Sponsorship Options for TestBash Netherlands 2020
Part of the Ministry of Testing family

GIVE EDAM ABOUT TESTING? YOU GOUDA COME THIS YEAR!
Why Support TestBash Netherlands

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

TestBash is back in the Netherlands for its fourth year. We’ve seen huge growth in the number of attendees with last year surpassing all of our expectations. To keep up with the demand, we’ve expanded this year to a larger venue with more training options across the week.

We’ve also made changes to our sponsorship brochure after working hard with our sponsors from previous years and with feedback from our attendees. We want to make sure that both our sponsors and attendees have the best opportunities we can provide them with to network and learn from each other.

By sponsoring TestBash Netherlands, not only are you showing the global community that you want to get involved, you’re showing the local community that you care and want to support them in their learning.
TestBash Netherlands Stats

IT’S OUR FOURTH YEAR...
...AND EACH YEAR WE GROW

2017 200
2018 200
2019 350
2020 400

OVER 38,000 FOLLOWERS ON SOCIAL MEDIA AROUND THE WORLD

OVER 7,000 MEMBERS ON OUR SLACK CHANNEL

20,000+ MEMBERS ON OUR ONLINE LEARNING PLATFORM

52% FROM NETHERLANDS
43% FROM REST OF EUROPE
5% FROM OTHER REGIONS

WHO ATTENDS?
MANAGERS  TESTERS  AUTOMATION ENGINEERS  SDETs  RECRUITERS
Black Belt
€5,000 +VAT
Available to three sponsors only
Closing Date: 10th April 2020

Your sponsorship includes ALL of the following:

1. **Meetups** - 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 list you as a co-sponsor of all the meetups and give you an opportunity to address attendees at a pre-TestBash meetup.

2. **MoT T-shirts** - A firm favourite with our attendees. Testers love our t-shirts and they wear them proudly for months and years to come! You get a one colour print of your logo on the back or sleeve of the t-shirt.

3. **TestBash Games** - We’re always a fan of a competition 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 excellent prizes. We’ll tailor the game to maximise your visibility with the attendees.

4. **Notebooks** - Every tester knows the best testing tool is pen and paper. We’ll add your branding to the conference notebooks.

5. **Scholarship** - Scholarships change lives! Your sponsorship will allow someone who otherwise couldn’t attend, to come to TestBash. They’ll write about their experience which will include a thank you and we’ll publish it on our site.

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**Online Visibility**

- Your company directory listing featured for the conference month.
- A permanent badge on your company directory listing highlighting you as a sponsor for TestBash Netherlands 2020.
- Social media shoutouts you customise to meet your goal across Twitter, LinkedIn, and Instagram.
- Logo and link in a TestBash attendee email.
- Logo on the TestBash event page, linking to you or your company directory listing.
- Logo on videos of the TestBash talks which are uploaded to our online learning platform.
- We’ll share an update announcing your sponsorship on our community Slack.
- Logo on the meetup group listing you as one of the sponsors of the meetups.

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**Attendee Engagement**

- Brand visibility around the conference venue.
- Opportunity to host an interactive activity in the community space.
- The TestBash MC will introduce you to the audience so they know who to approach to discuss your company.
- Add your promotional material to our swag tables.
- A 99-second talk during the conference day.
- Three tickets to attend TestBash and network with the attendees.
- €100 discount on all additional TestBash tickets purchased.
Purple Belt
€3,000 +VAT
Available to five sponsors only
Closing Date: 10\textsuperscript{th} April 2020

Your sponsorship includes \textbf{ALL} of the following:

1. \textbf{TestBash Activities} - TestBash always has extra activities around the event providing a chance for attendees to decompress and get away from the larger crowds. We’ll list these on meetup.com.

2. \textbf{Attendee Wellness} - We run smaller initiatives focused on wellness around TestBash, such as fitness sessions, pre-conference run, a conference quiet room. We’ll list you as a supporter of these initiatives.

3. \textbf{Notebooks} - Every tester knows the best testing tool is pen and paper. We’ll add your branding to the conference notebooks.

4. \textbf{Scholarship} - Scholarships change lives! Your sponsorship will allow someone who otherwise couldn’t attend, to come to TestBash. They’ll write about their experience which will include a thank you and we’ll publish it on our site.

\textbf{Online Visibility}

- Your company directory listing featured for two weeks around the conference.
- A permanent badge on your company directory listing highlighting you as a sponsor for TestBash Netherlands 2020.
- Social media shoutouts you customise to meet your goal across Twitter and Instagram.
- Logo and link in a TestBash attendee email.
- Logo on the TestBash event page, linking to you or your company directory listing.
- Logo on videos of the TestBash talks which are uploaded to our online learning platform.
- Logo on the meetup group listing you as one of the sponsors of the TestBash Activity.

\textbf{Attendee Engagement}

- Brand visibility around the conference venue.
- The TestBash MC will introduce you to the audience so they know who to approach to discuss your company.
- Add your promotional material to our swag tables.
- Two tickets to attend TestBash and network with the attendees.
- €50 discount off all additional TestBash tickets purchased.
Blue Belt
€1,500 +VAT
Available to unlimited sponsors
Closing Date: 8th May 2020

Your sponsorship includes ALL of the following:

**Online Visibility**
- Your company directory listing featured for one week around the conference.
- A permanent badge on your company directory listing highlighting you as a sponsor for TestBash Netherlands 2020.
- A social media shoutouts you customise to meet your goal on Twitter.
- Logo on the TestBash event page, linking to you or your company directory listing.
- Logo on videos of the TestBash talks which are uploaded to our online learning platform.

**Attendee Engagement**
- Brand visibility around the conference venue.
- Add your promotional material to our swag tables.
1. **What do I need to send you to be listed as a sponsor?**  
   You need to have a company directory listing. You’ll also need to send us:  
   a. Your company logo as high resolution as you have, ideally in vector format.  
   b. Maximum 200 characters about your company (including spaces). This appears in a tooltip on the event page when the mouse is over your logo.  
   c. Social media links, content and images for your company.  
   d. The goal you want to achieve by sponsoring the event.

2. **How do I purchase sponsorship?**  
   Email us with the package you’d like to purchase and we’ll send over a sponsorship agreement, once confirmed you’ll be able to pay via invoice or credit card. We recommend getting any marketing content ready immediately after your invoice has been paid and sent over.

3. **How will my logo appear on the t-shirts?**  
   Our t-shirts are printed with one colour logos. Depending on the colour of the t-shirt material, your logo will either be white or black. Your logo may be printed on the sleeve or back of the t-shirt, depending on the supplier and number of platinum sponsors.

4. **What is “brand visibility around the conference venue”?**  
   This will be any one of the following: banners, posters, fliers or a digital slideshow. It’s dependent on the venue.

5. **When will the main stage sponsor introduction happen?**  
   At the start of the day, before the first talk while the MC is addressing the attendees.

6. **What does addressing the attendees at the meetups involve?**  
   This could be anything from a quick introduction to a 5-minute talk, potentially with slides if the venue has AV.

7. **What is the community space?**  
   It’s the space where the community meet to interact outside of the auditorium. We utilise the space to provide interactive and engaging activities that lead to attendees and sponsors sharing knowledge and supporting each other.

8. **What can I do with my community space?**  
   Get creative! You could send a real user of your product to discuss the product with the community. You could create an interactive poster that encourages attendees to propose ideas, for example a puzzle. You could run a competition for a prize. Maybe you don’t have a product to sell, you just want attendees to know what a great place your company is to be in, send a tester or a developer to tell them all about this. There will not be a badge scanner in this space. You cannot have a laptop or tablet set up. You cannot have a roller banner. This is your opportunity to get creative.

9. **What do TestBash Wellness activities include?**  
   Depends on the event location, but the fitness sessions could be things like Yoga, morning run or a CrossFit session. There will be a quiet space that will be labeled as being supported by you and filled with quiet activities such as knitting, adult colouring, and sudokus.

10. **Can you tell me more about the scholarship?**  
    The Ministry of Testing Scholarship exists to provide opportunities for people to attend training, workshops, and TestBash where they otherwise wouldn’t be able to attend. We’ve been able to help over 50 testers so far. You can read previous scholarship stories on our scholarship page.

11. **Will there be a badge scanner at the event?**  
    No.

12. **Can I present to the attendees for longer than a 99-second talk during the conference day?**  
    It wouldn’t be a 99-second talk then! As with the community space, the same rules apply to sponsors as attendees, they only get 99-seconds, so you only get 99-seconds!

13. **What promotion material can I provide?**  
    Anything that doesn’t cause offense. We find attendees are drawn to things that have a practical use, something unique and is environmentally friendly. Any swag you intend to provide has to be sent to us a minimum of two weeks before the conference.

14. **How is our company directory featured?**  
    Your company directory will have a ribbon added to it, indicating that it’s featured and the reason why. You’ll also be pushed to the top of the directory page and category results.
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Please contact netherlands@ministryoftesting.com for all sponsorship enquiries.