



# Sponsorship Options for TestBash New Zealand

29 October 2019, Wellington

Part of the **Ministry of Testing** family



# Why Support TestBash New Zealand



## Why should I sponsor?



- To promote the fact you are looking to add awesome testers to your team
- To raise awareness of your company and the testing services it offers
- To promote your testing tool(s) to the most active testing community
- To support the Ministry of Testing community and our mission to co-create better testers

## A message from Ministry of Testing and our TestBash New Zealand Co-Organisers

For many years WeTest has been at the heart of New Zealand's software testing community. WeTest's goal was to provide opportunities for the testers of New Zealand to connect and learn from each other, achieved through meetups and conferences.

That goal aligns with Ministry of Testing's mission of 'co-creating better testing', so upon hearing that WeTest were looking to pass the torch we jumped at the opportunity. Our BossBoss, Richard Bradshaw, has been an admirer of WeTest since it started, and had the good fortune to experience keynoting the conference in 2018.

*"After experiencing the community feel at WeTest last year, there wasn't a decision to make, WeTest had to progress in to TestBash and join the Ministry of Testing family."*

**Richard Bradshaw, BossBoss**



### Some words from Shirley:

*"For a long time I've appreciated the value that Ministry of Testing offers the testing community. I love working with testers and am excited to be part of the next chapter supporting the Tech community in NZ."*

**Shirley Tricker, TestBash Co-Organiser and Ex-WeTest Organiser**

We can't wait for TestBash New Zealand and we hope you can join us on this new chapter for TestBash and the testing community in New Zealand.

# TestBash New Zealand Stats



**200+**  
ATTENDEES  
ANTICIPATED

**OVER 15,000**  
FOLLOWERS ON SOCIAL MEDIA  
AROUND THE WORLD



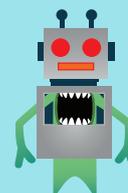
**OVER 4,000**  
MEMEBERS ON OUR  
SLACK CHANNEL



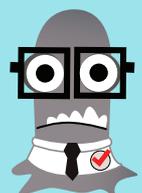
MANAGERS



TESTERS



AUTOMATION  
ENGINEERS



SDETs

# Quick Look



We have tailored our sponsorship options into the categories below using feedback from our global sponsors.



## Hiring

**Looking to hire?** You'll find the best software testing talent at TestBash and be able to engage the right candidates with our targeted hiring sponsorship options.

Full details on page 5

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## Awareness

**Looking to raise awareness of your services?** Whether you're a testing consultancy or a provider of high quality testing tools, we've tailored awareness sponsorship options to let the TestBash audience learn all that's awesome about you.

Full details on page 12

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## Community Love

**Looking to give back?** Community is at the heart of Ministry of Testing, we provide people with opportunities to connect, learn and feel like they belong. We've crafted community focused sponsorship options so you can be part of building an accessible and inclusive community.

Full details on page 18

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## Something Else?

**Don't see where you fit?** If you have different ideas from what you see here, tell us. We love exploring new options and helping our sponsors get the most out of our partnership. **Please contact [newzealand@ministryoftesting.com](mailto:newzealand@ministryoftesting.com) to discuss.**



# Hiring Sponsorship Options



# Hiring Sponsorship Options



Are you hiring or planning to hire? Our conferences attract the most engaged testers from near and far who are eager to learn, share and network. There's no better place to find the best testing talent to help your organisation grow.

Platinum \$10,000\*



## Co-Branded Swag

Each swag item is limited to 1 sponsor

TestBash is well known for its great talks, community feel and its SWAG! We focus on providing swag that is not only eco-friendly and ethical but useful. So your brand is on full display at all times and not put in a drawer never to be seen again, we see MoT t-shirts at meetups all the time! We'll work with you to identify options that align with your hiring goals.

## Curriculum Vitae (CV) Workshop

Available to 1 sponsor only

Help attendees with that all important CV! Writing a CV is no easy feat, so with your support we'll run a CV workshop throughout the event. We'll work with you to design co-branded activities and provided experienced volunteers to help run them. Make that next CV you receive an absolute cracker!

# Hiring Sponsorship Options



Platinum \$10,000\*



## Platinum also receive...

### Online Visibility

- Your job(s) added to our online jobs board and featured for the conference month
- We'll share your vacancies across LinkedIn and Twitter where we have over 15,000 followers
- Logo, message and job link(s) in a TestBash attendee email
- Logo at the top of TestBash event page, linking to you or your jobs
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members
- We'll share your job opportunities on our 4000+ member community Slack

### Attendee Engagement

- A large section on our jobs roller banner to promote your company's opportunity
- Main stage sponsor introduction so attendees know who to approach to discuss job opportunities
- Your logo and opportunities printed on our physical jobs board at the event
- Add your promotional material to our swag tables
- A 99-second talk during the conference day
- Two tickets to attend TestBash and network with the attendees



# Hiring Sponsorship Options



Gold \$6,000\*



## Sponsor a Pre-TestBash Meetup

**Available to 1 sponsor only**

We love a meetup at the Ministry of Testing, they provide an opportunity for attendees, speakers and local testers to meet before the event. We can tailor the meetup to support your hiring goals; for example you could do a short talk about the company and run a CV workshop, or we could run an interview workshop to help people land their next role, perhaps at your company!

## Give the Gift of TestSphere

**Available to 1 sponsor only**

TestSphere is the card deck that gets people thinking and talking about software testing and quality. Send attendees home with a gift they will use in their offices with colleagues long after the event. We'll include a card in the TestSphere deck promoting that the gift is from you along with some cards containing job seeking advice.

## Send Three Testers to TestBash!

**Available to 3 sponsors only**

This one is about changing lives. We will run an online campaign to find three testers to give TestBash conference day tickets away to. We'll work with the community to find people who'll appreciate this opportunity. On top of this, we will also pay their hotel for 2 nights and make them feel super welcome into the community. They'll publish a post about their TestBash experience acknowledging your sponsorship.

# Hiring Sponsorship Options



Gold \$6,000\*



## TestBash Games

**Available to 1 sponsor only**

We love a game at TestBash, we've had TestBash Bingo, the TestBash Bug Hunt and even a few rounds of Family Fortunes! These games allow people to connect and win some prizes! We'll shortlist some games with you and brand them with your artwork and mentions about your job openings.

# Hiring Sponsorship Options



Gold \$6,000\*



## Gold also receive...

### Online Visibility

- Your job(s) added to our online jobs board and featured for two weeks around the conference
- We'll share your vacancies across LinkedIn and Twitter where we have over 15,000 followers
- Logo and link in a TestBash attendee email
- Logo at the top of TestBash event page, linking to you or your jobs
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members

### Attendee Engagement

- A medium section on our jobs roller banner to promote your company's opportunity
- Main stage sponsor introduction so attendees know who to approach to discuss job opportunities
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- Add your promotional material to our swag tables
- One ticket to attend TestBash and network with the attendees



# Hiring Sponsorship Options



Silver \$3,000\*



## As a Silver Sponsor you'll receive...

### Online Visibility

- Your job(s) added to our online jobs board and featured for one week around the conference
- A social media shout out acknowledging your sponsorship to over 15,000 followers
- Logo at the bottom of TestBash event page, linking to you or your jobs
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members

### Attendee Engagement

- A small section on our jobs roller banner to promote your company's opportunity
- Add your promotional material to our swag tables





# Awareness Sponsorship Options



# Awareness Sponsorship Options



Got a tool or service you'd like to promote to our TestBash attendees? We can help you do that in a truly unique Ministry of Testing way. We have tailored sponsorship options to hugely raise awareness of all that's awesome about your company.

**Platinum \$10,000\***



## Demo Time

**Available to 3 sponsors only**

A short targeted demo of your tool can be a great conversation starter. You'll be allocated 15 minutes during a break to demo your tool to attendees. We will publicly announce your demo slot so the right people are in attendance. We'll also record your demo and add it to your company directory listing.

## Co-Branded Swag

**Each swag item is limited to one sponsor**

TestBash is well known for its great talks, community feel and its SWAG! We focus on providing swag that is useful, not the kind that gets put in a drawer. Then we focus on items that are eco-friendly and ethical. Our swag is taken to other events all over the world. We'll work with you to identify options that align with your goals.

# Awareness Sponsorship Options



Platinum \$10,000\*



## Platinum also receive...

### Online Visibility

- Your company directory listing featured for the conference month
- Social media shoutouts customised to meet your goal, we have over 15,000 followers
- Logo, link and message in a TestBash attendee email, perhaps include a trial or a discount
- Logo at the top of TestBash event page, linking to your company directory listing
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members
- We'll share an update about your offerings on our 4000+ member community Slack

### Attendee Engagement

- A large section on our sponsors roller banners placed around the event
- Main stage sponsor introduction so attendees know who to approach to discuss your offerings
- Add your promotional material to our swag tables
- A 99-second talk during the conference day
- Two tickets to attend TestBash and network with the attendees



# Awareness Sponsorship Options



**Gold \$6,000\***



## Sponsor a Pre-TestBash Meetup

**Available to 1 sponsor only**

We love a meetup at the Ministry of Testing, they provide an opportunity for attendees, speakers and local testers to meet before the event. We can tailor the meetup to support your goals; for example you could do a short talk about the services/products, or we could run an interactive workshop where people can get hands on.

## Give the Gift of TestSphere

**Available to 1 sponsor only**

TestSphere is the card deck that gets people thinking and talking about software testing and quality. Send attendees home with a gift they will use in their offices with colleagues long after the event. We'll include a card in the TestSphere deck promoting that the gift is from you and some cards themed around your product(s).

## Send Three Testers to TestBash!

**Available to 3 sponsors only**

This one is about changing lives. We will run an online campaign to find three testers to give TestBash conference day tickets away to. We'll work with the community to find people who'll appreciate this opportunity. On top of this, we will also pay their hotel for 2 nights and make them feel super welcome into the community. They'll publish a post about their TestBash experience acknowledging your sponsorship.

## TestBash Games

**Available to 1 sponsor only**

We love a game at TestBash, we've had TestBash Bingo, the TestBash Bug Hunt and even a few round of Family Fortunes! These games allow people to connect and win some prizes! We'll shortlist some games with you and brand them with your artwork and mentions about your services/products.

# Awareness Sponsorship Options



Gold \$6,000\*



## Gold also receive...

### Online Visibility

- Your company directory listing featured for two weeks around the conference
- Social media shoutouts customised to meet your goal, we have over 15,000 followers
- Logo and link in a TestBash attendee email
- Logo at the top of TestBash event page, linking to your company directory listing
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- One ticket to attend TestBash and network with the attendees



# Awareness Sponsorship Options



Silver \$3,000\*



## As a Silver Sponsor you'll receive...

### Online Visibility

- Your company directory listing featured for one week around the conference
- A social media shout out acknowledging your sponsorship, we have over 15,000 followers
- Logo at the top of TestBash event page, linking to you or your jobs
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members

### Attendee Engagement

- A small section on our sponsors roller banners placed around the event
- Add your promotional material to our swag tables





# Community Love Sponsorship Options



# Community Love Sponsorship Options



TestBash is well-known for its amazing community experience where all who attend feel welcome and like they belong. This atmosphere creates the best environment for sharing, collaboration and learning. Show the TestBash community you care by choosing one of our bespoke community focussed options.

**Gold \$6,000\***



## Support the TestBash Meetups

**Available to 1 sponsor only**

We love a meetup at the Ministry of Testing, they provide an opportunity for attendees, speakers and local testers to meet before the event. We'll use your support to create a number of alternative meetups that bring testers together to have fun - maybe indoor rock climbing, 5-a-side football or a movie club. We'll make a short video to share all the fun that was had thanks to you for your support!

## Send Three Testers to TestBash!

**Available to 3 sponsors only**

This one is about changing lives. We will run an online campaign to find three testers to give TestBash conference day tickets away to. We'll work with the community to find people who'll appreciate this opportunity. On top of this, we will also pay their hotel for 2 nights and make them feel super welcome into the community. They'll publish a post about their TestBash experience acknowledging your sponsorship.

# Community Love Sponsorship Options



Gold \$6,000\*



## Use It Where It's Needed

### Unlimited

We'll use your sponsorship for our most pressing need at the time, ensuring it's put to great use. For example, we've got a shortlist of four scholarships, but only have budget for three, we'll provide the fourth with your support! Or a meetup doesn't have a sponsor, we'll use it to make sure it does! We'll work directly with you to ensure we identify the best exposure options available to your company.

## Gold also receive...

### Online Visibility

- A social media shout out acknowledging your sponsorship, we have over 15,000 followers
- Logo at the top of TestBash event page, linking to you or your jobs
- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members

### Attendee Engagement

- A medium section on our sponsors roller banners placed around the event
- Add your promotional material to our swag tables



# Community Love Sponsorship Options



**Bronze \$1,500\***



## As a Bronze Sponsor you'll receive...

- Logo on videos of the TestBash talks which are uploaded to the Dojo, our online learning platform which has 20,000+ members
- Logo and link on the bottom of the TestBash event page
- A small section on our sponsors roller banners placed around the event
- Add your promotional material to our swag tables
- A social media shout out acknowledging your sponsorship, we have over 15,000 followers





Please contact  
**[newzealand@ministryoftesting.com](mailto:newzealand@ministryoftesting.com)**  
for all sponsorship enquiries

*\*VAT added where applicable*

