Software Design Berlin Meetup

Sponsor Proposal

About the Meetup

There is a new unique meetup group in Berlin aimed at software architects. This group focuses on hands-on collaboration, real-world system design challenges, and an exchange of knowledge among its members. With a diverse community of architects, this group promises an intersection of ideas, technologies, and methodologies, making it an exciting space for learning and growth.

We plan for monthly in-person meetups and expect 20-40 attendees per event.

Group's page: https://www.meetup.com/software-design-berlin/

Sponsorship Opportunities

Our meetups present an exclusive opportunity for brands, organizations, and conferences to gain visibility and engagement within a niche community of software architects.

We are seeking sponsors for:

1. **Venue**: A space that can accommodate 30-50 people, preferably with audio-visual facilities and seating arrangements that allow collaboration in small groups.
2. **Refreshments**: Snacks, beverages, or meals for attendees.
3. **Stationery & Equipment**: Large writing pads, flipcharts, markers, sticky notes etc.
4. **Promotional Material**: Banners, stands, or swags like t-shirts, mugs, etc. to promote the sponsor's brand.
5. **High-profile speakers**: Finding expert speakers, travel costs, fees etc.

An event may have multiple sponsors, for example, one sponsor for the venue and another one for refreshments.

Sponsorship Perks

1. **Brand Visibility**: Your logo will be displayed on all our promotional material, including banners, event invites, and digital communications.
2. **Meetup page promotion**: A featured paragraph on the meetup page and in communications before and after the event.
3. **Message during Intro**: A custom dedicated slide during the start of every meetup session.
4. **Networking Opportunity**: An exclusive chance for your representatives to attend and network with experienced and prospective architects.
5. **Feedback & Insights**: Direct feedback on any products or services you'd like to showcase or get insights on from professionals.
6. **Dedicated Booth**: Space for a promotional booth/stall during the event.
7. **Engagement Analytics**: Post-event report detailing engagement metrics, attendees' feedback, and insights valuable for your business.

Conditions

1. The sponsorship amount/product/services and provided perks will be decided upon mutual agreement.
2. The group is non-profit and the organiser has no legal entity.
3. Sponsors are requested to organise the delivery of all promotional materials to the venue.

Why Partner with Us?

1. **Direct Access**: Engage directly with a niche and influential audience of architects.
2. **Thought Leadership**: Establish your brand as a thought leader in the architecture and design space.
3. **Community Involvement**: Play an active role in fostering a community that thrives on collaboration and knowledge exchange.

About the Organiser

Robin Pokorny is a Sr Staff Engineer at Productboard. For the past five years, he's been co-organising React Berlin which regularly attracts 100+ developers to in-person meetups. Previously he helped start meetup groups like Frontendisti.cz and NewStore TechTalks.

You can find more information on his home page, LinkedIn, and Medium.

Contact

For further details or to discuss sponsorship opportunities, please get in touch with us at me@robinpokorny.com.

We look forward to building a mutually beneficial partnership and advancing the field of architecture in Berlin together!