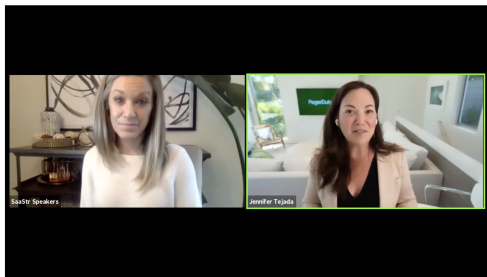
See Ben Chestnut's other Tweets

”

AVAILABLE FOR:



SaaStr  
SCALE



UPVOTE 3



CATEGORIES COVERED

Digital Transformation

### Automation: The Digital Transformation Accelerator



A talk by Jennifer Tejada  
CEO, Pagerduty

“



**Jennifer Tejada** @jentejada · Jul 29

Grateful to be part of @saastr #SaastrEnterprise this morning to discuss the opportunity for change and innovation in front of us. Lots of great talks to learn from today too. Thanks @jasonlk and for everyone for the great questions!

”

## Gold Sponsorship

\$60,000

- **20-minute Hyper Workshop to 1,000-5,000 attendees** including Q&A
- Live video and social distribution 10,000 viewers
- 5 passes for company representatives
- Additional Sponsor branding on homepage with additional sponsor collateral and ability to provide call to actions to attendees
- Dedicated lead capture of content
- Logo on website, marketing materials

*(all content subject to editorial approval)*

AVAILABLE FOR:



# SaaStr Media

Reach the world's largest community of SaaS entrepreneurs



SaaStr.com



SaaStr PODCASTS



SaaStr  
UNIVERSITY



SaaStr Weekly



SaaStr Daily



SaaStr Insider



SaaStr

# Core Offerings

At a Glance

| Offering                              | Audience             | Why?  |
|---------------------------------------|----------------------|---|
| <a href="#">SaaStr Podcast</a>        | 150,000+/month       | #1 podcast in SaaS  |
| <a href="#">SaaStr University</a>     | 10,000+ CEOs & execs | Ideal to connect directly with CEOs + founders;<br>persistent content |
| <a href="#">SaaStr Weekly</a>         | 240,000/month        | Maximum reach across Cloud execs                                      |
| <a href="#">SaaStr Daily</a>          | 420,000/month        | Maximum impact -- large format ad unit with<br>contextual copy        |
| <a href="#">SaaStr Insider!</a>       | 170,000+/over month  | Maximum reach across revenue professionals,<br>maximum impact unit    |
| <a href="#">SaaStr.com Blog Posts</a> | 15,000 views + SEO   | Reach our community directly on saastr.com                            |



# SaaStr Weekly

\$15,000/ per month, 3 mo minimum

## Sponsorship Details

- The [SaaStr Weekly](#) newsletter goes out every Sunday to **60K+ SaaS founders, CEOs, and operators**
- Ads run once per week for four consecutive week
- Avg. conversions for high-performing content: gated content assets, industry reports: 500 - 750+ conversions, \$13 CPL
- Avg. conversions for bottom of funnel content, free trial, etc: 175 - 250+ conversions, \$40 CPQL

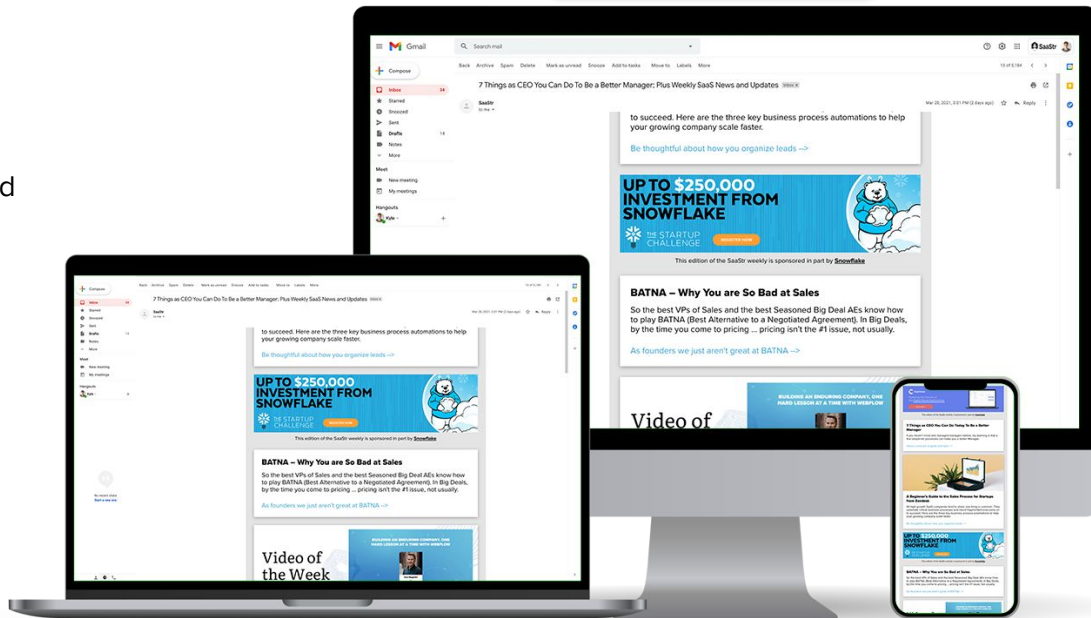
**Frequency of distribution:** Weekly on Sundays

**Number of viewers:** 60,000+ subscribers

**Distribution Channels**



**SEE EXAMPLE**



**SaaStr**



# SaaStr Insider

\$15,000/ per month, 3 mo minimum

## Sponsorship Details

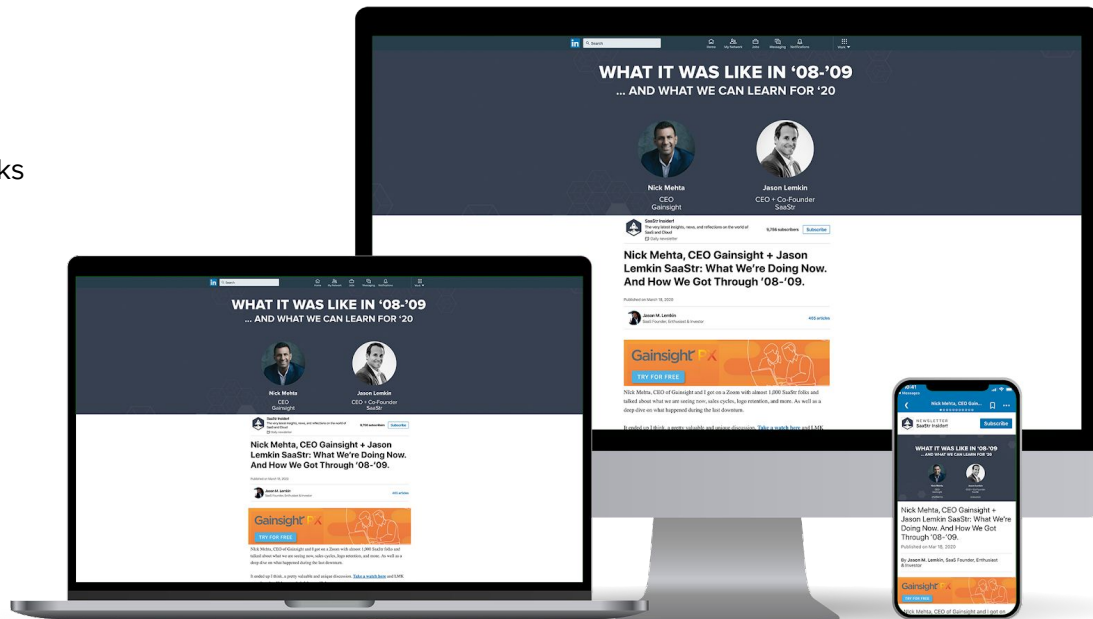
- Your approved ad will be featured in our daily newsletter **2x a week**
- Text or image ad options
- Ads run twice per week for four consecutive weeks
- Ability to swap ads once
- Max of two sponsors for “SaaStr Insider”
- 5K+ impressions on avg per ad placement

**Frequency of distribution:** 2x Week

**Medium of distribution:** Email + LinkedIn

**Number of viewers:** 168,000/month, 21,000+/day  
*and growing*

Distribution Channels



SaaStr



# SaaStr Daily

\$15,000/ per month, 3 mo minimum

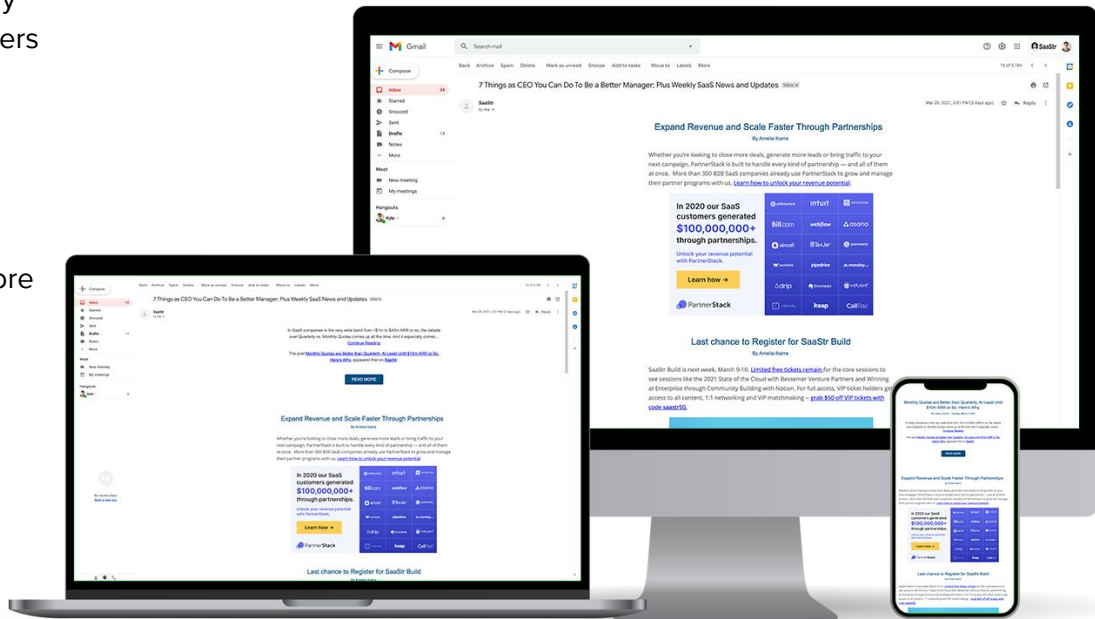
## Sponsorship Details

- The SaaStr daily is a distributed Tuesday, Thursday and Saturday via email to our most engaged readers of SaaStr.com
- Text or image ad options
- Ads run 3x a week for four consecutive weeks
- Ability to swap ads once per month
- Sponsorship is the full month commitment
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 12% CTR

**Frequency of distribution: 3x a week**

**Number of viewers: 420,000/month**

**Distribution Channels**



**SaaStr**



# SaaStr PODCASTS

**\$15,000/ mo, 3 mo minimum, must be in conjunction with event sponsorship**

## Sponsorship Details

The [Official Saastr Podcast](#) is the #1 podcast in SaaS. Guests include CEOs of Slack, Zoom, Box, Datadog, Zuora, Qualtrics and 100s more

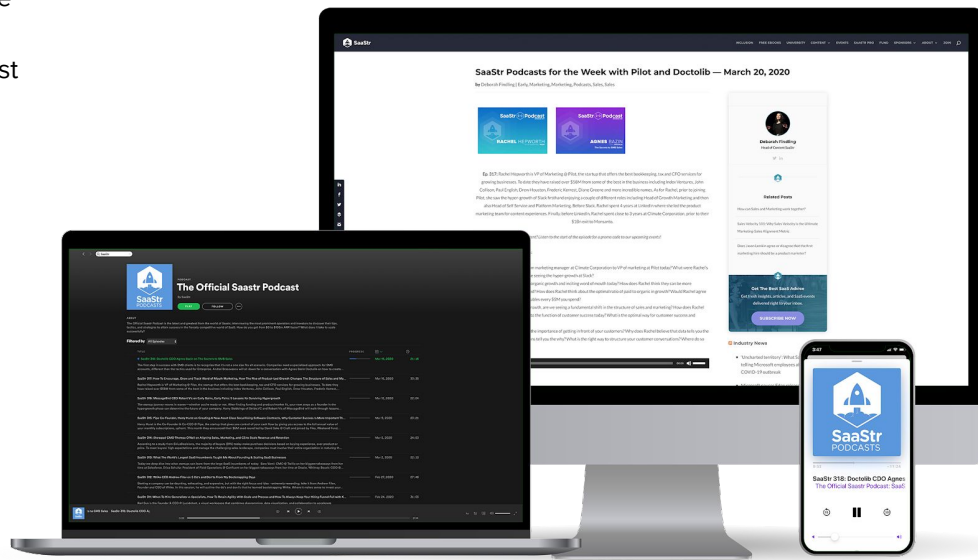
- Your approved script will be featured in a 15-second pre-roll (The first 15 seconds of a podcast) and a 15-second post-roll (The last 15 seconds of a podcast). This script will be professional voiced over and added into the edited episode with music under it.
- Your ad will be featured on four episodes per month (once a week)

**Frequency of distribution:** 4x per month

**Medium of distribution:** Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)

**Number of downloads:** 150,000/month

**Distribution Channels**



**SaaStr**





# SaaStr.com

\$15,000/ per sponsored blog post

## Sponsorship Details

The SaaStr team will work with you on a Sponsored Guest Article.

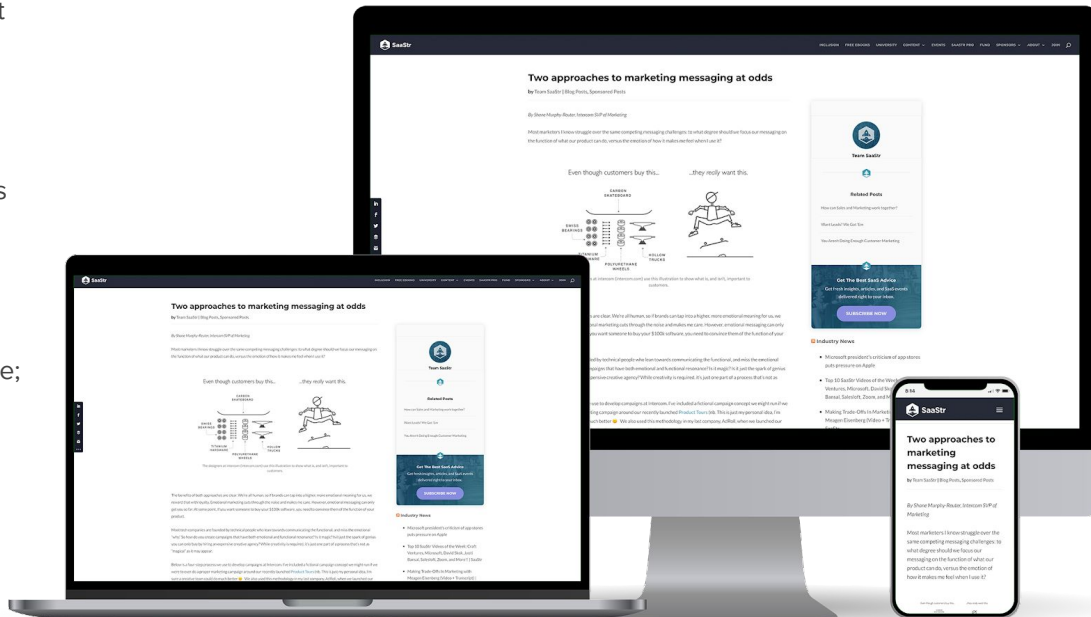
- Approved blog post will live on the SaaStr.com homepage for 1 month and then live on our site in perpetuity.
- Will be promoted in our newsletter to 60K subscribers the week it publishes Promoted to over 150,000 followers across all our social media channels
- Our most popular guest posts have seen upwards of 15,000 page views
- Can include a link to your website and/or landing page; can also include a short bio about the author

**Frequency of distribution:** Once on SaaStr.com

**Medium:** Website, Email, Social Promotion

**Number of viewers:** 15,000+ page views + SEO

Distribution Channels



SaaStr

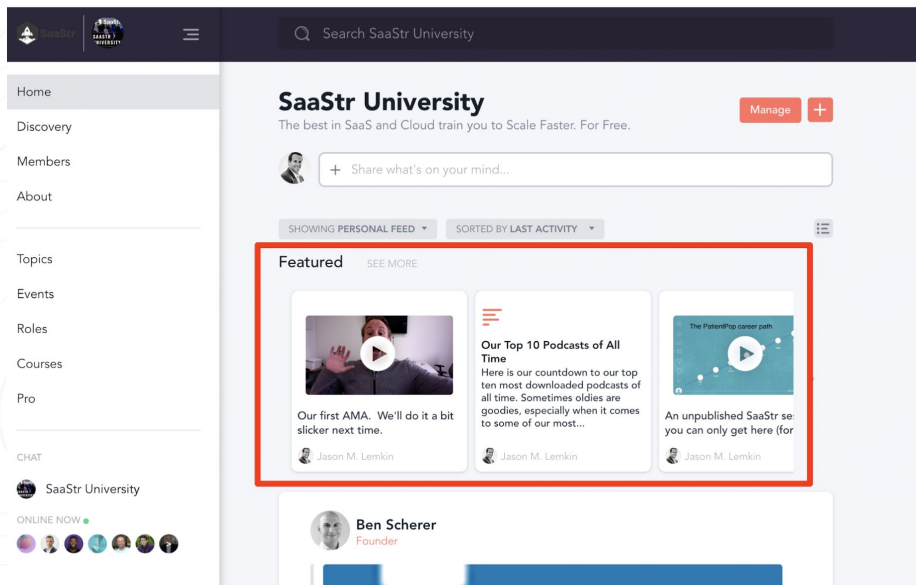


## Featured Content Sponsor

**\$15,000/ per month, 3 mo minimum**

[SaaStr University](#) is SaaStr's newest and fastest-growing product. Launched in the fall of 2019, SaaStrU *already* has over **10,000+** founders, CEO and SaaS execs logging into SaaStr University almost every day to share learnings and discuss course lessons featuring top SaaStr content, videos and more.

For \$15k a month, we have the ability to promote 1-3 sponsors' featured content on a **persistent** basis to 1000s of Cloud CEOs, founders and execs.



**Distribution Channels**



# Quora SaaStr **\$15,000/ per month**

## Sponsorship Details

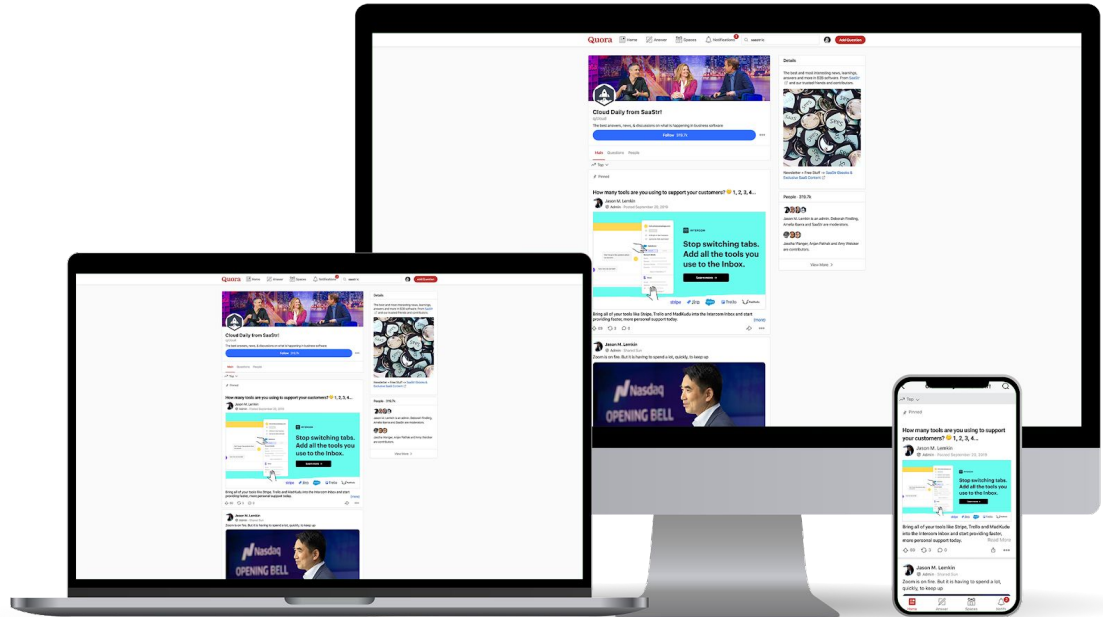
- Established in 2019 with of Quora Spaces, the [Cloud Daily](#) features the best answers, news and discussions on what's happening in business software. Building on the popularity of Jason's personal Quora feed, the Cloud Daily has already grown to 320,000 SaaS leaders and founders.
- Your approved ad will be featured in the pinned section of "Cloud Daily" for the entire month
- We will also feature 4 of your approved content pieces, 1 per week, to our Cloud Daily community

**Frequency of distribution:** Daily

**Medium of distribution:** Quora

**Number of subscribers:** 320,000 *and growing*

**Distribution Channels**





**Contact us**

[sponsors@saastrinc.com](mailto:sponsors@saastrinc.com)