



HOW TO SPONSOR ITALIAN AGILE DAYS 2022

"Italian Agile Days 2022" is the 19th edition of the free conference dedicated to Agile Methods for the development and management of software projects. Agile Methods adhere to the Agile Software Development Manifesto, published in 2001; among the most popular are Scrum, Extreme Programming and Lean Software Development.

The conference is for software developers, project leaders, IT managers, testers, architects and coaches who want to share knowledge or want to get introduced in this field. It will be a great opportunity to share ideas and experiences. The conference will take place in two days, with the aim of offering more space both for front-end training sessions and workshops format, to get participants more involved.

The event is organized by the Italian Agile Movement (IAM), a social promotion association founded by professionals and academics driven by the desire to promote agile culture in Italy. This year, we expect about 700 participants, thanks to the constant growth of the movement in Italy.

SPONSORSHIP LEVELS

Base Sponsor: €750,00 - Includes:

- **Mention** on the Italian Agile Days **website and social channels** (Twitter, Facebook, LinkedIn).
- Exposure of any promotional material (expenses incurred by the sponsor) at attendant's registration desk.
- **2 reserved seats** for the day of Saturday (*)
- **1 reserved seats** for the day of Friday (*)
- Mention during the opening and closing sessions of the conference

(*) attendee names must be sent to sponsor@agilemovement.it by the 23rd of September 2022

Main Sponsor - €1.500,00 - Includes:

- **Mention** on the Italian Agile Days **website and social channels** (Twitter, Facebook, LinkedIn).
- **Reserved Company Desk** for promotional activities during the day of Saturday (completely in charge of the sponsor).
- **5 reserved seats** for the day of Saturday (*)
- **2 reserved seats** for the day of Friday (*)
- Mention during the opening and closing sessions of the conference

(*) attendee names must be sent to sponsor@agilemovement.it by the 23rd of September 2022

MEDIA PARTNERSHIP

A media partner offers free visibility and/or services, obtaining visibility return from the communication channels managed by IAM.

The agreement has typically an annual duration and the terms of the collaboration can be customized each time depending on the needs and nature of the events organized.

IAM offers:

- **Mention** on the Italian Agile Days **website and social channels** (Twitter, Facebook, LinkedIn).
- **Mention** during the **opening and closing** sessions of the conference

Depending on the availability of the Media Partner we ask for:

- Free use of the services offered by the partner, if useful to the association
- Reporting IAM events on the Media Partner channels (social, website, other)
- An agreed number of in-depth articles to be published on Media Partner channels (eg interviews, end event report, etc.)

Further into this document you will find the **FAQ** section, where you can get answers to the most frequently asked questions from sponsors, including detailed information on how to become a sponsor. Do not hesitate to contact us if you do not find the answer to your question.

WHAT ARE AGILE METHODS?

Agile methods focus on the business value of released software; this value is built through the continuous conversation between developers and business people; through the frequent release of working software; through development techniques keeping the software flexible and maintainable.

A typical agile team develops software features incrementally, realizing and releasing them within short development cycles, from one to two weeks. The delivered software is usually supported by a suite of automated tests that verify the correctness. Agile organizations can achieve greater productivity because they are able to improve product quality, reduce waste and create a healthier and happier work environment.

It should be remembered the strong affinity between the Lean movement in manufacturing and the Agile movement. Some common features are:

- Optimizing the whole production process, not a single part;
- Continuous improvement driven by real results obtained;
- Respect for all people involved in the process and leadership sharing between all levels

In the early 2000s, agile methods were adopted by few pioneers. Today, these methods have been integrated in all aspects of Information Technology. Organizations and individuals that wish to excel should have to know these methods, practice them, and understand their spirit.



HOW TO SPONSOR ITALIAN AGILE DAYS 2022 FAQ

Italian Agile Days 2022 is organized by a company?

No, Italian Agile Days 2022 is a product of the sum of many volunteering efforts expressed by some members of the Italian Agile Movement (IAM) community, a non-profit and social promotion association founded by professionals and academics driven by the desire to promote agile culture in Italy and organize the annual Agile Day(s) event among many others. All the expenses, fees, receipts, invoices will be managed by the association.

How do I make payment for sponsorship?

By Bank transfer to Intesa San Paolo, IBAN IT39M0306909606100000103129.

The account is owned by: *Associazione Italian Agile Movement, Via Guglielmo Oberdan 24, c/o Studio Musmeci, 25128 Brescia (BS)*. Purpose: "Contributo per l'organizzazione dell'Italian Agile Day 2022".

You can also make payments via PayPal by sending to tesoriere@agilemovement.it

Can I deduct the amount ?

For Italian Companies, the expected deduction is equal to 10% of the declared income and, in any case, it can not exceed € 70,000.00 (more specifically, the liberal payments are deductible up to the lower of the two limits). As an alternative to deductibility, companies may deduct from the enterprise income a sum of not more than EUR 2,065.83 or 2% of the declared business income, in lieu of money laundering in favor of social promotion.

How can I deduct the amount?

Italian Agile Movement association will issue a receipt of donation valid for tax deduction of the sponsorship expense.

What if I would require an invoice?

Because of the value of the association, your contribution as a Sponsor is considered an economic contribution for the purpose of sharing and promoting the agile knowledge and culture in Italy, which corresponds to a return of investment to the Sponsor in terms of visibility. This reason made IAM prefer to issue a receipt of donation valid for tax deduction. If this solution may not suit your need, you could ask for an invoice as “advertising services”, which will require an extra cost equal to the 22% Italian VAT.

How will the money be used?

The organization of this kind of event has a lot of expense, below most significant: recordings of 4/5 video tracks, coffee breaks, participant insurance, room cleaning, leaflets and billboards, service fees for WebSite maintenance, etc. Last in presence event had cost around 20,000 Euros.

Could I know how the event ended with regard to economic aspects?

We track all expenses accurately and transparently; This year we will make a final report that will be published on the website <http://www.agileday.it>.

What is the difference between the two levels of sponsorship?

In the second level of sponsorship, defined as Main Sponsor, the company is also entitled to a reserved exhibition desk for company presentation, for its own initiatives and to do networking and hiring.

I am a Base Sponsor, when and where do I have to send the material to be distributed to the recording desk?

The material to be distributed at the registration desk, for base sponsorship, must reach the organization at least the day before the event. The address of the reception will be communicated at the end of the sponsorship agreement.

I am a Main Sponsor, how large is the reserved exhibition desk? How is it set up?

A table of about 2m x 1m (no preliminary set-up), a pair of chairs, wi-fi connection, and electrical connections are provided. Please remember the desk is available for Main Sponsors only on Saturday.

Can I add an additional stand (like surf stand)

Yes, only for Main Sponsors.

Is there a wall behind the desk to hang up promotional material?

No, the space behind the desk can not be used to expose promotional material.

Can I hire people to distribute flyers?

No, we want promotional material to be taken by participants only in self-service mode.

How can I communicate the names of people who will have access to the conference?

Sponsors will be able to email those names to sponsor@agilemovement.it.

I am a sponsor and have some reserved places for the conference for people of my company, only those people will be able to attend the conference?

No, other people from your company, as well as people with reserved seat, will be able to join the conference as standard participant, as long as the available seats are available.

I am a Main Sponsor, some company people will follow the desk all day long: Are these the people I have to communicate to IAM for the reserved seats?

No, if people at the desk do not attend the talk/workshop they are not taken into account for the reserved seats. Those places are reserved for people who intend to attend the conference as audiences.

As well as economically, how can I contribute to improving the conference?

Help us improve the visibility of our event. How? Visiting our social profiles, reacting to our posts with a like, or sharing our posts to your social network everywhere in the world. Ask your people to do the same! Here are our IAM social profiles:

- <https://www.linkedin.com/company/italian-agile-movement/>
- <https://twitter.com/agileday>
- <https://www.facebook.com/agileday>

FOR FURTHER INFORMATION

Visit the conference site: <http://www.agileday.it> or contact us at info@agileday.it

Brescia, Maggio 2022