



SaaSr ANNUAL

September 12-14, 2023
San Mateo County Events Center
Sponsorship Opportunities for 2023

Welcome to SaaStr Annual 2023



SaaStr is the largest community of SaaS executives, founders, and entrepreneurs in the world and we bring them together each year at our flagship event—SaaStr Annual. With 15,000+ attendees, 300 speakers, and 250 sponsors, our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

As part of the SaaStr community, our partners are integral to what makes SaaStr the top resource for helping companies of all sizes scale and grow their business. We would love for you to join us!

For 2023, we are offering a wide range of exciting opportunities for our partners to be involved in our community and reach your goals.

“SaaStr is definitely the largest collection of people who like enterprise software on the planet. It’s a great community of people trying to build companies and learn from one another. It’s pretty amazing to see.” – Aaron Levie, CEO @ Box



SaaStr

EVENT OVERVIEW

15,000+

ATTENDEES

3-DAYS

OUTDOORS + INDOORS,
FESTIVAL STYLE

2,500+

NETWORKING SESSIONS

1,000+

VCS & INVESTORS
MEET 'EM, PITCH 'EM

300+

SPEAKERS FROM THE WORLD'S
LEADING SAAS COMPANIES

250+

SPONSORS AND PARTNERS
SHOWCASING THEIR SAAS

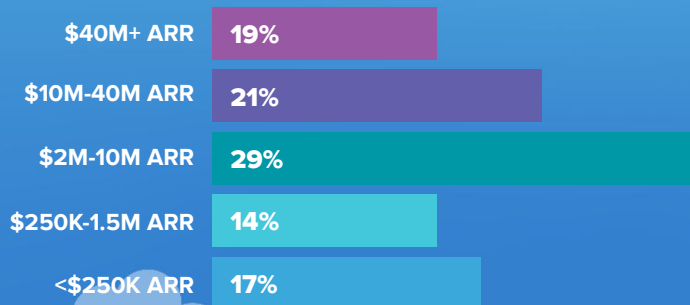


AUDIENCE BREAKDOWN

THE HIGHEST CONCENTRATION OF CEOS AND VPS AT ANY B2B COMMUNITY EVENT IN THE WORLD



OUR AUDIENCE'S ARR



COMPANY SIZE



GLOBAL REPRESENTATION

99 COUNTRIES REPRESENTED

Australia, Brazil, Belgium, China, Finland, France, Germany, India, Ireland, Israel, Japan, Mexico, Netherlands, New Zealand, Spain, Sweden, United Kingdom, United States



TESTIMONIALS

“SaaStr is definitely the largest collection of people who like enterprise software on the planet. It’s a great community of people trying to build companies and learn from one another. It’s pretty amazing to see.”

Aaron Levie, CEO @ Box

“For SaaS companies, SaaStr Annual is our Super Bowl moment. We all get to learn and enjoy - and have fun.”

Eric Yuan, CEO @ Zoom

“After officially kicking off our Series A fundraising effort at SaaStr Annual, we had three term sheets land within 36 hours of each other!”

Nathan Wenzel, CEO @ Simple Legal

“We raised our \$2.8M seed round at SaaStr from the top 3 investors!”

Jodi Romero, CEO @ FactorialHR





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SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES AT-A-GLANCE

	DIAMOND \$350,000	PLATINUM + \$250,000	PLATINUM \$190,000	SUPER GOLD \$100,000	GOLD \$70,000
OFFERINGS					
Turnkey Exhibit Space	20x20'	15x20'	10x20'	10x15'	10x10'
Full Conference Passes	10	7	7	6	5
Lead Scanner	2	1	1	1	1
Logo Recognition in general session	✓				
Bookable meeting space in Executive Briefing Center	✓				
Attendee badge branding	✓				
Promotional tweets through the SaaStr Twitter account	✓				
Logo placement throughout event space	✓	✓	✓		
Logo on attendee marketing materials	✓	✓	✓	✓	✓
Sponsor Promo Package, Including Discount Codes	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Thank you email sent to attendees including sponsor logo	✓	✓	✓	✓	✓



DIAMOND ECOSYSTEM

\$500,000 *SaaStr Annual 2023*

INCLUDES

- Turnkey 30' x 30' Exhibit Space in Sponsor Expo
- (1) 20-min speaking slot, subject to editorial approval. Included as a speaker and in the formal agenda. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Up to 5 (Five) partners from ecosystem to join your space (Partners, products, customers)
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Co-branded email sent to attendees
- Thank-you email sent to attendees including sponsor logo



Top Tier Branding

Turnkey 30'x30' Exhibit Space in Sponsor Expo
 Priority consideration for in-person activation
 Priority consideration for Executive Briefing Center



On-Site Presence

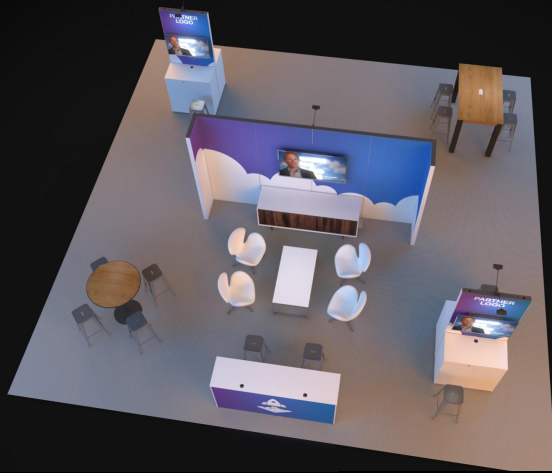
25 Full Conference Passes
 1 Lead Scanner (per partner)



Content

(1) 20-min Speaking Session
All content subject to editorial approval

DIAMOND ECOSYSTEM



DIAMOND

\$350,000 *SaaStr Annual 2023*

INCLUDES

- Turnkey 20' x 20' Exhibit Space in Sponsor Expo
- (1) 20-min speaking slot, subject to editorial approval. Included as a speaker and in the formal agenda. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Co-branded email sent out to registered attendees pre-event
- Promotional tweets through SaaStr Twitter account
- Attendee badge branding
- Logo placement throughout event space
- Co-branded email sent to attendees
- Thank-you email sent to attendees including sponsor logo



Top Tier Branding

Turnkey 20'x20' Exhibit Space in Sponsor Expo
Priority consideration for in-person activation
Priority consideration for Executive Briefing Center



On-Site Presence

10 Full Conference Passes
2 Lead Scanner Licenses



Content

(1) 20-min Speaking Session
All content subject to editorial approval

DIAMOND



PLATINUM PLUS

\$250,000 *SaaStr Annual 2023*

INCLUDES

- Turnkey 15' x 20' Exhibit Space in Sponsor Expo
- (1) 15-min speaking slot, subject to editorial approval. Included as a speaker and in the formal agenda. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo



Top Tier Branding

Turnkey 15'x20' Exhibit Space in Sponsor Expo



On-Site Presence

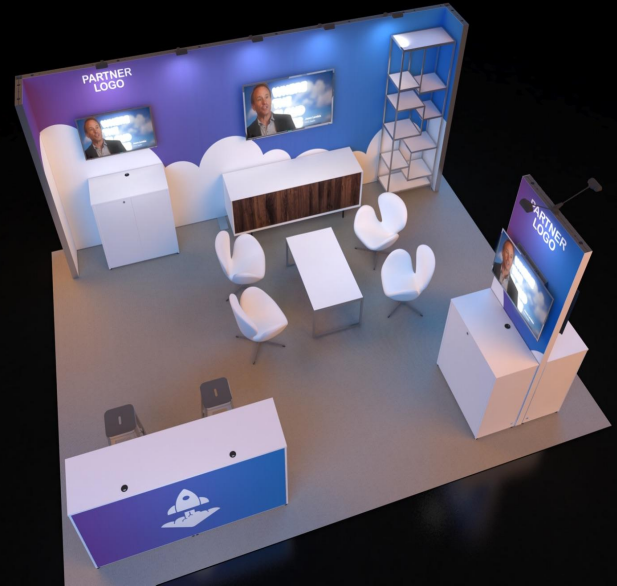
7 Full Conference Passes
1 Lead Scanner License



Content

(1) 15-min Speaking Session
All content subject to editorial approval

PLATINUM PLUS



PLATINUM

\$190,000 *Annual In-Person*

INCLUDES

- Turnkey 15' x 20' Exhibit Space in Sponsor Expo
- (1) 15-min speaking slot, subject to editorial approval. Included as a speaker and in the formal agenda. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo



Top Tier Branding

Turnkey 15'x20' Exhibit Space in Sponsor Expo



On-Site Presence

7 Full Conference Passes
1 Lead Scanner License



Content

(1) 15-min Speaking Session
All content subject to editorial approval

PLATINUM



SUPER GOLD

\$100,000 *Annual In-Person*

INCLUDES

- Turnkey 10' x 15' Exhibit Space in Sponsor Expo
- (1) 10-min speaking slot, subject to editorial approval. Only included in on-site agenda. Sponsor agrees to work with SaaStr Speaker team on a title and topic. The SaaStr team will work with the sponsor to meet editorial guidelines ahead of the event
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo



Branding

Turnkey 10'x15' Exhibit Space in Sponsor Expo



On-Site Presence

6 Full Conference Passes
1 Lead Scanner License



Content

(1) 10-min on Expo Sponsor Stage
Only promoted on onsite agenda
All content subject to editorial approval



SUPER GOLD



GOLD

\$70,000 *Annual In-Person*

INCLUDES

- Turnkey 10' x 10' Exhibit Space in Sponsor Expo
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo



Branding

Turnkey 10'x10' Exhibit Space in Sponsor Expo



On-Site Presence

5 Full Conference Passes
1 Lead Scanner License



GOLD





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ADDITIONAL OPPORTUNITIES

Opportunity	Description + Benefit	Price
Registration Sponsorship Limited to (1) partner	Greet attendees as they enter SaaStr Annual for the first time each day! Co-branded t-shirts worn by registration staff at all 3 locations and logo branding on registration counters.	\$75,000
Cantina Sponsorship Limited to (1) partner	Exclusive Sponsorship. Front and center of the Sponsors We Love Expo Hall is the expansive Cantina! Premium branding will be included at the Cantina all day and throughout the space.	\$75,000
Branded Lanyards Limited to (1) partner	Co-branded with SaaStr on 100% of the lanyards. Everyone will see your logo all 3 days and in all photos of attendees.	\$75,000
SaaStr Square Park Sponsorship Limited to (1) partner	Exclusive Sponsorship of SaaStr Square Park in the expansive Hanger — think of it as Central Park or Golden Gate Park inside SaaStr Annual. Branding throughout the Park and watch your branding come to life with in this massive Hanger all 3 days of SaaStr annual.	\$75,000
Co-Working Space Sponsorship Limited to (1) partner	A branded Co-Working Space where attendees can work, hang out, and network for all three days of the event. Includes furniture and signage, Sponsor activation and Charging Lounge.	\$75,000
Braindate Lounge Limited to (1) partner	Exclusive Sponsorship of the Braindate mentoring experience inside the Hanger, on the mobile app and website. Company branding and logo on the Braindate booth setup. Includes booth activation within Braindate lounge and company branding on all of the Braindate tables. Opportunity to include company leaders as key Braindate mentors.	\$75,000
Speaker + Sponsor Lounge Limited to (1) partner	Exclusive Speaker and Sponsor Lounge branding for Annual in-person. Sponsor can provide a premium branded swag item and activation for both speakers and sponsors.	\$75,000

Opportunity	Description + Benefit	Price
<p>Speakeasy Sponsorship Limited to (1) partner</p>	<p>Exclusive Sponsorship of the SaaStr Speakeasy. This not-so-secret Bar is an immersive lounge activation, featuring a complete Bar with beverages during afternoons and Cold Brew in the mornings. Branded Sponsorship counter for attendee interactions included. Includes Branded signage and Logo placements.</p>	<p>\$75,000</p>
<p>Stage Sponsor Limited to (2) partners</p>	<p>Prominent digital sponsorship on all mentions of one of our stages. Digital logo displayed prominently on the stage for all hours of the SaaStr annual conference.</p>	<p>\$75,000</p>
<p>WIFI Sponsorship Limited to (1) partner</p>	<p>Exclusive Sponsorship. Custom Wifi and password naming. Featured on all attendee badges. Featured mention in program agenda. Logo placement and featured mention on badge. Mobile app placement.</p>	<p>\$75,000</p>
<p>Water Bottles + Hydration Stations Limited to (1) partner</p>	<p>One of the most popular branding opportunities available. These bottles show up everywhere for years! Brand all attendee water bottles and all hydration refill stations.</p>	<p>\$60,000</p>
<p>Coffee + Espresso Limited to (1) partner</p>	<p>Coffee bar/cart sponsorship. Logo featured on coffee signage. Branded cup or sleeve.</p>	<p>\$60,000</p>
<p>Midway Picnic Limited to (1) partner</p>	<p>Exclusive Sponsorship of the Midway Picnic — a place for attendees to refresh, relax and recharge. Branding throughout the Midway and branded outdoor activities like cornhole, etc.</p>	<p>\$50,000</p>
<p>Shuttle Limited to (2) partners</p>	<p>Bring attendees from our dedicated offsite parking to the San Mateo County Event Center in style! We'll wrap the SaaStr Express shuttle with your logo as we whisk attendees from the offsite to the conference. With multiple trips each day, your logo will be seen along the main route of the conference.</p>	<p>\$30,000 OR \$50,000 exclusive</p>

Opportunity	Description + Benefit	Price
VIP Lounge Limited to (1) partner	Exclusive VIP Lounge branding for Annual in-person. In addition to exclusive branding, Sponsor can provide a premium branded swag item and activation for VIP attendees.	\$50,000
“No Pool” Relaxation Lounge Limited to (1) partner	Exclusive Lounge branding of the SaaStr “No Pool.” We roll out the blue carpet and pool cabana theme right in the Sponsor Hall for a relaxing oasis. In addition to exclusive branding, Sponsor can provide a premium branded swag item and activation for attendees.	\$50,000
Diversity + Inclusion Sponsor Limited to (3) partners	Underwrite the cost of 100 VIP Conference passes for members of underrepresented groups.	\$30,000
Diversity + Inclusion Luncheon Limited to (3) partners	Premium branding on conference agenda. Branded signage.	\$30,000
Happy Hour Sponsorship Limited to (6) partners; 2 partners per day	Premium branding on conference agenda. Branded napkins. Table tents. Branded signage. Opportunity to invite your customers and prospects to attend.	\$30,000 OR \$50,000 exclusive
Dog Adoption Limited to (2) partners	Sponsorship of adoptable dogs. Branded bandanas and dog houses. Logo placement and agenda mention. Mobile app placement. Branded signage.	\$30,000 OR \$50,000 exclusive
Branded Hotel Key Cards Limited to (1) partner	Branded room keys to SaaStr guests staying in our dedicated room block.	\$30,000
Founders Dinner Limited to (2) partners	Logo on all pre-event emails promoting our yearly VIP reception for speakers, VIPs and top SaaS CEOs. Branding throughout venue. Opportunity to invite company leaders and customers	\$30,000 OR \$50,000 exclusive
Airstream Sponsor Limited to (3) partners	Branded sponsorship of one of three airstreams located around SaaStr Annual. Beverages will be served throughout all three days. Signage plus opportunity for call to action for sponsor booth.	\$30,000



SaaSr ANNUAL

Thank you!

Upcoming For SaaStr Digital

Even more is around the corner for SaaStr and our digital events. Digital sponsorships are open to SaaStr Annual sponsors only!



Dec 14, 2022



Hyper Workshops

Available for Super Gold and above

- 10,000+ registered attendees / per event
- 300,000+ people tuned in per live event during the event via simulcast to Twitter and Youtube
- Over 1M impressions per event on SaaStr social media channels
- Long-tail promotion on saastr.com properties
- Opt-in pre-registration leads

Data based on:

[Bridging the Gap](#), [The New New in Venture](#), [Enterprise](#), & [Annual 2020](#)

In Agenda Placement

The image displays four workshop cards arranged vertically. Each card features a title, a speaker's photo, and their name and title. The cards are: 1. 'How Do I Develop Allies in my Company and What Does That Really Mean with Workplace Change' by Serilda Summers-McGee, Founder & CEO, Workplace Change. 2. '3 Strategies to Simplify Recruiting in a Distributed World with Lever' by Meredith Herberg-Waldron, VP of Global Talent Acquisition, SocialSurvey. 3. 'Intelligence Wins: How To Build A Data Informed Company with Chartio' by Danil Bratschenko, Dave Fowler, Tristan Handy & Karen Moon, DataRobot, Chartio, Fishtown Analytics & Elizabeth Street Ventures. 4. 'Your New Strategic Plan: How To Create A Shock-proof Path For Hypergrowth with ActiveCampaign' by Kallie McConkie & Jason VendeBoom, ActiveCampaign & ActiveCampaign.

How Do I Develop Allies in my Company and What Does That Really Mean with Workplace Change 0.1 0.2
Serilda Summers-McGee
Founder & CEO, Workplace Change

3 Strategies to Simplify Recruiting in a Distributed World with Lever 0.1 0.2
Meredith Herberg-Waldron
VP of Global Talent Acquisition, SocialSurvey

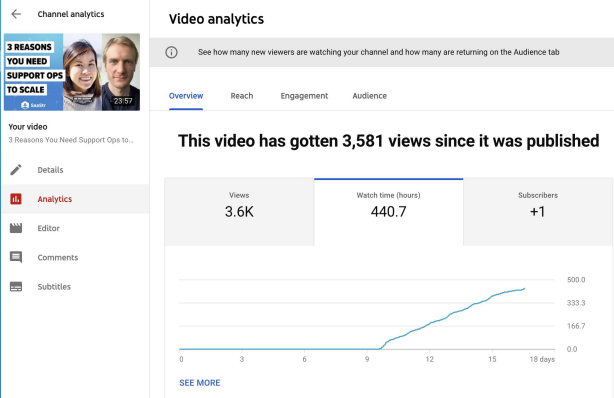
Intelligence Wins: How To Build A Data Informed Company with Chartio 0.1 0.2
Danil Bratschenko, Dave Fowler, Tristan Handy & Karen Moon
DataRobot, Chartio, Fishtown Analytics & Elizabeth Street Ventures

Your New Strategic Plan: How To Create A Shock-proof Path For Hypergrowth with ActiveCampaign 0.1 0.2
Kallie McConkie & Jason VendeBoom
ActiveCampaign & ActiveCampaign

Hyper Workshops

Long Tail on SaaStr Properties

3.5K views in first 20 days post-event



Live Stream Audience

5- 15K+ views day-of event

SaaStr @saastr

"The more efficient you make your go-to-market strategy the more dollars you have to spend across your company."

👏👏👏👏👏👏👏

from @HenryLSchuck + @jasonlk happening now at #SaaStrAnnualpscp.tv/w/1BdxYnRpqzGKX

1:01:21 20.9K viewers

SaaStr @saastr1
From \$0 to \$400+M: 10 Mistakes the CEO of ZoomInfo Made on His Journey to IPO
pscp.tv

8:25 AM - Sep 3, 2020

See SaaStr's other Tweets

Jason ✨BeKind ✨Lemkin @jasonlk

VC Power Hour: How to pitch Sequoia and the Most Sought After Angels pscp.tv/w/ch-dFzQ4NjA2...

49:20 83.4K viewers

Jason M. Lemkin @jasonlk
VC Power Hour: How to pitch Sequoia and the Most Sought After Angels
pscp.tv

8:00 AM - Sep 3, 2020

See Jason ✨BeKind ✨Lemkin's other Tweets

EXAMPLE OPT-IN REG & ENGAGEMENT

FOR HYPER WORKSHOPS

	Leads / Reg	Views	Content
Gainsight	4,059	15,123	“The Future of the Customer”
ZoomInfo	3,247	20,933	“Top 10 Mistakes from \$0 to \$400M”
Mailchimp	2,746	13,926	“How Mailchimp Navigated Uncertainty”
Pagerduty	2,549	9,417	“Automation: The Digital Transformation Accelerator”

Platinum Sponsorship

\$125,000

- 2 x 20-minute hyper workshops. One workshop focused on thought leadership
- Live video promotion and social distribution to an additional 50,000 viewers
- Featured promotion on YouTube for 12+ months
- Premium branding for digital event
- Access to event networking apps
- Additional Sponsor branding on homepage with pre-recorded video and live attendee engagement
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)

The screenshot shows the SaaStr 2020 website interface. At the top, there is a navigation bar with links for Home, Sponsor Hall, Exclusive Offers, Networking, and Register for Content. The main content area features a large blue banner with the SaaStr 2020 logo and the title 'LEARNING FROM THE LOWS: How Mailchimp Navigated Economic Uncertainty'. Below the banner are two profile cards for Ben Chestnut (CEO of Mailchimp) and Jason Lemkin (CEO & Co-Founder of SaaStr). The session is scheduled for September 2, 2020, at 8:00 AM. There are social media share buttons for Upvote, Twitter, Facebook, and LinkedIn. A 'CATEGORIES COVERED' section includes 'All Sessions' and 'Unicorns'.

“



Ben Chestnut ✓
@benchestnut



Really enjoyed today, Jason! Thanks again for having me.



21



See Ben Chestnut's other Tweets

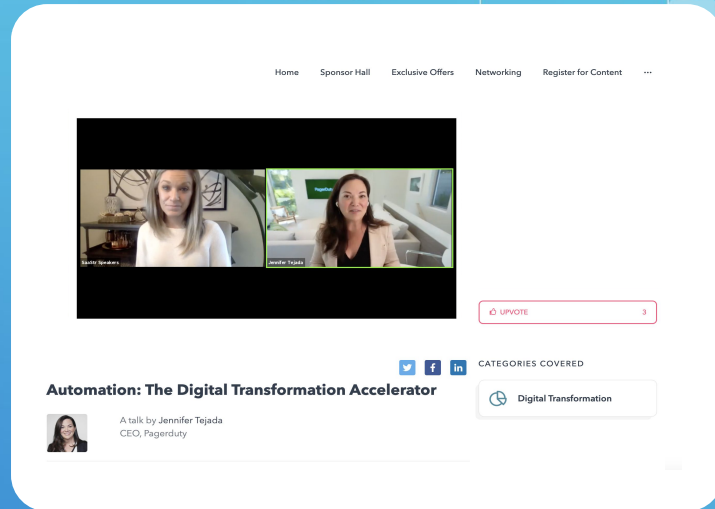
”

Gold Sponsorship

\$60,000

- **20-minute Hyper Workshop to 500-5,000 attendees** including Q&A
- Live video and social distribution to 5,000 to 10,000 viewers
- Additional Sponsor branding on homepage with additional sponsor collateral and ability to provide call to actions to attendees
- Dedicated lead capture of content (avg: 500-1,500)
- Logo on website, marketing materials

(all content subject to editorial approval)



“



”

CORE OFFERINGS

AT A GLANCE

Offering	Audience	Why?
<u>SaaStr Podcast</u>	150,000+/month	#1 podcast in SaaS
<u>SaaStr Weekly</u>	240,000/month	Maximum reach across Cloud execs
<u>SaaStr Daily</u>	420,000/month	Maximum impact -- large format ad unit with contextual copy
<u>SaaStr Insider!</u>	170,000+/over month	Maximum reach across revenue professionals, maximum impact unit



SaaStr Weekly

\$15,000/ per month, 3 mo minimum

Sponsorship Details

- The [SaaStr Weekly](#) newsletter goes out every Sunday to **60K+ SaaS founders, CEOs, and operators**
- Ads run once per week for four consecutive week
- Avg. conversions for high-performing content: gated content assets, industry reports: 500 - 750+ conversions, \$13 CPL
- Avg. conversions for bottom of funnel content, free trial, etc: 175 - 250+ conversions, \$40 CPQL

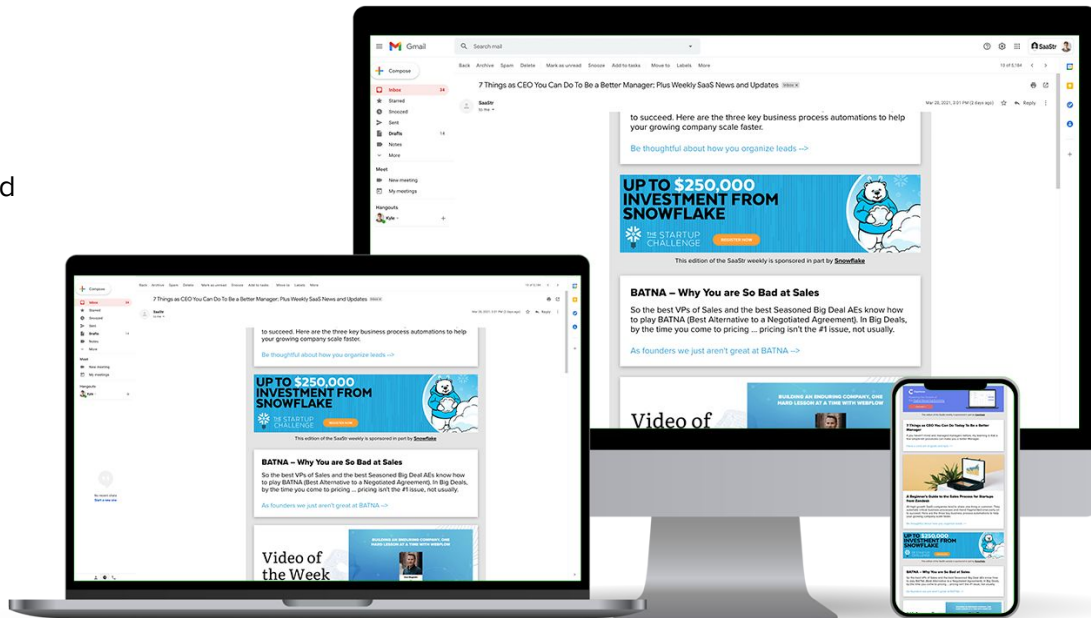
Frequency of distribution: Weekly on Sundays

Number of viewers: 60,000+ subscribers

Distribution Channels



SEE EXAMPLE



SaaStr



SaaStr Daily

\$15,000/ per month, 3 mo minimum

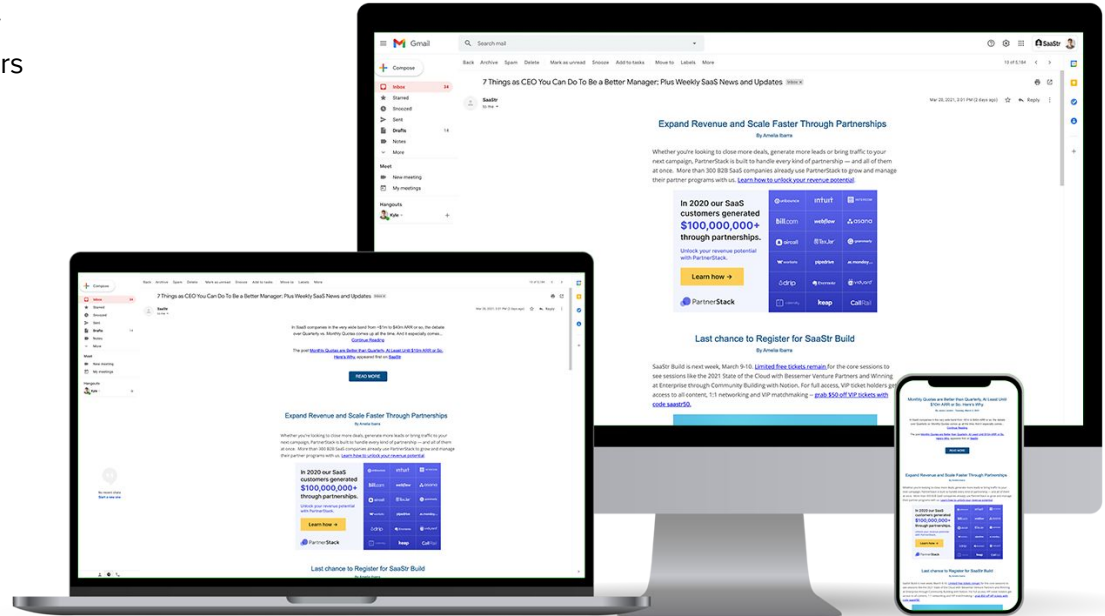
Sponsorship Details

- The SaaStr daily is a distributed Tuesday, Thursday and Saturday via email to our most engaged readers of SaaStr.com
- Text or image ad options
- Your ad will run on 5 editions of the SaaStr Daily
- Ability to swap ads at the end of each month
- Sponsorship is the full month commitment
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 12% CTR

Frequency of distribution: 5x a month

Number of viewers: 420,000/month

Distribution Channels



SaaStr



SaaStr Insider

\$15,000/ per month, 3 mo minimum

Sponsorship Details

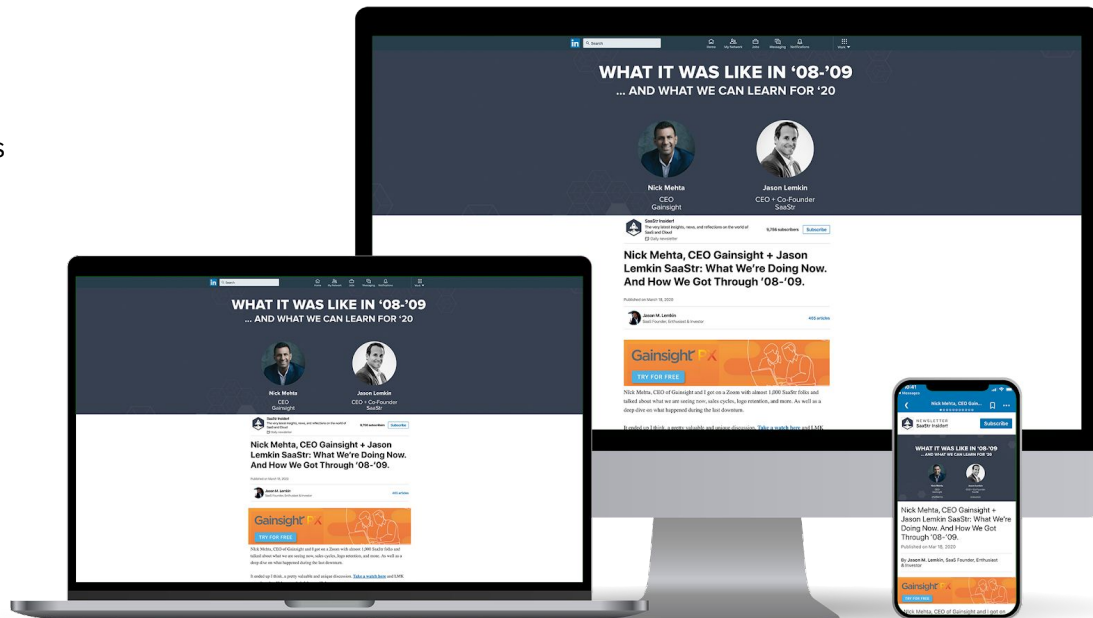
- Your approved ad will be featured in our daily newsletter 2x a week
- Text or image ad options
- Ads run twice per week for four consecutive weeks
- Ability to swap ads at the end of each month
- Max of two sponsors for “SaaStr Insider”
- 5K+ impressions on avg per ad placement

Frequency of distribution: 2x Week

Medium of distribution: Email + LinkedIn

Number of viewers: 168,000/month,
21,000+/day *and growing*

Distribution Channels



SaaStr



SaaStr PODCASTS

**\$15,000/ mo, 3 mo minimum, must be
in conjunction with event sponsorship**

Sponsorship Details

The [Official Saastr Podcast](#) is the #1 podcast in SaaS. Guests include CEOs of Slack, Zoom, Box, Datadog, Zuora, Qualtrics and 100s more

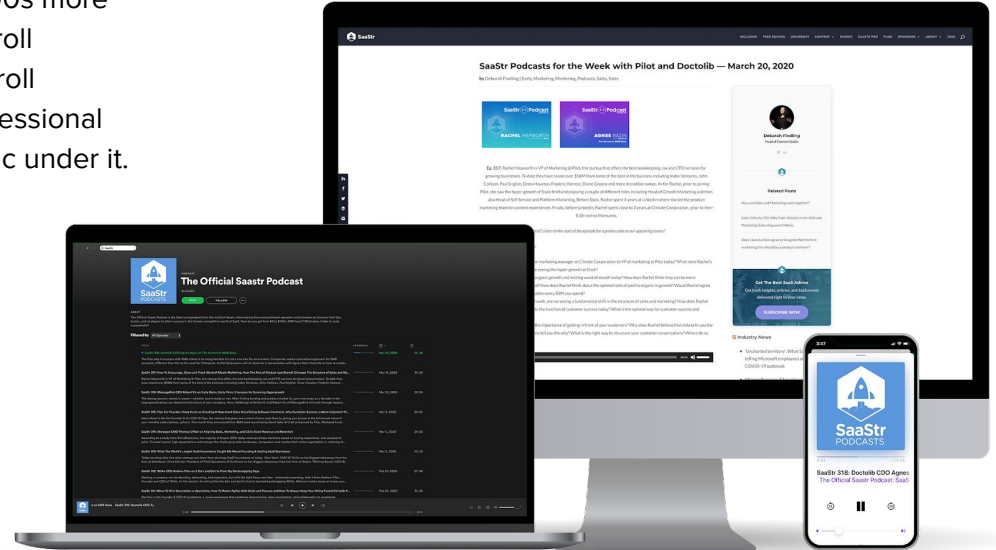
- Your approved script will be featured in a 15-second pre-roll (The first 15 seconds of a podcast) and a 15-second post-roll (The last 15 seconds of a podcast). This script will be professional voiced over and added into the edited episode with music under it.
- Your ad will be featured on four episodes per month (once a week)

Frequency of distribution: 4x per month

Medium of distribution: Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)

Number of downloads: 150,000/month

Distribution Channels



SaaStr

2023 PARTNERSHIP CALENDAR

EXAMPLE OF EFFECTIVE BUNDLING

MIX AND MATCH

Talk to Sales to custom design a package to meet your 2023 Objectives. Depending on what quarter is heavy and which events align with your goals we have a bundle package for you to get consistent promotion in front of your audience all year round

PODCAST MEDIA PARTNERSHIP



SAASTR UNIVERSITY MEDIA PARTNERSHIP



SAASTR ENTERPRISE EVENT PARTNERSHIP



SAASTR ANNUAL EVENT PARTNERSHIP



SAASTR WEEKLY MEDIA PARTNERSHIP



2022 PARTNERSHIP STACK



Q1 Media

Q1 Media

Q1 Media



Q2 Event



Q2 Media

Q2 Media

Q2 Media



Q3 Event



Q4 Media

Q4 Media

Q4 Media



Contact us

sponsors@saastrinc.com