

4-5 NOVEMBER

# DrupalGov

## 2020

### Virtual Event

## DrupalGov 2020 Virtual Event: SPONSOR INFORMATION

Sponsorship manager

For questions, please email or call:

**Akhil Bhandari**

[Akhil@SalsaDigital.com.au](mailto:Akhil@SalsaDigital.com.au)

Ph: 0411 616 404

## About the event

DrupalGov 2020, an event dedicated to the Australian and New Zealand government sector, welcomes all agencies, vendors, and the wider Drupal community to the first virtual DrupalGov event for all things government and Drupal.

Traditionally a physical event held in Canberra, this year with all the uncertainty of 2020 it is the first year the event was planned as a virtual event.



The virtual event format will also allow more people to attend the event as there are no travel overheads. Additionally, the online event platform can accommodate a virtually unlimited number of participants unlike the restrictions of traditional physical events, promising to be bigger and better with two days of fantastic presentations, discussions, networking and learning.

The DrupalGov conference has been run annually in Canberra since 2013 with about 250 attendees. Although combined with DrupalSouth last year the event will be its own event in the second half of the year with a focus on government, while DrupalSouth will be run in the first half of each year in its traditional format.

## Dates

**4-5 November, 2020**

**Virtual event - online**

**Expected attendees: 300-500**

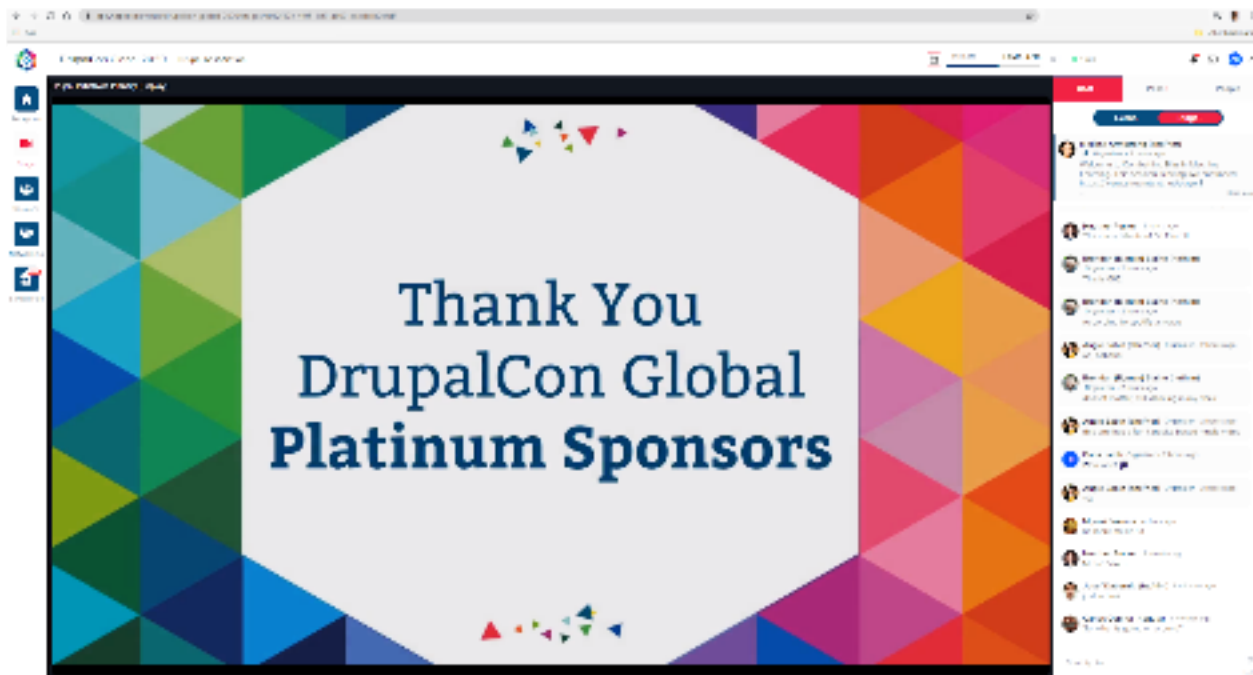
## About the virtual event platform

This year we will be using the same platform, 'Hopin', that was recently used for DrupalCon Global in July.

This event platform worked very well and more importantly provided plenty of opportunity to promote sponsors through online expo booths, interactive activities and sessions, breakout areas, and general promotion of branding pre and post main stage and breakout sessions.

We will be leveraging as many of the features as practical to provide sponsors the opportunity to highlight their brand, products and/or services.

*Screenshot: Hopin event platform for DrupalCon Global July 2020 - mainstage inter-session banner*



### Event sponsor opportunities

Opportunities will vary across the sponsorship packages and can include:

#### Pre-event

- **Company logo added to DrupalSouth site event page** - Including link to organisational profile page on DrupalSouth
- **Inclusion of complimentary tickets** - Varies based on packages - see below.
- **Discounted tickets** - Unlimited access to discounted, 40% off the regular ticket pricing to share with your clients.

- **Sponsor spotlight** - Introducing sponsor vendors and short profile leading up to the event over DrupalSouth email and social media channels
- **Sponsor spotlight extra (*Diamond only*)** - Within the above spotlight message you can promote a relevant white paper or other promotional material.
- **Presence on marketing email material (except social)** - Logo added to marketing messages

## On the day

- **Expo vendor virtual booths**, including:
  - **Ability to present your own live or pre-recorded content over the event**
    - Promotional videos, Q&A sessions with attendees or product demos
  - **Event promotional vouchers or special event offers** that can be set up within the booth for attendees to use, including;
    - Free merch offer when attendees sign up or enter details (postage and logistics managed by the vendor)
    - xx% offer on products or services
    - Free service offer special for attendees
    - \$XX to be donated to xx charity on behalf of attendees with sign up
    - Any other creative way to engage with the audience!
  - **Attending the booth** - Live video chat available for one or more staff to be online and interact via chat with attendees
- **Banner spot and presence on the virtual event platform** - On the event registration entry page and key locations
- **Mainstage inter-session banners** - Before any of the mainstage sessions and Keynotes, a banner of your company logo will cycle through the main screen.
- **End-of-session introduction to sponsor booth lightning talk** - After sessions ends, an opportunity to direct attendees to your exhibitor area booth for a quick presentation. There are 10-minute breaks between each session during the day and a one-hour break for lunch. This provides the opportunity to present a five-minute lightning talk at your virtual booth to showcase any product, service, or project.
- **Guaranteed dedicated presentation slot (*Diamond only*)** - Dedicated session with naming rights within the program to present an event-based topic - within guidelines to be shaped with vendors.
- **Hosting moderated discussion panels (*Platinum only*)** - Opportunity to introduce and/ or moderate a 30-minute panel session.

## Post-event opportunities

- **Access to attendee list** - Where marketing permission has been agreed to.

## Event sponsorship benefits

- Lead generation and business development
- Networking opportunities
- Talent recruitment
- Brand recognition

By sponsoring DrupalGov 2020, you'll be putting your message in the minds of a key target audience. Government and Drupal users, designers, developers, business people, and decision makers are sophisticated web professionals and heavily dependent on web services.

Through your sponsorship, you are not only presenting yourself to the attendees of this event, but also gaining exposure throughout the network of Drupal users and web professionals around Australia. You'll also be helping to nurture and grow Australia's use of open source technology for the public good, through your support for Drupal, DrupalGov, and Linux Australia.

Details on sponsorship packages are included below.

## DrupalGov 2020 sponsorship packages

	Diamond	Platinum	Gold	Silver
Price (inc. GST)	AUD\$4,000	AUD\$3,000	AUD\$2,500	AUD\$1,500
Packages available	3	4	5	7
Complimentary tickets	8	6	4	4
Discounted tickets	Unlimited special ticket pricing - 40% off regular price			
<b>Before the event</b>				
Logo on DrupalSouth.org	Yes, within each tier			
Sponsor spotlight - email + social	Sponsor spotlight - welcome message as event sponsor and linking to Sponsor profile page on DrupalSouth site and optional to vendor event page /site			Nil
Sponsor spotlight extra	Whitepaper share <sup>1</sup>	Nil		
Presence on event marketing	All event marketing (excl. social media posts)		DrupalSouth website + event platform only	
<b>On the day</b>				
Virtual booth	Yes (for details see - About the virtual event platform)			
Featured company logo web banner on event platform	Yes, full size banner/ largest	Yes, mid-sized banner	Yes, smaller banner	
Mainstage inter-session slides	Dedicated slide	Joint slide with others in tier	Joint slide with others for each tier	
End-of-session intro to lightning talk at booth	Yes 1 each - end of Keynote	Yes - 1 each	Nil	
Guaranteed dedicated presentation in program <sup>2</sup>	Yes	Nil		
Hosting moderated panel sessions	Nil	1x each - 30-minute moderated panel session	Nil	
<b>After the event</b>				
Attendee list	Full list of contact details for attendees, where individuals have agreed that we may share their information.			

<sup>1</sup> We'll help you promote a relevant white paper or other promotion

<sup>2</sup> No hard sales pitches, we can guide and assist to shape a relevant session in line with the event focus.

## Other sponsorship opportunities

*Keynote sponsorship \$2,000 ex. GST (3 available)*

- Company name in Keynote promotion (e.g. "The Acme Keynote")
- Dedicated slide mention during keynote introduction
- Opportunity to introduce the keynote speaker (two minutes maximum)

*Sprint day sponsor \$1,500 ex. GST (1 available)*

- Naming rights for the Community Sprint Day (e.g. "The Acme DrupalGov Community Sprint Day")

Further details about the event at - <https://drupalsouth.org/events/drupalgov-2020>