



SaaSr
SCALE

SPONSOR PROSPECTUS
AUGUST 29, 2019



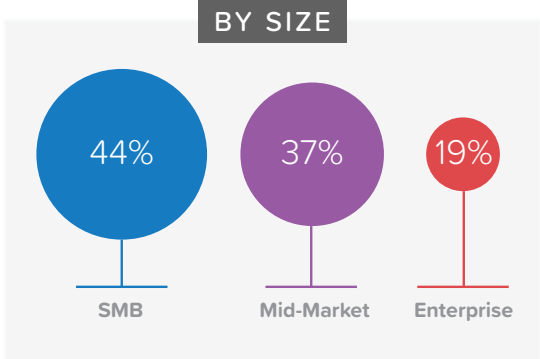
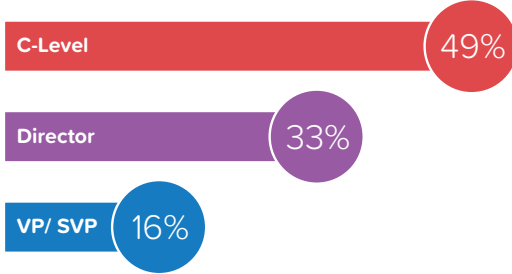
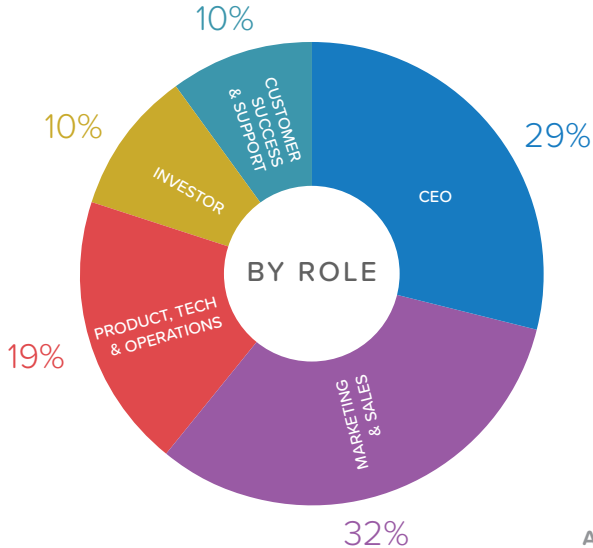
Welcome to SaaStr Scale 2019

A new SaaStr event Only for SaaStr alumns The best CROs, CMOs, VPs CS, VP Product
Only our highest rated speakers + mentors paired with 1000 top SaaS CEOs + founders

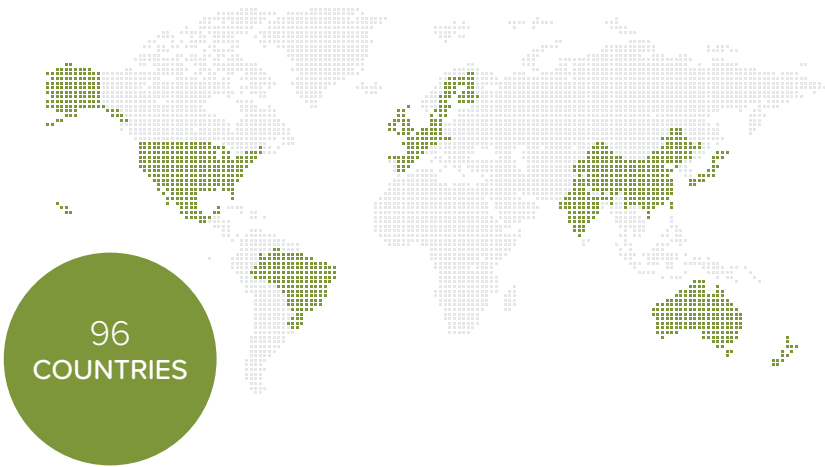
1000 FOUNDERS. 2 STAGES.

REACH 1000 SAAS CEOS. IN JUST 1 DAY.

SaaStr Community Snapshot



Australia · Brazil · Belgium · China · Finland · France · Germany · India
 Ireland · Israel · Japan · Mexico · Netherlands · New Zealand · Spain
 Sweden · United Kingdom · United States





Platinum Sponsorship

\$45,000

PRE-EVENT BRANDING

- Premium logo placement on event website and marketing materials
- Promotion on SaaStr Social Networks
- Logo on sponsor promotional materials

ON-SITE ENGAGEMENT

- Double-sized sponsor area in Expo Hall with branded table cloth and pull-up banner
- Logo recognition on both stages
- Sponsorship and custom branding of Scale Happy Hour
- Sponsorship of Scale Networking app and ability to have brand ambassadors as featured mentors
- 6 full conference passes

POST-EVENT BRANDING

- Follow-up and thank you email to SaaStr audience with sponsor listing



Gold Sponsorship \$10,000

PRE-EVENT BRANDING

- Logo placement on event website and marketing materials
- Promotion on SaaStr Social Networks
- Logo on sponsor promotional materials

ON-SITE ENGAGEMENT

- Hi-boy table
- Space to bring your own pull-up banner
- 4 full conference passes

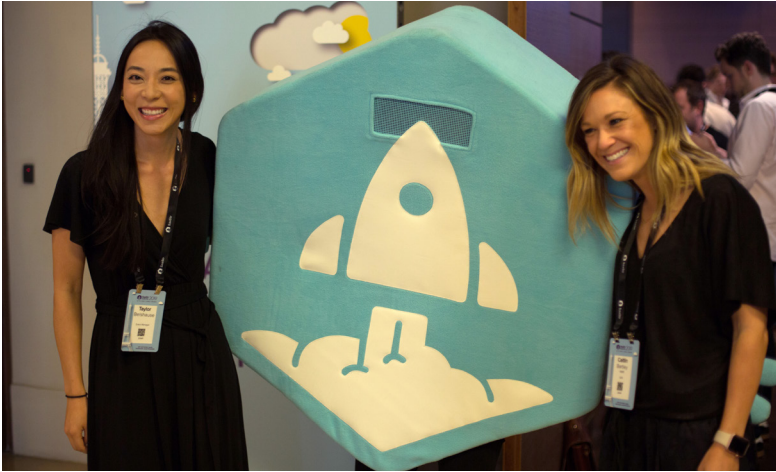
POST-EVENT

- Follow-up and thank you email to SaaStr audience with sponsor listing



Additional Marketing Opportunities

OPPORTUNITY	DESCRIPTION / BENEFIT	PRICE
ALL DAY COFFEE!	Coffee bar Logo featured on coffee signage and cup sleeves Option to provide branded coffee cup	\$20,000
BREAKFAST OR LUNCH	Company logo featured prominently on signage during lunch	\$12,500
BRAINDATE SPONSOR	Exclusive Sponsorship of the Braindate mentoring experience. Company branding and logo on the Braindate booth setup. Company branding on all of the Braindate tables. Opportunity to include company leaders as key Braindate mentors.	\$20,000
INCLUSION SPONSOR	Underwrite 100 underrepresented execs Branding across all event as Inclusion Sponsor Integration into all mentoring programs	\$10,000



CONTACT US AT:
sponsors@saastrinc.com

We deliver leads connections and brand love.

