



Sponsorship Opportunities

Gold Sponsorship Package

This sponsorship package includes several opportunities for thought leadership, promotion and branding before, during and after the STP Online Summit. This package is limited to 3 sponsors per summit.

This sponsorship includes:

- **Company Logo on Online Summit Event Page –** Your logo will be prominently displayed on the online summit web page.
- **Lead Generation –** Following the STP Online Summit, STP furnishes sponsors with a spreadsheet containing all information provided by the webinar registrants, including name, title, company, address, phone number and email for follow-up.
- **Speaking Opportunity –** The sponsor has the option for a representative from the company to address the audience for 5 minutes during one of the days of the summit. This is the perfect opportunity to promote products/solutions addressing the topic being presented by the speaker.
- **Dedicated Email Blasts –** STP promotes the summit through dedicated email blasts to our marketing database of more than 50,000 contacts. Sponsor's logo and URL link to their website will be included in materials promoting the webinar as well as in confirmation and reminder emails to registered attendees.
- **ST&QA Magazine Ad OR Newsletter Ad –** The sponsor will be provided with the opportunity to choose one of the following:
 - ½ page 4 color ad in an upcoming ST&QA magazine.
 - Tower ad in an upcoming edition of the Insider e-newsletter.
- **Pre-Summit TWiST Podcast Interview –** The sponsor will have the opportunity to be interviewed for "This Week in Software Testing (TWiST) podcast" with Matt Huesser. The podcast will air prior to the start of the STP Online Summit.
- **Company Ad During STP Online Summit –** Sponsor's logo and URL link to their website will be included in the pre-event slide show and the break slide shows each day of the summit.

Value: \$8,000 | Actual Cost: \$4,000

Silver Sponsorship Package

This sponsorship package was designed to provide high-visibility of company brand and thought leadership before and during the STP Online Summit. This package is limited to 6 sponsors per summit.

This sponsorship includes:

- **Dedicated Email Blast –** STP promotes the summit through dedicated email blasts to our marketing database of more than 50,000 contacts. Sponsor's logo and URL link to their website will be included in one pre-event email blast promoting the STP Online Summit.
- **Company Ad During STP Online Summit –** Sponsor's logo and URL link to their website will be included in the pre-event slide show and the break slide shows each day of the summit.
- **ST&QA Magazine Ad OR Newsletter Ad –** The sponsor will be provided with the opportunity to choose one of the following:
 - ½ page 4 color ad in an upcoming ST&QA magazine.
 - Tower ad in an upcoming edition of the Insider e-newsletter.

Value: \$4,000 | Actual Cost: \$2,000

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