

Sponsorship Opportunities

5th Annual Scrum Day Madison

Thursday, September 16, 2027 | Madison Marriott West, Middleton, WI

Connect with Scrum Masters, Product Owners, Agile leaders, and professionals passionate about continuous improvement. Our 2026 event welcomed more than 150 attendees.

SILVER

\$1,500

- Exhibitor booth
- 2 booth staff tickets
- Website and agenda logo
- Event signage
- Marketing toolkit
- Scrum Day app profile
- 1 sponsor spotlight
- Sponsor scavenger hunt

GOLD

\$2,500

- Preferred booth placement
- 4 booth staff tickets
- Prominent website logo
- Agenda and preferred signage
- Enhanced marketing
- App exhibitor profile
- 2 sponsor spotlights
- Scavenger hunt participation

PLATINUM

\$5,000

- Premium booth placement
- 4 booth staff + 5 guest tickets
- Premium website and signage
- Dedicated marketing campaign
- Video interview
- App exhibitor profile
- 3 sponsor spotlights
- Welcome remarks recognition

All packages include lunch for booth staff. App sponsor spotlights are scheduled before or during the event at the organizer's discretion.

More Visibility. Better Connections.

Put your organization in front of an engaged community and build meaningful relationships before, during, and after Scrum Day Madison.

SILVER | \$1,500

Exhibitor booth; 2 staff tickets including lunch; logo on the sponsor webpage and attendee agenda; event signage; marketing toolkit (article, banner, email, and social); exhibitor profile in the Scrum Day app; one sponsored spotlight; participation in the sponsor scavenger hunt.

GOLD | \$2,500

Preferred booth placement; 4 staff tickets including lunch; prominent sponsor webpage logo; agenda logo and preferred event signage; enhanced marketing; app exhibitor profile; two sponsored spotlights; participation in the scavenger hunt.

PLATINUM | \$5,000

Premium booth placement; 4 staff tickets including lunch plus 5 guest tickets; premium website, agenda, and signage placement; dedicated email, article, and social promotion; video interview; app exhibitor profile; three sponsored spotlights; scavenger hunt participation; welcome remarks recognition.

SPONSORED APP SPOTLIGHTS

Announcements are scheduled by the event organizer to protect the attendee experience. Timing and wording are subject to approval.

BECOME A SPONSOR

www.scrumday.org/sponsors

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