

**SAFe®**  
**SUMMIT**  
**ONLINE • 2021**

# SPONSORSHIP PROSPECTUS 2021

[global.safesummit.com](https://global.safesummit.com)



## WHY SPONSOR?

Scaled Agile is proud to announce the **2021 Global SAFe® Summit Online**. One great event – three global time zones – including **APAC September 27 - 28, and EMEA & Americas September 29 - 30**. Expected to attract 3,000 community participants, this virtual SAFe Summit will feature an audience representing the full spectrum of Scaled Agile Framework (SAFe®) experts, professionals, coaches, and change agents – including enterprise practitioners from all over the world.

Our virtual event will feature many different ways to network and engage with the SAFe Community, and includes a great lineup of sponsorship packages full of branding and engagement opportunities inclusive of downloadable resources. In today's digital-first experiences, our conference attendees will enjoy networking and peer-to-peer learning during the live Summit as well as consumable On-Demand content from the comfort and safety of their homes. This dynamic virtual conference environment supports ongoing learning way beyond the Summit dates.

Please refer to the packages detailed in this prospectus to see how the offerings are mapped to an equivalent level in the virtual environment.

## READY TO SPONSOR?

- Secure your spot at the Global SAFe Summit now.
- Packages are on a first-come, first-served basis.
- To secure your spot, please email Karen Lewison at [karen.lewison@scaledagile.com](mailto:karen.lewison@scaledagile.com)





## AGENDA AT-A-GLANCE

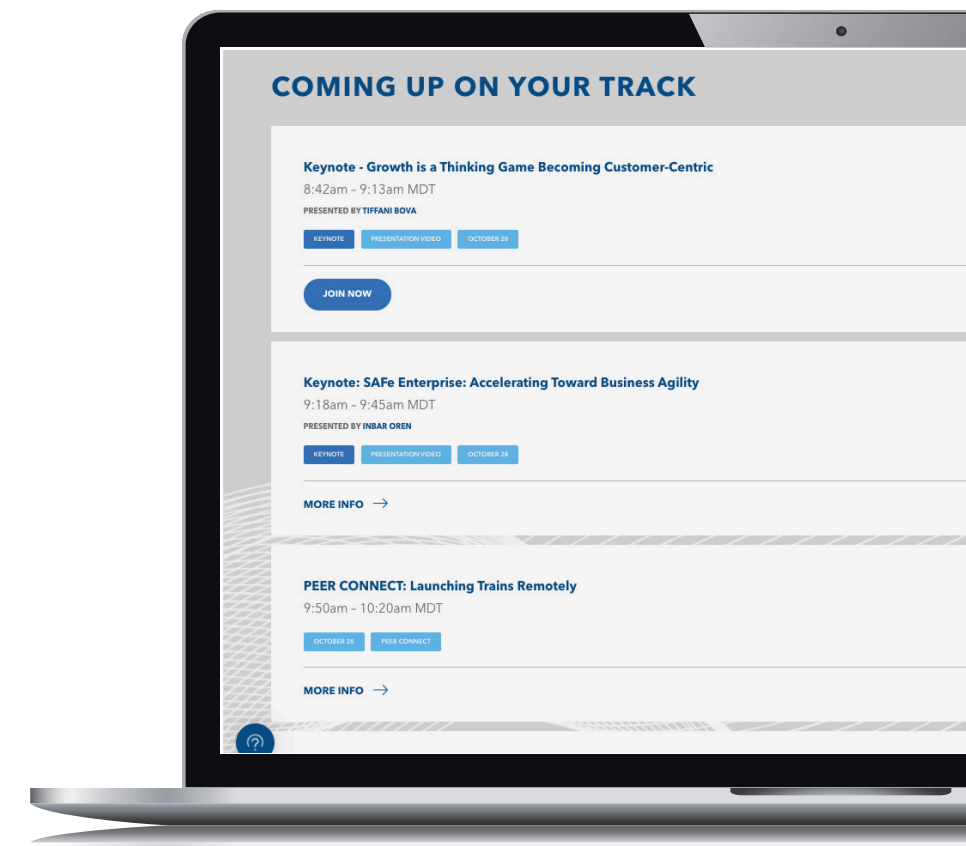
*Please note sessions will air at local time in the three global time zones: APAC, and EMEA & Americas*

### Main Conference Day One

- **Morning**
  - ~ Live Lean Coffees
  - ~ Keynotes
- **Afternoon**
  - ~ Interactive Birds of a Feather Lunches
  - ~ Technical Talks
  - ~ Customer Stories
  - ~ Partner Showcases
  - ~ Live Meet the Speakers
  - ~ Live After Parties

### Main Conference Day Two

- **Morning**
  - ~ Live Lean Coffees
  - ~ Keynotes
  - ~ Technical Talks
  - ~ Customer Stories
- **Afternoon**
  - ~ Interactive Lunch & Learns
  - ~ Partner Showcases
  - ~ Technical Talks
  - ~ Customer Stories
  - ~ Live Meet the Speakers
  - ~ Closing Keynote



# GLOBAL SAFe SUMMIT OVERVIEW

Virtual Experience - October 2020

**3,025**

Attendees – Sold out event



**764**

Companies represented across all SAFe Summit attendees



**51**

Countries represented



## Attendees by country



U.S.	<b>2,276</b>
Canada	<b>152</b>
Germany	<b>76</b>
UK	<b>61</b>
Sweden	<b>34</b>
India	<b>32</b>
Japan	<b>31</b>
Denmark	<b>28</b>
Mexico	<b>25</b>
Switzerland	<b>24</b>

## Attendees by title



Title	Registrants	% of Total
Lead & Mid-level Management, Manager, Supervisor	383	12.1%
Director	244	7.7%
Product Manager, Product Owner, Project Manager	227	7.2%
Change Agent, Coach, SPC	223	7.0%
Agile Roles (Scrum master, RTE)	219	6.9%
Advisor & Consultant	135	4.3%
C Level, Executive, VP	113	3.6%
Architect, Developer, & IT Roles	107	3.4%
Business Roles & Strategists	77	2.4%
Founder, Owner, Principal	38	1.2%



## Engagement highlights

- 62%** Highly engaged registrants (During event)
- 38%** Highly engaged registrants (On demand)

## Attendees by persona

Practitioners	<b>57%</b>
Facilitators	<b>17%</b>
Change Leaders	<b>14%</b>
Partners	<b>10%</b>
Executives	<b>2%</b>





## **BASE PACKAGE - \$4,500**

**SOLD OUT**

### **Brand Awareness and Event Marketing Focus** (Limit 20 Sponsors)

- **Email Marketing** - Inclusion of sponsor logo in Summit emails + 1 sponsor highlight email
- **Virtual event website branding** - Logo tile placement on Partner Marketplace landing page. Inclusion in virtual event guide.
- **Partner Marketplace (Exhibit Hall)** - Sponsor landing page with logo, description, website URL, social media links, resources (documents, videos, etc.), text chat, and demo room for live interaction with attendees
- **Access to metrics** - Lead retrieval and attendee data reports. Data to include sponsor page visits, documents downloaded, and videos watched.
- **Placement in Publication Bin** - Logo tile with either a link to a PDF or website URL
- **Website branding** - Logo, company description, and link to company's website displayed on the Summit website
- **Complimentary staff registration** - Five (5) All-Access complimentary registrations for staff
- **Complimentary registration for customers** - Sponsor to have 10 complimentary passes to distribute to customers
- **Sponsor promo code** for use in targeted promotions





## **ADD-ON SPONSORSHIP OPPORTUNITIES**

Let us help you meet your marketing objectives at the **2021 Global SAFe Summit Online**. Global SAFe Summit sponsors have exclusive access to exciting add-on opportunities to complement and customize sponsorship packages.

- **The opportunities on the following pages** are designed to maximize your brand's impact awareness, drive meaningful demand, and connect your organization with attendees and key decision makers
- **Our Community Engagement** and **Sponsorship Enhancement** add-on opportunities are now available. Sponsorships are available in limited quantities and will sell out quickly.
- **Secure the sponsorship opportunity** of your choice soon to maximize your investment





## SPONSOR ADD-ONS

### Base Package purchase required

Maximum of two add-ons. First come, first served



### Additional Branding

- **Commercial Break** - \$2,500 (5 available)  
Includes a 1 minute video advertisement during a Keynote session on the main stage
- **Rapid Refresh Host** - \$2,500 (8 available)  
Collaborate on one of the various rapid refresh activity breaks for Summit attendees. Includes logo placement of sponsor during the break.
- **Home Page Ad** - \$2,000 (7 available)  
Create your own advertisement to be displayed on the home page of the event site. Includes a link to company's website.



### Thought Leadership

- **Partner Showcase** - \$3,500 (10 available)
  - ~ 15 minute thought leadership or product demonstration
  - ~ Session description listed in event agenda
  - ~ Session attendee list provided





## SPONSOR ADD-ONS

**Do not need to purchase a Base Package**

First come, first served



*These sessions occur live during the Summit.*

*For each add-on opportunity, select the applicable time zones desired for targeted engagement.*

### Lean Coffee - \$3,500

(10 available - 5 per day)

- **Host a 1-hour Lean Coffee** before Summit starts for the day. Event will be included on the agenda.
- **Virtual giveaway** \$10 Starbucks card for attendees
- **Attendees sign up in advance** (20 attendees)
- **Session registration list**
- **Complimentary staff registration.** 1 complimentary staff Summit registration for the event host.

### After Party - \$3,500

(5 available on Day 1)

- **Host a 1-hour virtual networking event.** Event will be included on the agenda
- **Attendees sign up in advance** (40 attendees)
- **Opportunity to do a giveaway\*** to those that register for the After Party
- **Session registration list**
- **Complimentary staff registration.** 1 complimentary staff Summit registration for the event host.

### Lunch & Learn - \$3,500

(5 available on Day 2)



- **Host a 30-minute Lunch & Learn networking session.** Event will be included on the agenda.
- **Attendee sign up in advance** (40 attendees)
- **Opportunity to do a giveaway\*** to those who register for the Lunch & Learn
- **Session registration list**
- **Complimentary staff registration.** 1 complimentary staff Summit registration for the event host.







## SPONSORSHIP ENHANCEMENTS

Base Package is not requirement for selections

First come, first served



*These sessions will not occur during Global SAFe Summit.*

*Peer Connect events will be held separately and will be promoted during the Global SAFe Summit.*

### Peer Connect - \$2,500 (6 events) **SOLD OUT**

- **1.5-hour webinar style event**
- **Sponsor Thought Leadership** (15-20 minutes)
- **Attendee engagement** led by Sponsor facilitating the discussion
- **Co-marketed** between Scaled Agile and Sponsor through email and social media campaigns
- **Recording of Thought Leadership** to be posted in the SAFe Community Platform
- **Sponsor to receive** registered and attended list. Target audience 40 participants.
- **1 complimentary staff registration** for the Global SAFe Summit



### eBook Contributor - \$1,500 (8 available)

- **The Global SAFe Summit eBook** will package a crowd-sourced story book on Digital Transformations using SAFe in 2021. Sponsor contributes content to the story.
- **Link to sponsors website**
- **eBook will be distributed** to all attendees
- **eBook will be an asset** placed in the SAFe Community Platform



*"Attending SAFe Summit is a great way to stay connected to the latest in knowledge as well as networking with other SPCs. I also appreciate the access to the vendor partners for their current product offerings."*

– 2020 Virtual European SAFe Summit attendee

*"If the conference was run virtual in the future, I would definitely attend. For the price, I thought the speakers and facilitation was very good."*

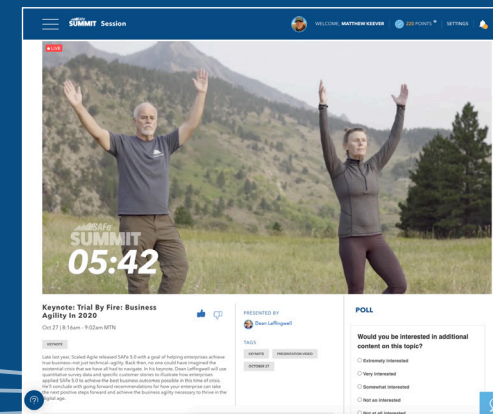
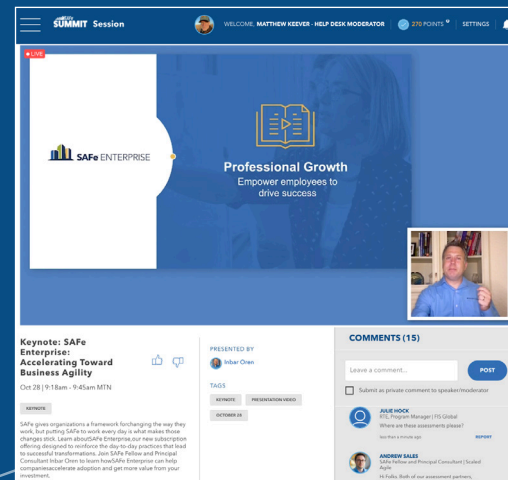
– 2020 Virtual Global SAFe Summit Attendee

*"I liked the variety of speakers and topics. There were so many great options to choose from."*

– 2020 Virtual Global SAFe Summit Attendee

*"This was a great collaboration event, Scaled Agile is always looking for new ways to help make a difference."*

– 2020 Virtual Global SAFe Summit Attendee



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For more information, please contact Karen Lewison, Event Manager, at [karen.lewison@scaledagile.com](mailto:karen.lewison@scaledagile.com)