

SQL Cruise 2012 Sponsorship Plan



Honeymoon Suite: \$5,000 – *Limited to one sponsor per cruise day*

- ❖ Large linked logo and promotional copy on SQL Cruise sponsorship page
- ❖ Large logo on all screen-printed items, printed materials and slide decks
- ❖ Exclusive sponsorship over full day's activities including:
 - On-Board Sponsor contest
 - Snacks, drinks, meals served (during session(s))
 - Sponsor slide deck running prior to session(s) offered that day
- ❖ Your marketing materials in the SQL Cruise swag bag.
- ❖ Edited fifteen-minute post-cruise video presentation hosted on SQL Cruise.com with extract of presentation(s) from sponsor's day on a dedicated sponsor for 3 months following cruise completion.

Balcony: \$2,000

- ❖ Medium linked logo and promotional copy on SQL Cruise sponsorship page
- ❖ Medium logo on all screen-printed items, printed materials and slide decks
- ❖ On-Board Sponsor contest
- ❖ Your marketing materials in the SQL Cruise swag bag.

Outside Cabin: \$1,000

- ❖ Medium logo and promotional copy on SQL Cruise sponsorship page
- ❖ Medium logo on all screen-printed items and printed materials
- ❖ On-Board Sponsor contest

Inside Cabin: \$500

- ❖ Small logo on SQL Cruise sponsorship page
- ❖ Small logo on all screen-printed items and printed materials

Buffet Items: Common Items Across All Levels of Sponsorship:

- ❖ Mentions in blog posts & press releases on SQL Cruise web site.
- ❖ Publicity for sponsor via social media outlets (Twitter/Facebook/Blogs)

A la Carte Items

- ❖ Sponsors at any level may purchase a seat on the cruise for an attendee (typically a contest winner). Due to the limited number of seats offered as governed by our business model, we are unable to discount the cost of these seats to the sponsoring entity. SQL Cruise staff is available to help coordinate and market the contest with the Sponsoring Entity.
- ❖ Sponsors at the Honeymoon Suite, Balcony, or Outside Cabin levels may choose to sponsor on-shore excursions or on-board special dinners. These arrangements can be facilitated between SQL Cruise staff and dedicated cruise line group services departments. The costs of such excursions would be additional to the sponsorship fee.
- ❖ **Honeymoon Suite Sponsors have an option to send a Technical Evangelist to SQL Cruise and present 2-4 hour long session on SQL Server or a Professional Development topic (session selected based upon abstract submission/review process). Cost of cruise and all travel costs are responsibility of Sponsoring Entity. SQL Cruise will offer discount of \$2500 for Honeymoon Suite sponsors choosing this option to help defer costs of travel by sponsor Technical Evangelist. This option may be limited in quantity based upon cruise itinerary.**