



# Sponsorship Package

[sponsor@torontoagilecommunity.org](mailto:sponsor@torontoagilecommunity.org)

**Beanfield Centre Exhibition Place, Toronto**

November 5th, 2019

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## Who is Toronto Agile?

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The Toronto Agile Community (TAC) is a volunteer group of like-minded enthusiasts aimed at growing Agile locally. TAC organizes two main events each year, a practitioner-focused Open Space in the Spring and an Annual Conference in the Fall. While early editions of the Fall Conference primarily catered to professionals in the Technology area, the Conference has evolved to cover agility across all areas and all levels within an Organization. As a result, the Conference has grown, with this year's event anticipated to be the largest and best yet.

## About this year's Conference

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**Date:** Tuesday November 5th, 2019

**Location:** Beanfield Centre, Exhibition Place

**Attendance:** 1,000+

**Speakers:** approximately 40

**Proposed Session Topics:** Technical Excellence; Leading, Coaching & Mentoring; Product & Customer; Flow of Value; Organizational

## TAC Fall Conference in a Nutshell

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10 Successful Conferences  
Hosted since 1999

10+ Concurrent  
Program Tracks

35+ Program  
Sessions






















1000+ Attendees from the  
Americas, Europe, Africa, APAC

2 Keynotes – at start  
and end of day

7+ Industry Roles  
Represented





## Sponsorship Tiers

	Gold \$8,000 Limit-15	Meal \$5,000 Limit-3	Silver \$2,500 Limit-15
<b>General</b>			
Exhibit Booth in Common Area (min 12' width)			
Access to Conference Planner for Booth Setup			
Sponsor Prize Program			
Complementary Conference Passes	5	5	2
Complementary Speaker Dinner Tickets	2	2	1
Opt-in Attendee List with Contact Details			
<b>Branding</b>			
Branding on all Conference Materials			
Logo on all Publicity Materials	Large	Large	Small
Logo on Conference Web Site	Large	Large	Small
Logo on Conference Materials & Signs	Large	Large	Small
Logo on Conference Scrolling Presentation	Large	Large	Small
<b>Promotion</b>			
Corporate Overview on Website (characters)	1000	1000	500
Corporate Overview - Conference Program (characters)	1000	1000	500
Verbal Acknowledgement (Opening & Closing Ceremonies)			
Verbal Acknowledgement During Meals			
Recognition on All Post-Event Communications			
Reference in Conference Social Media Campaigns			

## Why you should support Toronto Agile Community

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The TAC Conference will be the largest Agile-related event in the GTA this year. With an expected attendance of over 1,000 and significant presence in the local Agile community, all Conference Sponsors will receive, regardless of level chosen, the following benefits:

-  Brand Association with the Toronto Agile Community
-  Relationship Building Opportunities
-  Positive Community Impact
-  Brand Exposure in the GTA

**Interested? Please reach out to  
the sponsorship team at  
[sponsor@torontoagilecommunity.org](mailto:sponsor@torontoagilecommunity.org).**