



Sponsorship Options for TestBash Manchester 2020

2nd October 2020

Part of the **Ministry of Testing** family

ONLINE



Why Support TestBash Manchester



TestBash Manchester is back for its fifth successive year, however, this time we are streaming straight to your street. That's right, TestBash Manchester is moving online. What's even better for you as a sponsor, is that attendance will be included as part of MoT Pro Membership.

What does this mean? With over 1000 Pro Members and rising rapidly, all those people can now attend TestBash Manchester Online. Add on all the regular TestBash Manchester attendees and we are expecting up to 800 attendees at TestBash Manchester Online 2020.

TestBash and the Ministry of Testing (MoT) meetup have become the foundation of the Manchester testing community, and it's that community that I'm asking for your support for.

The ongoing pandemic has led to many testers being made redundant due to companies having to take drastic measures to navigate through these difficult times. While the impact will be ongoing for more time to come, companies will recover and we want to help them and our community members be in the best position when it does.

We are looking for a single recruitment company to partner with for TestBash Manchester. This company will be listed as one of the main sponsors of TestBash Manchester but more importantly will feature heavily in our community space. We want to work with you to create engaging and education sessions to help companies hire and community members get hired.

We want to create interactive sessions on CV creating, CV reviewing, creating job specifications, interviewing and whatever other topics you believe are important in this context.

Richard Bradshaw, BossBoss @ Ministry of Testing



TestBash Manchester Stats



It's our fifth year for TestBash Manchester

We've sold out every year with 250 attendees on each day. This year we're online and under Pro, so the sky's the limit!

Over 48,000
followers on social media around the world



Over 10,000
members on our Slack channel



30,000+
members on our online learning platform



Our attendees come from:

80% UK	17% EU	3% Other Regions
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Our community is made up of...



SOFTWARE TESTERS*



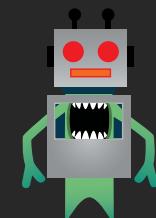
TEST MANAGERS



PRODUCT OWNERS



SCRUM MASTERS



AUTOMATION ENGINEERS



COACHES

...and anyone else interested in learning more about software testing.

*at different stages of their careers, with different skill sets



Black Belt

£5,000 +VAT

Available to one sponsor only

Closing Date: 21st August 2020



Your sponsorship includes **ALL** of the following:



Exclusive Opportunity

You will be the only recruitment agency we partner with for this event.



Live Sessions

We'll schedule four structured sessions throughout the day for you to run for the attendees, two for job seekers and two for hiring managers. Based on feedback from our community, we'd like these to be:

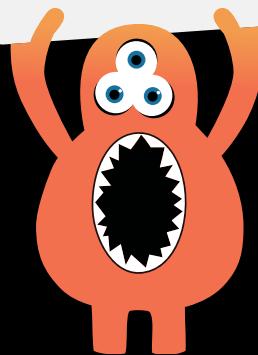
- a. How to write a good CV as a job seeker
- b. How to review a job spec to assess if you should apply
- c. How to write a job spec for the role you want to fill
- d. How to review a candidates CV to see if they are someone you should interview/hire



Community Expo

Get creative in our community space. You'll have a virtual space where you can engage with attendees and drive conversations. You could share insights into recruiting, how you approach candidates, share vacancies, run competitions, it's your space to get creative.

More benefits on the next page...





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Your sponsorship also includes ALL of the following:



Online Visibility

- A permanent badge on your company directory listing highlighting you as a sponsor for TestBash Manchester 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.



Attendee Engagement

- Brand visibility in the online conference platform.
- Opportunity to host an interactive activity in the online community space.
- The TestBash MC will introduce you to the audience so they know who to approach to discuss your company.
- Ten tickets to attend TestBash Manchester 2020 and network with the attendees or, give away to your customers.

FAQ



1. What do I need to send you to be listed as a sponsor?

You need to send us:

- a. Your company logo - as high resolution as you have, ideally in vector format (Ai, EPS, PDF, SVG).
- 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 link you'd like your logo to navigate to on our event page.
- e. It is also advisable for you to have a company directory listing.

2. When do I need to send you the assets to be listed as a sponsor by?

We recommend getting any marketing content ready immediately after your invoice has been paid and sent over. This should be done no later than **28th August**.

3. 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.

4. When do I need to send my customised social media shout outs to you by?

This needs to be sent to Ministry of Testing by **28th August**.

5. What is "brand visibility in the online conference platform"?

This will be any one of the following: logo on the platform reception and/or registration page, logos on the artwork surrounding the MC or a digital slideshow.

6. What is the TestBash MC introduction?

The MC will let the attendees know that you are there in the chat and available to discuss your company with them throughout the day. An excellent opportunity for you to say hello in the chat window to the attendees. If you have a spot in the community space, the MC will direct the attendees there to find out more about your company.

7. When will the TestBash MC sponsor introduction happen?

At the start of the day, before the first talk while the MC is addressing the attendees.

8. What is the community expo?

It's the space where the community meet to interact outside of the online main stage. We utilise the space to provide interactive and engaging activities that lead to attendees and sponsors sharing knowledge and supporting each other.

9. What can I do with my community expo?

Get creative! You could send a real user of your product to discuss the product with the community. You could create an interactive problem 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. This is your opportunity to get creative.

10. Is there a chat window for me to communicate with people in the community space?

Yes, there will be a chat window for you to chat with the attendees.

11. Will you send me the attendees emails from the event?

No.

12. How much is the Pro Membership for the attendees?

Pro Memberships can be purchased as an annual subscription for £249.99 or monthly for £25 and can be cancelled at any time.

13. Do I need to be Pro to Sponsor the event?

No, Pro Memberships will only be required for the attendees.



Please contact
manchester@ministryoftesting.com
for all sponsorship enquiries.

