

4TH & 5TH JULY 2024 | FALMOUTH UNIVERSITY

AGILE ON THE BEACH SPONSOR OPTIONS



AGILEONTHEBEACH.COM | #AOTB2024

AN AWARD WINNING CONFERENCE WITH A GLOBAL REACH

Every year our community gathers on the beautiful Cornish coast; the perfect environment for learning, connecting and sharing Agile practices and experiences.

Agile on the Beach consistently sells out, welcoming over 450 delegates, speakers and sponsors from across the UK, Europe and America to join us on the beautiful Falmouth University campus for two full days of sessions from over 50 speakers.

We explore the key themes for each track: product design, product management, team working, Agile practices, Agility in business and software delivery.

And of course, there are the unique Agile on the Beach social events...





23%

**Business Owners, Directors and
Heads of Department.**

45%

**Scrum Masters, Consultants,
Coaches and Product Managers.**

27%

Developers, Analysts and Testers.

5%

**Everyone else! Including, but not
limited to, Business Development
and Marketing Professionals.**

WHY SPONSOR AGILE ON THE BEACH

Engage with the Agile community

Promote your brand and gain regional, national and international coverage through our social media and marketing channels.

Increase your reach

Network with customers, partners and educators to forge collaborations, opportunities for growth and business connections.

Promote an Agile culture

Hear about new and evolving approaches to business, software development and team working.

Support continuous learning and development

Contribute to the development of the tech community and its access to industry knowledge, experience and skills.

We're dedicated to ensuring the conference supports attendees and speakers of all identities and ethnicities.

IMPACT, AUDIENCE AND SOCIAL REACH

Over 7000 followers, more than 3000 subscribers online and 400+ real-life people engage with Agile on the Beach throughout the year...



Facebook 500+

Ticket buyers, supporters and Agile community members.



LinkedIn 1600+

Attendees, partners and professional networkers.



Instagram 1300+

Influencers, Agile hash-tags and overly filtered pictures.



Twitter 4000+

GIF obsessives, cat people, Agile hash-tags and many more.



Website 1200+

Attendees looking for details about the conference.



Mailing list 3000+

Sponsors, supporters, enthusiasts and attendees.



AGILE ON
THE BEACH

BRONZE

As a **Bronze Sponsor** you'll take pride of place in the conference venue. During breaks and lunchtimes you'll be surrounded by our attendees, leaving you free to enjoy the conference outside of these times.

Two full conference tickets

Exhibition / activity space

Company logo on website and mentions in PR / marketing activity

10% off additional tickets purchased

Name check during conference closing

Dedicated Account Manager to maximise your conference experience

£5000

**BRONZE
SPONSORSHIP**

SILVER

Building on the foundations of the Bronze Tier, as a **Silver Sponsor** you not only get the basics but also enhanced benefits listed below and we will collaborate with you to ensure you are able to maximise this opportunity to elevate your brand's presence. From a feature across our social channels to your logo on our world famous merch and an opportunity to address the conference attendees.

Three full conference tickets + accommodation

Exhibition / activity space or demo room

Company logo on conference merchandise

Five-minute lightning talk during conference

Feature in newsletter

Company logo on website and mentions in PR / marketing activity

10% off additional tickets purchased

Name check during conference closing

Dedicated Account Manager to maximise your conference experience

Ready to maximise your brands exposure?

You're in the right place, lets talk!

£10 000

SILVER SPONSORSHIP

GOLD

As our **Premier Gold Sponsor** you'll receive all the benefits of the Silver & Bronze Tiers as well as being able to bring more of your team along to maximise your exposure and chance to engage with our audience. In addition to this you will have credits on all the 2024 videos produced which can be viewed on our YouTube channel which receives thousands of views all through the year. Your dedicated account manager will be by your side throughout to ensure your Agile On The Beach Gold Sponsorship is a glowing success.

Four full conference tickets + accommodation

Host of Secret Garden Party with five-minute intro

Company logo on YouTube videos and all conference video's

Company logo and link to website on all conference badges

Large exhibition / activity space / demo room

Company logo on conference merchandise

Five-minute lightning talk during conference

Feature in newsletter

Company logo on website and mentions in PR / marketing activity

10% off additional tickets purchased

Name check during conference closing

Dedicated Account Manager to maximise your conference experience

Elevate your brand, amplify your influence and be a part of a conference that sets the benchmark. Lets talk....

£15 000

GOLD SPONSORSHIP



**BECOME A
SPONSOR**

**GET IN
TOUCH**

sponsorship@aotb.org

