



SQL Cruise 2013 Sponsorship Plans

	Garden Villa	Honeymoon Suite	Balcony	Outside Cabin	Inside Cabin	Landlubber	Like Kind
Sponsorship Fee Per Cruise	\$7,500	\$5,000	\$2,000	\$1,000	\$500	\$100	Contact Us
Sponsorship Level Availability Per Cruise	1	4	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Visibility and Promotion Aboard SQL Cruise							
Exclusive Sponsorship of SQL Cruise Alaska Pre-Cruise Bon Voyage Event	√						
Sponsorship of All On Board Snacks, Group Meals, and Social Gatherings	√						
Provide Speaker (at Expense of Sponsoring Entity) *	√	√					
On Board Branding of Contest/Team-Building Event	√	√	√	√			
Sponsoring Entity Slide Deck Running Prior to and Between Sessions	√	√					
Your Marketing Materials in SQL Cruise Swag Bags	√	√	√	√	√		√
Ability to Provide Your Samples, Merchandise, or Products Directly to SQL Cruise Attendees	√	√	√	√	√		√
*SQL Cruise will discount the sponsorship fee by \$2500 if Sponsoring Entity takes advantage of this perk. This voids the \$1000 reimbursement offered to speakers by SQL Cruise.							
Free and Discounted SQL Cruise Registration Perks							
One Free SQL Cruise Registration (Travel Costs Not Included) a \$1795 Value	√						
Rights to Secure up to Three Registrations for SQL Cruise at \$500 Off List Price of \$1795 Each. (Travel Costs Not Included.)	√	√					
Rights to Secure a Single Registration for SQL Cruise at \$500 Off List Price of \$1795 Each. (Travel Costs Not Included.)			√				
Visibility and Promotion Globally							
Pre-Cruise Webcast with SQL Server MVP Tim Ford on Sponsor's Media Outlet	√						
Dedicated Sponsor Page on SQL Cruise Website (www.sqlcruise.com/sponsor_name)	√						
Extra Large logo on All Screen-Printed Items, Printed Materials and Slide Decks	√						
Extra Large Linked Logo and Promotional Copy on General SQL Cruise Sponsor Page (www.sqlcruise.com/sponsors/)	√						
Listing in SQL Cruise Trailer Credits Hosted at YouTube (www.sqlcruise.com/get/trailer-alaska-2011/) as Example	√	√					
Large Logo on All Screen Printed Items, Printed Materials and Slide Decks		√					
Large Linked Logo and Promotional Copy on General SQL Cruise Sponsor Page (www.sqlcruise.com/sponsors/)		√					
Medium Logo on All Screen Printed Items, Printed Materials and Slide Decks			√				
Medium Linked Logo and Promotional Copy on General SQL Cruise Sponsor Page (www.sqlcruise.com/sponsors/)			√				
Small Logo on All Screen Printed Items and Printed Materials				√			
Small Linked Logo and Promotional Copy on General SQL Cruise Sponsor Page (www.sqlcruise.com/sponsors/)				√	√	√	
Website "We're Proud Sponsors of SQL Cruise" Badge for Use on Sponsoring Entity's Website	√	√	√	√	√	√	√
Inclusion in Press Releases to Social and Conventional Media Streams	√	√	√	√	√		
Land-Based Event Promotion (PASS Summit, SQL Saturdays, User Groups, and Connections) Through SQL Cruise Technical Leads	√	√	√	√	√		
Attendee Information Access							
Access to Email and General Demographic Data for Opt-In Attendees	√	√	√				

Contact tim@sqlcruise.com in order to arrange for sponsoring one of our SQL Cruises in 2013.