



# SPONSORSHIP PACKAGES

## Sponsorship Options with ScotlandIS

The events of ScotlandIS are as successful as they are because of the generous support of our members and the wider community. For 2024, our three largest events are already in the planning and given the current financial situation we are looking at new ways to make sponsorship more achievable and beneficial for those in a position to support us.

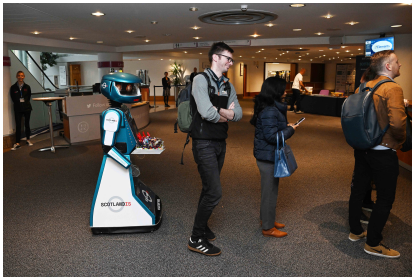
This document outlines the three largest events that we will host over the course of 2024, the sponsorship packages available for each, and the opportunities we have to increase your brand exposure.

If you would like to discuss any of the below in more detail, please do not hesitate to get in touch with Cat Blair at [catriona.blair@scotlandis.com](mailto:catriona.blair@scotlandis.com) and she will be happy to arrange a meeting.

### Individual Event Sponsorship

Our three largest events of the year are ScotSoft, the Digital Tech Awards and our Cluster Conference.

We have two or three levels of sponsorship for each event, but we are more than happy to tailor these to the aims and requirements of your organisation – please just ask!!



# Our biggest annual event: ScotSoft

ScotSoft attracts in excess of 1000 delegates from across the sector and in 2024 it will take place on the 26th September at the EICC in Edinburgh.

A gathering of a fantastic range of speakers from across the globe, bringing us future trends, opportunities and strategies that will ensure Scotland's digital community continues to grow and prosper.

In previous years, we have had speakers from Google, Netflix, Skyscanner, Microsoft, Accenture and many more, including from some of Scotland's best startups and SMEs, covering topics from Programming, Network Security, Leadership, Recruitment, Hacking, Gaming and Diversity.

The Young Software Engineer of the Year (YSE) Awards Dinner celebrates the young talent coming out of our Scottish universities, with a unique After Dinner speaker to round off the evening.

Sponsorship opportunities for ScotSoft can be viewed below.

## Level 1

4x Title Sponsor options: ScotSoft Conference Title Sponsor, After Dinner Speaker Sponsor, Awards Dinner Title Sponsor and YSE of the Year Video sponsor

Sponsorship benefits include, but are not limited to:

- Sponsor welcome at the relevant event (ScotSoft, Young Software Engineer of the Year (YSE) Dinner, After Dinner Speaker introduction or introduction at the beginning of the YSE video)
- Prominent branding within the venue
- Table for 10 at the YSE Awards Dinner
- Table signage
- Exhibition space at the Scotsoft Conference
- 10 tickets to ScotSoft Conference
- Prominent branding on all publicity materials
- Branding on all tickets (both ScotSoft Conference and YSE Dinner)
- Logo and hyperlink from the ScotSoft section on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Level 2

Lunch refreshments, Drinks Reception Sponsor, YSE Brochure, Lanyards Sponsor and Breakfast/refreshments sponsor

Sponsorship benefits include, but are not limited to:

- Branded t-shirts/lanyards/brochure depending on the package chosen
- Exhibition space at the ScotSoft Conference
- Table of 10 at YSE Awards Dinner
- 10 tickets to ScotSoft Conference
- Branding within the venue
- Branding on all publicity materials
- Branding on the back of tickets (both ScotSoft Conference and YSE Dinner)
- Logo and hyperlink from the ScotSoft section on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Level 3

Dinner Menu, Mineral water, Complimentary gift

Sponsorship benefits include, but are not limited to:

- Branded menu/water/gift depending on the package chosen
- 5 tickets to YSE Awards Dinner
- 5 tickets to ScotSoft Conference
- Branding within the venue
- Branding on all publicity materials
- Branding on the back of tickets (both ScotSoft Conference and YSE Dinner)
- Logo and hyperlink from the ScotSoft section on the ScotlandIS website
- Promotion via ScotlandIS social media channels

# Digital Technology Awards

One of our most anticipated nights of the year: the ScotlandIS Digital Technology Awards, on the 2nd May at the Radisson Blu Glasgow, showcase excellence within the industry rewarding the innovation, expertise and ambition of businesses large and small – and the people who drive them.

The Digital Tech Awards categories for 2024 are:

- Tech for Good
- Product Innovation
- Service Innovation
- Data Trailblazer
- Best Wellbeing at Work
- Public Sector Innovation
- Cyber Trailblazer
- Digital Tech Rising Star
- Digital Tech Business of the Year: Start-Up/Scale-Up/Enterprise

Sponsorship opportunities for the Digital Tech Awards can be viewed below.

## Level 1

Title Sponsor

Sponsorship benefits include, but are not limited to:

- 8 tickets to the Digital Technology Awards Dinner
- Sponsors welcome on stage
- Prominent branding on awards presentation AV
- Prominent branding on all publicity materials
- Photo opportunities with all winners on the night
- Branding on tv loop throughout the venue
- Branding on all delegate badges
- Logo and hyperlink from the Digital Tech section on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Level 2

Individual Award Sponsorship x 11

Sponsorship benefits include, but are not limited to:

- 8 tickets to the Digital Technology Awards Dinner
- Presentation of the award on stage
- Branding on awards presentation AV
- Branding on all publicity materials for this award
- Photo opportunity with award winner on the night
- Branding on tv loop throughout the venue
- Logo and hyperlink from the Digital Tech section on the ScotlandIS website
- Promotion via ScotlandIS social media channels

# Cluster Ecosystem Conference

The Cluster Conference celebrates the achievements from across the Scottish clusters, covering a range of sectors from Cybersecurity, Space, IoT, Fintech, Mobility-as-a-Service, Traveltech, and many more.

With a focus on collaboration, we'll be looking at how, by working together, our tech clusters can excel.

Sponsorship opportunities for the Cluster Conference can be viewed below.

## Level 1

Title Sponsor

Sponsorship benefits include, but are not limited to:

- Branding on the event badges
- Prominent branding on all publicity material
- Acknowledgement throughout the Conference
- Exhibition space at the Conference
- Branding on the Cluster Conference event listing on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Level 2

Drinks Reception Sponsor

Sponsorship benefits include, but are not limited to:

- Branding at the drinks reception
- Opportunity at Conference close to invite delegates to drinks reception
- Branding on all publicity material
- Exhibition space at the Conference
- Branding on the Cluster Conference event listing on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Level 3

Event Sponsor x5

Sponsorship benefits include, but are not limited to:

- Branding on publicity material
- Exhibition space at the Conference
- Branding on the Cluster Conference event listing on the ScotlandIS website
- Promotion via ScotlandIS social media channels

## Increase the Reach of your Sponsorship

This year we are keen to increase the value of our sponsorship packages and are offering **Combo Packages** that give our valued sponsors access to more than one event, therefore increasing the number of people exposed to your brand and the amount of time your brand is associated with the work of ScotlandIS.

### **Combo Package 1 – £27,000+VAT (members), £30,000+VAT (non-members)**

Access to a top-level sponsorship option at the *three* biggest events ScotlandIS holds each year. This will result in your brand being associated with ScotlandIS for almost the entire year (only available while we have top level sponsorship options still available at each event).

### **Combo Package 2 – £22,000+VAT (members), £25,000+VAT (non-members)**

Access to a top-level sponsorship package at two of the largest ScotlandIS events of the year. Only available while Digital Tech Awards top-level sponsorship available.

### **Combo Package 3 – £17,000+VAT (members), £20,000+VAT (non-members)**

Access to a top-level sponsorship package at ScotSoft and a mid-level sponsorship option at the *Digital Tech Awards*.

\*Many options available – any combination can be considered for a combo package and we would be happy to discuss the option that fits your organisation best.

Please get in touch with [catriona.blair@scotlandis.com](mailto:catriona.blair@scotlandis.com) to set up a meeting to chat through your options.

## **Multi-Year Sponsorship options**

As we book our larger events three years in advance, we can offer reduced rates for a multi-year sponsorship option – please email [catriona.blair@scotlandis.com](mailto:catriona.blair@scotlandis.com) for further details.



# Sponsorship Options

ScotSoft		MEMBER	NON MEMBER
Level 1	ScotSoft Conference Title Sponsor	£18,500 + vat	£21,000 + vat
	Awards Dinner Title Sponsor	£17,500 + vat	£20,000 + vat
	After Dinner Speaker Sponsor	£17,500 + vat	£20,000 + vat
	YSE of the Year Video Sponsor	£15,000 + vat	£17,500 + vat
Level 2	Lunch Refreshment Sponsor	£6,500 + vat	£8,000 + vat
	Drinks Reception Sponsor	£6,500 + vat	£8,000 + vat
	YSE Brochure Sponsor	£6,500 + vat	£8,000 + vat
	Lanyard Sponsor x2	£6,500 + vat	£8,000 + vat
	Breakfast/Refreshment Sponsor x2	£6,500 + vat	£8,000 + vat
Level 3	Dinner Menu Sponsor	£4,000 + vat	£5,000 + vat
	Mineral Water Sponsor	£4,000 + vat	£5,000 + vat
	Complimentary Gift	£4,000 + vat	£5,000 + vat
Additional Options	Exhibition Space	£1,200 + vat	£1,700 + vat
	YSE Corporate Dinner Table	£1,900 + vat	£2,100 + vat
	YSE Standard Dinner Table	£1,700 + vat	Not Available
	ScotSoft Earlybird Ticket Price	£125 + vat	£175 + vat
	ScotSoft Ticket Price From 1st July	£150 + vat	£200 + vat
	ScotSoft Ticket x 10*	£1,250 + vat	£1,750 + vat

\*5% discount on this price before 1st July

## Digital Tech Awards

Level 1	Title Sponsor	£10,000 + vat	12,000 + vat
Level 2	Individual Award x11	£3,000 + vat	£4,000 + vat

## Cluster Conference

Level 1	Title Sponsor	£4,000 + vat	£5,000 + vat
Level 2	Drinks Reception Sponsor	£2,000 + vat	£2,500 + vat
Level 3	Event Sponsor x5	£1,000 + vat	£1,500 + vat

## Terms and Conditions

To take into consideration costs that are incurred by ScotlandIS to deliver sponsorship benefits, we have had to introduce the following cancellation charges:

- Cancellations made less than 30 days before the event = 100% remains payable
- Cancellations made within 1 to 3 months before the event = 75% remains payable
- Cancellations made within 4 to 6 months before the event = 50% remains payable
- Cancellations made 7 months before the event or earlier = 10% remains payable

Please get in touch with [catriona.blair@scotlandis.com](mailto:catriona.blair@scotlandis.com) if you have any questions.