/serverless/ DAYS

ANZ

Sydney: 21 May 2024
Auckland: 24 May 2024

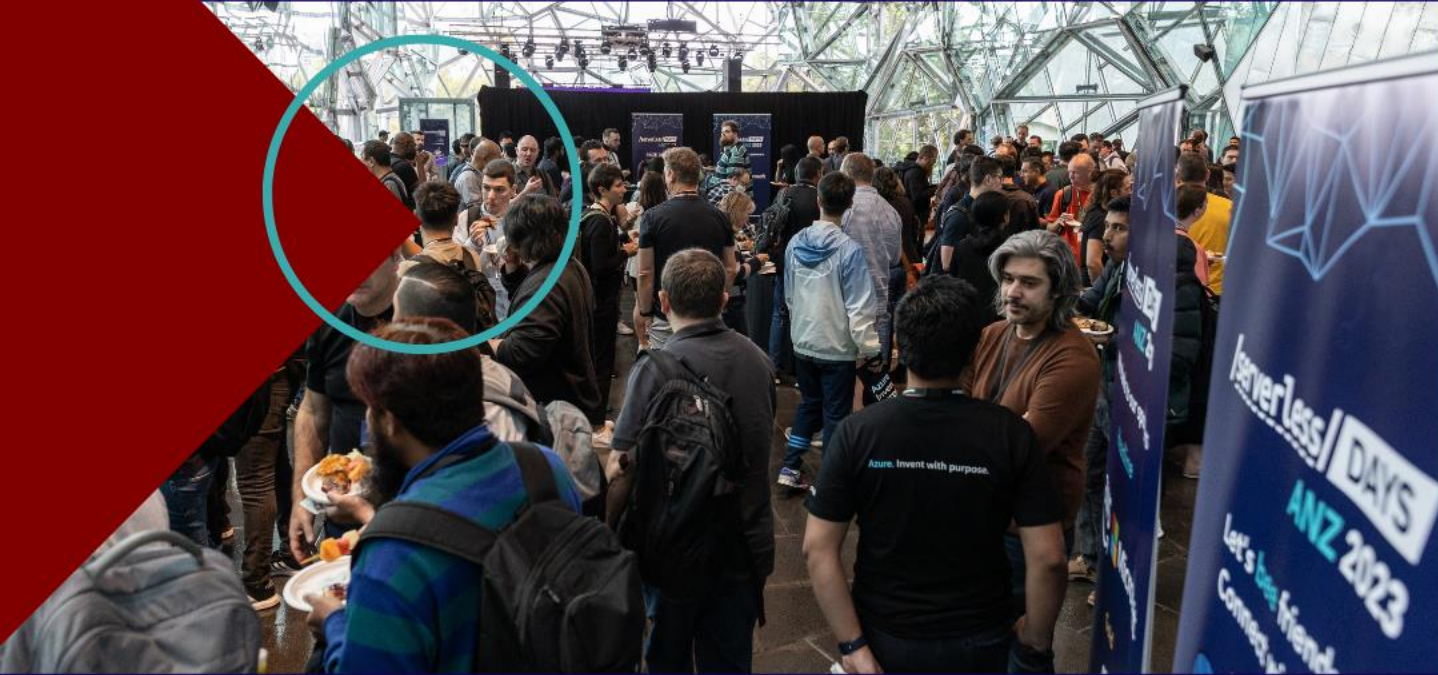# Sponsorship Prospectus

About ServerlessDays ANZ

Serverless has evolved beyond buzzwords and is now ubiquitous in our technology landscape.

But as serverless adoption continues to accelerate, there is greater need than ever to understand and unravel the complexities of modern computing.

ServerlessDays ANZ is the biggest serverless conference in the region. It is a community-focused, one-day event that moves away from the hype and focuses on serverless solutions that help businesses and individuals innovate for the future.
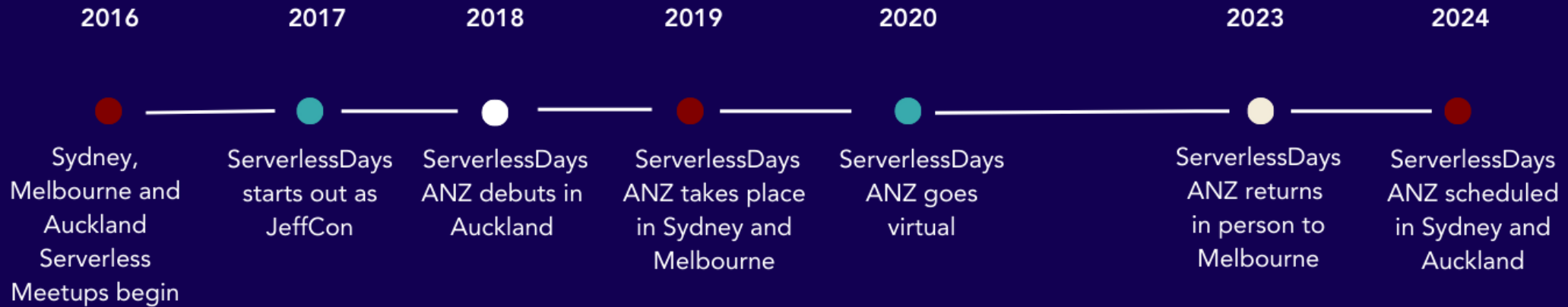
We are seeking sponsorship interest for ServerlessDays ANZ 2024.

History

ServerlessDays is the evolution of JeffConf, and there have been dozens of successful events globally since 2017, from Paris to Belfast.

2016	2017	2018	2019	2020	2023	2024
Sydney, Melbourne and Auckland Serverless Meetups begin	ServerlessDays starts out as JeffCon	ServerlessDays ANZ debuts in Auckland	ServerlessDays ANZ takes place in Sydney and Melbourne	ServerlessDays ANZ goes virtual	ServerlessDays ANZ returns in person to Melbourne	ServerlessDays ANZ scheduled in Sydney and Auckland

This will be the fourth in-person conference in the ANZ region, after our hugely successful post-pandemic debut in Melbourne in 2023.

In 2024, we are excited to return to a multi-city conference circuit in Sydney and Auckland.

2023 Attendee Companies

5D Agility
Accenture
ACMI
AK2
Amazon Web Services
Ankle IT
Atlassian
AusNet Services
Austin Health
Azenix
Azupay Pty Ltd
Banxa
Beige Technologies
Belong
Bunnings
Carsales
Cevo
Checkpoint Technologies
CI&T
Citadel Health

Computershare
Contino
Covaler
Creative Folks
DevCycles
Digio
DiUS
DQ Australia
DEX
Electronic Arts
EngageRM
EstimateOne
Expogain
Fastly
Gamesight
GitHub
Globird Energy
Goanna
Google
Grays Australia

Hesta
Honey Insurance
Humanforce
Insync
Integral Technology
JB Hi-Fi
Just Digital People
Kaleida
Kodez
Lumigo
Marketplacer
Micro-Labs
Microsoft
Momento
Mondo
Motorola Solutions
Netwealth
Pay.com.au
Payrix
Pentana Solutions

Pluralsight
PointsBet
Reece
Rivalea Australia
RMIT University
Roam Digital
SEEK
Seer Medical
Serko
Service Victoria
Sitecore
SixPivot
SmartBear
Solta Labs
SSW Australia
TAL Australia
Telstra Purple
The Detail
Department
Twilio

Two Bulls/DEPT
Versent
Victorian Disability
   Worker Commission
Wipro Australia
Xero

The 2024 Team

Meet the ServerlessDays ANZ organisers:

Pete Sbarski, AWS Serverless Hero
Peter Hanssens, AWS Serverless Hero
Matt Gillard, AWS Ambassador and Community Builder
Alicia Cheah, Brand and Content Marketing Consultant, Digital Sublime
Darshit Pandya, AWS Community Builder
Nick Triantafillou, AWS Community Hero
Stephen Sennett, AWS Community Builder
Simon Waight, Cloud and GenAI Dev Experience Architect, Insight
Somy Ayazi, Atlassian and Microsoft MVP
Nelly Satari, Atlassian and Microsoft MVP
Lars Klint, Developer Advocate at Pluralsight and Microsoft Azure MVP
Raphi Solarsh, Content Strategy Manager, Go1
Bill Chesnut, Microsoft MVP
William Liebenberg, SSW

Attendee Profile

ServerlessDays ANZ attendees largely fall into two broad categories:
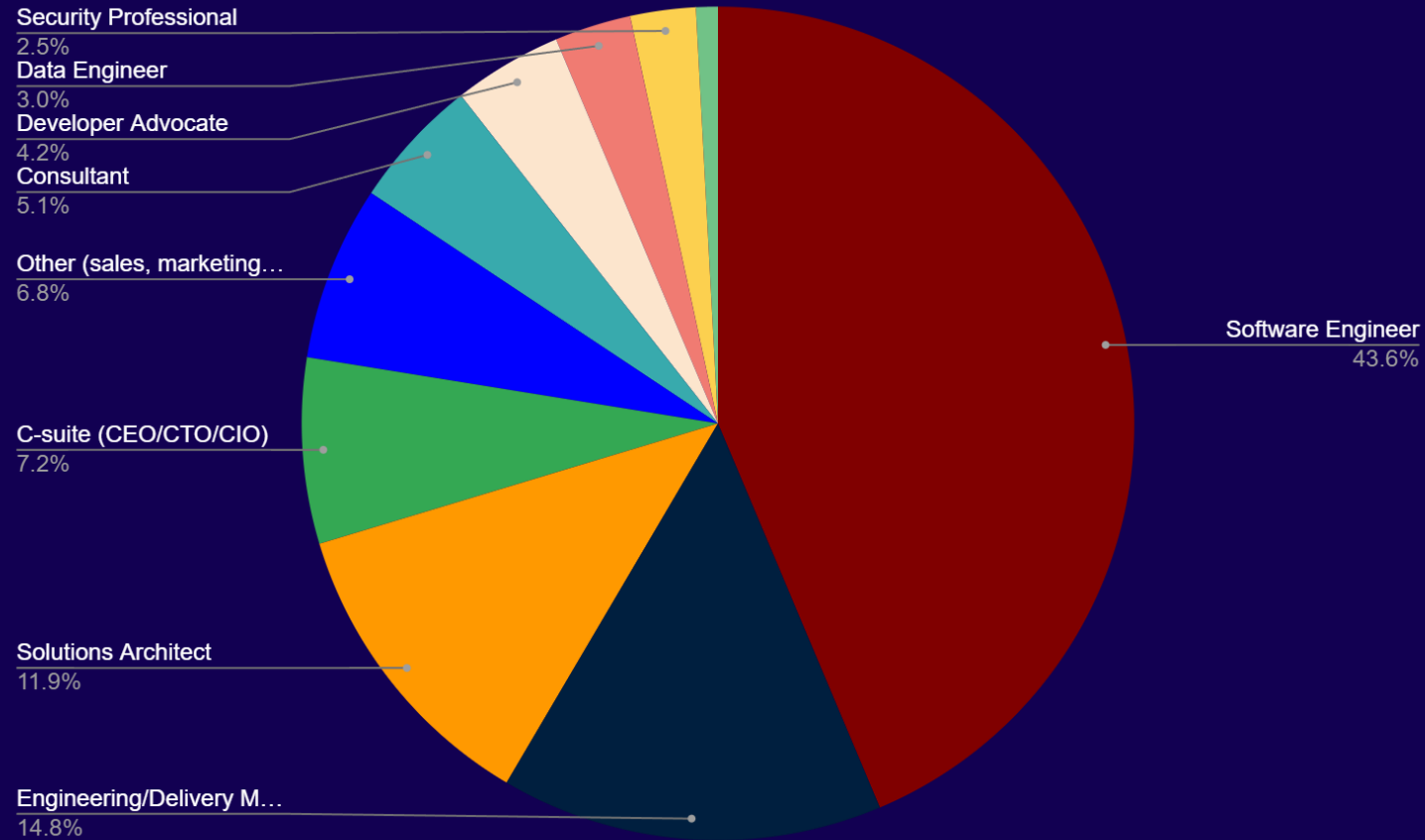
Developers and practitioners
Intellectually curious; vanguards and evangelists for introducing new technologies into their organisations.

Business stakeholders
CTOs and engineering directors looking for technology solutions to help drive their business forward.

2023 Attendee Profile

Security Professional
2.5%

Data Engineer
3.0%

Developer Advocate
4.2%

Consultant
5.1%

Other (sales, marketing…
6.8%

C-suite (CEO/CTO/CIO)
7.2%

Solutions Architect
11.9%

Engineering/Delivery M…
14.8%

Software Engineer
43.6%

Timeline

2023

Nov   ServerlessDays ANZ announcement

Dec   Website launch and CFP opens

2024

Feb   CFP closes
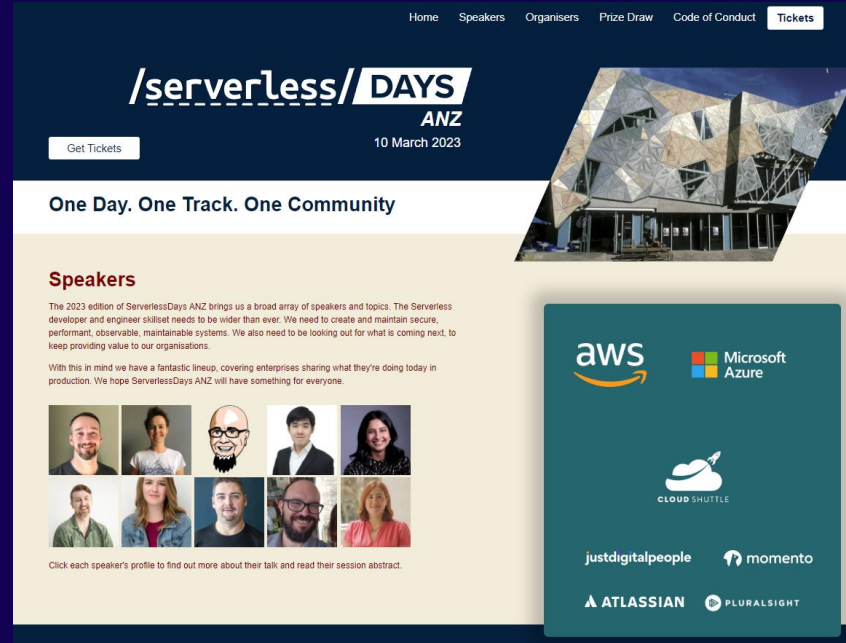
Mar   Agenda announced

21 May   ServerlessDays ANZ Sydney

24 May   ServerlessDays ANZ Auckland

Website and Promotion

Official website

https://anz.serverlessdays.io/

The home base for where the magic happens. This is where the CFP, registration of interest, and the link to purchase tickets can be found.

Official conference social and community channels

serverlessdays-anz   @SLSDaysANZ   @ServerlessDaysANZ

Our three main channels where key announcements, updates and content will be shared.

We're looking forward to working with you on an exciting co-marketing plan once your sponsorship is secured.

Sponsorship: Sydney and Auckland

We are pleased to offer three tiers of sponsorship packages:

Inclusions	Headline	Gold	Silver
Logo placement	Most prominent	Large	Medium
Expo booth	Yes	Yes	No
Complimentary tickets	6	4	2
Price	AUD $20,000	AUD $12,000	AUD $6,000

Sponsorship: Sydney

We are pleased to offer three tiers of sponsorship packages:

Inclusions	Headline	Gold	Silver
Logo placement	Most prominent	Large	Medium
Expo booth	Yes	Yes	No
Complimentary tickets	6	4	2
Price	AUD $15,000	AUD $10,000	AUD $5,000

Sponsorship: Auckland

We are pleased to offer three tiers of sponsorship packages:

Inclusions	Headline	Gold	Silver
Logo placement	Most prominent	Large	Medium
Expo booth	Yes	Yes	No
Complimentary tickets	6	4	2
Price	NZD $10,000	NZD $8,000	NZD $5,000

Headline

Logo

Prominent presence on stage and conference collateral. Your logo will always be at least 50% bigger than non-headline sponsor logos.

Frequent on-stage mentions on the day.

Banners

50% of all banners will feature headline sponsors only.
The remaining 50% will feature your logo with all other sponsors.

Bring **2** of your own banners.

Booth

You will have the most prominent booth spots in the expo space.

Complimentary tickets

You will receive **6** tickets (including all associated benefits).

Gold

Logo

Your logo will appear on stage and on conference collateral. Your logo will always be at least 25% bigger than silver sponsor logos.

Multiple on-stage mentions on the day.

Banners
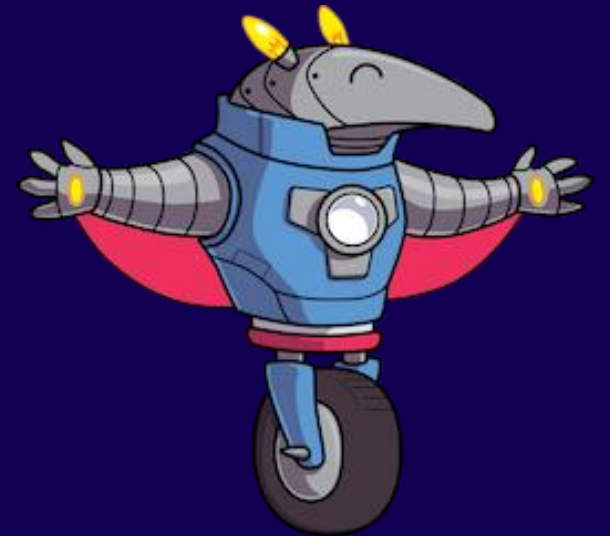
Your logo will feature on 50% of roll-up banners not reserved for the exclusive use of headline sponsors.

Booth

You will have a booth spot in the expo space.

Complimentary tickets

You will receive **4** tickets (including all associated benefits).

Silver

Logo

Your logo will appear on stage and on conference collateral.

You will have at least one on-stage mention on the day.

Banners

Your logo will feature on 50% of roll-up banners not reserved for the exclusive use of headline sponsors.

Complimentary tickets

You will receive **2** tickets (including all associated benefits).

Tactical Opportunities

For sponsors wanting to make more of a mark, we invite you to flex your creativity and "top-up" your package with additional tactical opportunities to showcase your brand.

Some additional areas you could sponsor:

Coffee cart

After party

Lanyards

Job board

Ramp-up event

Travel bursaries

If you'd like to pitch us an idea, we're all ears!

Contact

If you are interested in any of these opportunities, please get in touch!

Peter Hanssens: peter@cloudshuttle.com.au or
ServerlessDays ANZ team: anz@serverlessdays.io

We can't wait to hear from you!