/serverless/ DAYS

Auckland Sponsorship Prospectus

Abstract

Serverless computing and applications have been exploding in popularity over the past five years. While there are many aspects to serverless, the key driver is a continued evolution of distributed cloud computing - enabling any team big or small to deliver more products and value faster without compromising on security or availability.

No longer a buzzword topic, all major cloud platforms now offer serverless capabilities alongside the community, and independent vendors who have rolled out supporting technology. F5's 2019 State of Application Services report found that 29% of cloud architects, 24% of SRE/DevOps, and 24% of executives view serverless as a strategic trend. Gartner also puts serverless computing at the top of their list of ten trends that will impact infrastructure and operations in 2019. Furthermore, market analysts are predicting dramatic growth rates for the global FaaS market, which is expected to reach a value of ~$12 billion by 2022.

ServerlessDays

ServerlessDays are a family of events around the world focused on fostering a community around serverless technologies. Each ServerlessDay is unique, organised by locals and not run for profit. ServerlessDays is a **community focused, single track, one day** event that moves away from the hype and focuses on the reality serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

Auckland Serverless Days is organised by the same team behind the local serverless meetup - a community of ~1.5k local developers, architects and business stakeholders.

2018 serverless.org.nz

Serverless Auckland 2018 was the first event of its kind in the southern hemisphere. Attendees, speakers and sponsors represented a broad cross section of the NZ and overseas tech sector. Visit http://serverless.org.nz for more details.

2020 - April 20th

Serverless Days Auckland 2020 will build on the 2018 event and increased community size. Organizers are targeting 200+ attendees for the main event in April 2020. Depending on final numbers and sponsorship hands on workshops may also be arranged on the day prior.

The Venue

Located in New Zealand's largest city, the Business School's purpose-built Sir Owen G Glenn Building dominates the Grafton Road side of the city campus at the heart of Auckland's main commercial centre. For more details see [Sir Owen G Glenn Building](#)

Format & Agenda

The conference will be structured in a similar format to [2018](#) with registration opening from 8am, an introduction & keynote, and closing approximately 6pm with a drinks reception. The emphasis and focus will be on amazing, hand-curated, high-quality talks from the local and international serverless community. We are currently engaging with globally renowned speakers for some of the sessions (e.g. keynotes and panel) and will open a wider Call for Papers once initial funding is in place.

Organizers will look for talks on the following areas:

Adoption:

- DevOps with serverless including tooling, monitoring, and productivity gains
- Security & Data Privacy - how to maintain protection and compliance in an increasingly distributed landscape
- Successful & unsuccessful architecture patterns

Future Trends

- Site Reliability Engineering
- Multi Cloud applications
- Emerging trends in Distributed and Decentralised Applications

Attendee Profile

Our attendees will fit broadly into one of two categories.

● **Developers**, testers, automation engineers, sysadmins as well as general tech enthusiasts who are curious by nature, excited to explore new technologies and ways of doing things. These people are often the key to successfully introducing new technologies into an organisation.

● **Business stakeholders** looking for new solutions to unsolved problems. Technology provides business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

We expect the attendees profile to be similar to that of the Serverless Auckland meetups which run every month and attract a good mix of attendees from developers at innovative startups to product managers and CTO's from large enterprises. Past presentations and panel discussions (as part of the hugely successful Techweek'17) included speakers from Paymark, Accordo, Smart Parking, MYOB, TVNZ and others.

Sponsorship

We are offering three tiers of sponsorship, and additional one off sponsorship opportunities.

Tier	Slots	Price
Headline	3 Available	$8,000
Supporter	5 Available	$4,000
Community	10 Available	$1,000

All prices quoted exclude GST and any other applicable taxes.

Additional sponsorship:

Lanyard sponsorship

Video Captioning Sponsorship

Coffee cart with branded cups (venue permitting)

Headline

Make the event happen. If you step up and take the headline sponsorship you will get

- Your logo will get prominence on stage, in the venue, on the website, social media posts, on the t-shirts, and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- Headline sponsors will have a booth slot in the atrium.
- Logo placement on banners throughout the venue. Half the banners will only have the headline sponsors logos on them along with the ServerlessDays logo. The other half of the banners will feature the other sponsor logos in conjunction with yours.
- Bring two of your own banners and place them wherever you want in the venue.
- When your logo appears with any other non-headline sponsor logos it will always be at least 50% bigger than the other sponsors logo.
- You will also get 5 tickets, including t-shirts, with your sponsorship.
- Your marketing material can be included in the attendee goodie bag

Supporter:

Your company is an outstanding supporter of serverless and wants to invest in making it grow. You'd like to make a difference and help us make this event happen. You will get:

- Your logo will get on stage, in the venue, on the website, on the t-shirts
- Multiple shout outs on stage (including opening and closing remarks)
- Placement of your logo on the 50% of venue banners not reserved for the exclusive use of our headline sponsors.
- When your logo appears with any other sponsor logos it will always be at least 25% bigger than the logos of sponsors at lower tiers.
- You will also get 3 tickets (incl. all associated benefits) with your sponsorship.
- Your marketing material can be included in the attendee goodie bag.

Community Sponsor

Your company is an active supporter of the community and are looking to help us in growing the use and knowledge base around serverless platforms. The community sponsor will get

- Logos on signage on stage, in the venue, on the website, on the t-shirts
- Shout outs on stage
- 2 tickets, including t-shirts, with your sponsorship

Contact

The ServerlessDays Auckland organizing team consists of

- Andreas Mueller, Head of Web at Roam
- Darshit Pandya, Senior Engineer at Serko
- Myles Henaghanm, CTO at Accordo Group
- Rainer Lehr, Integration Specialist at Fletcher Building
- Sukhans Asrani, Founding President DEVS Developers Society

To become a sponsor or get more information on sponsorship please contact:

Contact person: Myles Henaghan, +64 21 2554 988, auckland@serverlessdays.io