

CALL FOR SPONSORS

For several years, **the Agile Tour** has been a way for enthusiasts of Agile to spread the word about Agile practices and to share their experiences, both good and bad within their local community. These non-profit events occur every year in October and November in several cities.

Since 2011, Agile Tour Vietnam has successfully brought together global agile leaders and Vietnamese businesses, leading developers, business analysts, product owners and others who love to work smartly. In Agile Tour Vietnam 2014, we will continue the tradition of promoting collaboration among multiple topics, especially focus on the current situation of adopting Agile in the Vietnamese companies' challenging environment. Attendees will hear about very real stories when applying Agile in their own and neighbourhood companies from both technical and management point of views.

Leaders such as Mitch Lacey, CEO of Scrum Alliance; Elisabeth Ducarre introduced to Vietnam by Patrice Petit, co-founder of Agile Tour; and Ramesh Baskarasubramanian, Lead Consultant of Thoughtworks have been invited to be speakers of the event. This is a unique opportunity to meet and learn from some of the best in the worldwide Agile community.

The biggest annual event will be held on November 8-9, 2014 at Saigon (Day 1) and Hanoi (Day 2).

Benefits of becoming an Agile Tour Sponsor

Increase the visibility through the inclusion of your logo and URL on the event website and in all event-related materials as follows:

- Visibility on Agile Tour 2014 official website (www.agiletourvietnam.org)
- Visibility on Agile Vietnam website (www.agilevietnam.org)
- Visibility to all attendees through
 - Banners
 - Standees
 - Agenda/ Slides
 - Verbal mentions during the initial presentation
- A booth in the main lobby to meet attendees through the breaks and throughout the day
- Areas available for Sponsors to provide for more visibility
- Bags provided to all attendees to carry the collaterals
- Bus to carry attendees from downtown to the event venue
- Breakfast, Lunch or Break
- Flyers to provide as collaterals at registration time
- T-Shirt, Cap, Pen, or other branded gifts
- An after party
- A specific training session
- An opt-in recruitment event

The 'value' delivered to the end users is very important to us. Therefore, the sponsors need to keep in mind that visibility doesn't mean a flat marketing. But a more organized and contentful marketing will provide much affinity.

SPONSORSHIP OPPORTUNITIES

Your support will help us enhance the quality of the program, offer grants for international speakers' travelling, for student participation, and improve conference amenities for all attendees (e.g. coffee breaks...)

We welcome general sponsorship of the event at one of the five level listed below. In addition, we are also happy to work with you for further information or to customize a sponsorship opportunity which is suitable to your goals and budget.

LEVEL	SILVER	GOLD	DIAMOND	PLATINUM	MEDIA
Sponsorship fee (VND)	5.000.000	8.000.000	15.000.000	30.000.000	Free Media Coverage
Logo on: <ul style="list-style-type: none"> Website Backdrop Newsletter 	Normal	Normal	Big	Big	Normal
Logo on: <ul style="list-style-type: none"> Logo on Poster Flyer Banner 	Normal	Normal	Normal	Big	Normal
Logo on Event guides	Normal	Normal	Big	Big	Normal
Logo on T-shirt	Normal	Normal	Normal	Big	Normal
Exhibitor table	Normal	Normal	Desk	Booth	Normal
Free tickets	1	2	4	8	Official Press

CONTACT US

To learn more about the event and the ways which your company or organization can support this biggest annual event, please contact us:

Email : **agile-tour@agilevietnam.org**

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