


|  <b>Sponsorship Plan</b> | PLATINUM                                  | GOLD       | SILVER  | BRONZE  |           |
|---|---|------------|---------|---------|-----------|
|   | Sponsorship Fee Per Cruise                | \$8,000    | \$5,000 | \$2,000 | \$1,000   |
|   | Sponsorship Level Availability Per Cruise | 1          | 3       | 7       | Unlimited |
| <b>VISIBILITY &amp; PROMOTION ABOARD SQL CRUISE</b>   |   |            |         |         |           |
| Inclusion in Content Direction Meetings / Influence Content Focus for Event                               | ◆   |            |         |         |           |
| Evening Reception Sponsorship / Branding  | ◆   |            |         |         |           |
| Provide or Sponsor an Embedded Speaker for Week of Interaction with Attendees                             | ◆   | ◆          |         |         |           |
| Contest / Team-Building Event Branding  | ◆   | ◆          |         |         |           |
| Sponsor Product-Centric Presentation  | 60 minutes                                | 30 minutes |         |         |           |
| Provide Marketing Materials to Attendees, Technical Leads, and Guests                                     | ◆   | ◆          | ◆       | ◆       |           |
| <b>FREE AND DISCOUNTED REGISTRATIONS (Travel &amp; Stateroom Not Included)</b>                            |   |            |         |         |           |
| Free SQL Cruise Speaker Registration  | 1   | 1          |         |         |           |
| Additional Attendee Registrations at 50% Discount   | 2   | 1          |         |         |           |
| <b>VISIBILITY &amp; PROMOTION GLOBALLY</b>  |   |            |         |         |           |
| Logo on Marketing Items + Linked Logo on SQL Cruise.com   | XL  | L          | M       | S       |           |
| Inclusion in Press Releases to Social and Conventional Media Streams                                      | ◆   | ◆          | ◆       |         |           |
| Promotion at Local and National Events  | ◆   | ◆          | ◆       |         |           |
| <b>OPT-IN ATTENDEE ACCESS</b>   |   |            |         |         |           |
| Inclusion of Speaker Email Address in Event Private Mail List   | ◆   | ◆          |         |         |           |
| Access to Promotional Photos After Event  | ◆   | ◆          |         |         |           |
| Sponsored Mailings  | 3   | 1          |         |         |           |
| Access to Email Address, Mailing Address, and General Demographic Data                                    | ◆   | ◆          |         |         |           |

Contact [info@sqlcruise.com](mailto:info@sqlcruise.com) in order to arrange for sponsoring one of our SQL Cruise Events

Ask us about our additional marketing opportunities available for our partnering sponsors.