

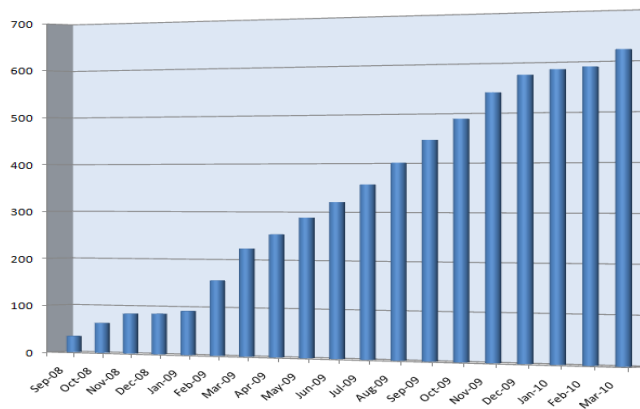


Sponsorship Program

About APLN Houston

The Agile Project Leadership Network of Houston promotes the growth of agile practices, shares real world experiences with agility, and provides a networking forum for like-minded professionals. We are a Texas nonprofit corporation in our second year of operation and are the number one resource for Agile Project Leaders in Houston. We have consistently grown our membership and continue to expand our reach throughout the Houston area.

Membership Growth Chart



Why Sponsor APLN Houston?

APLN Houston attracts executives, all levels of management, and individual contributors across multiple industries giving you the opportunity to connect directly to decision makers and influencers. **APLN Houston** does not collect membership dues or chapter meeting attendance fees. Your sponsorship will directly help defray our operating expenses to enable us to continue offering our basic services at no charge to our members.

Feedback from our Members

*What do you like the most about **APLN Houston** Meetings?*

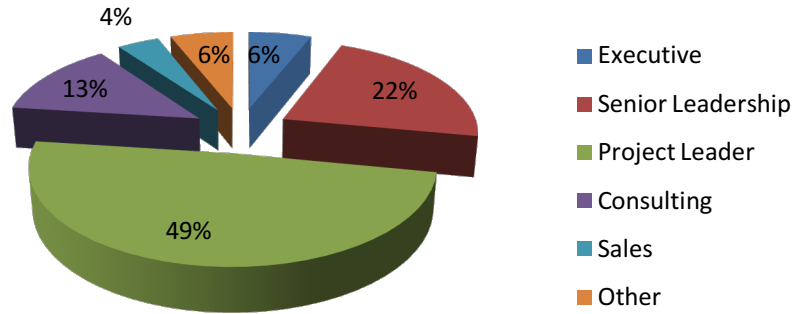
- *Collaboration, networking, always learn something new, timeliness, good speakers and topics, quality of membership, sharing information techniques and ideas, agile focus and pragmatic approaches, discussion from non-technical perspective, organized!*

*How would you rate the quality and usefulness **APLN Houston** Meetings?*

Excellent	Good	Average	Fair	Poor
67%	24%	8%	1%	0%



Member Demographics



Executive	CxO's, Company Board Members, Owner/Founders, Partner, President
Senior Leadership	VP's, Directors, Senior Managers
Project Leader	Project Managers, Scrum Masters, Scrum Coaches, Product Owners, Business Analysts, Developers, Architects, Testers
Consulting	Consultants, Senior Consultants
Sales	Sales (Executive, Business Development, VP)
Other	Recruiting, HR, Student, Between Jobs, Trainer, Non-categorized

Brand Association

Associate your brand and your business with **APLN Houston** to signal that your organization recognizes the value of the agile movement. If you value better leadership and management to more effectively achieve business results within your organization, then you value the mission of **APLN Houston**. Sponsoring **APLN Houston** also establishes your company image in the Houston area as an agile friendly company and a great place to work. Show that you are prepared to lead and support the development of great leaders and managers in your industry.

Networking

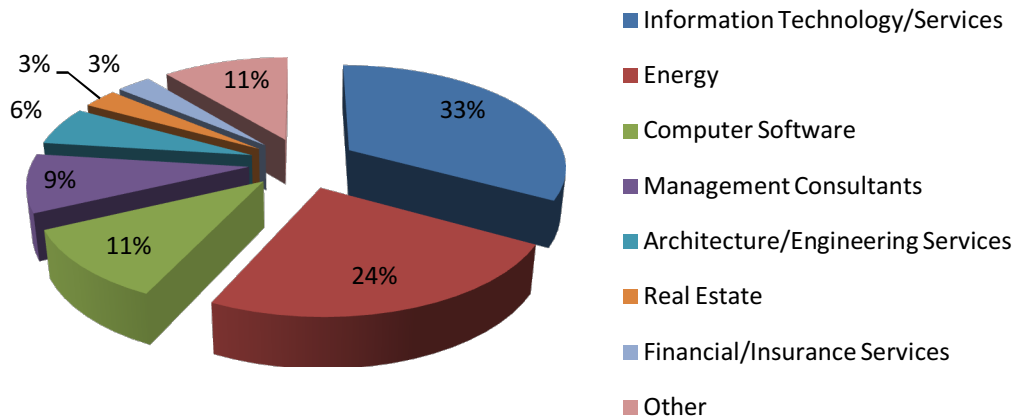
With more than 600 members, **APLN Houston** offers a unique opportunity to connect with agile enthusiasts and practitioners in the greater Houston area. Event attendees are people who take a personal interest in developing their careers and who believe in delivering results. Whether you are a hiring organization or a staffing firm, the sponsorship fee practically pays for itself if you close one hire directly from our audience or from their immediate professional networks.



Marketing

Promote your product and service offerings to decision makers and influencers of small, medium, and large organizations throughout the Houston area. This is your chance put your brand in front of Houston’s leading agile practitioners. Don’t miss out!

Company Demographics



Many of the companies represented by our members

Information Technology/Services	Apex Systems, Disys, HP, Infosys, Object Information Services, OneSoure, TekSystems, SAIC, SCI
Energy	Baker Hughes, Chevron, ConocoPhillips, Halliburton, Mustang Engineering, National Oilwell Varco, Petris, Schlumberger, Shell
Computer Software	BMC, Microsoft, NetIQ, Digital Information Systems, Alert Logic, ANB Systems, BizSpeed, Triple Point Technology
Management Consultants	Business Management Consultants, Deloitte, Interpersonal Labs
Architecture/Engineering Services	Leo A Daly, Halcrow Inc., Lloyd's Register Capstone
Real Estate	Champions Real Estate Group, RealEC Technologies, Stewart Title
Financial/Insurance Services	JP Morgan Chase, Energy Ventures, VALIC
Other	Sysco, Hewitt, Waste Management, Cardinal Health

National Affiliation

APLN Houston is a duly authorized chapter in good standing of Agile Project Leadership Network, Inc. a nonprofit public benefit 501(c)(6) corporation organized in The Commonwealth of Massachusetts. For more information about APLN please visit www.APLN.org.



Sponsorship Options

Gold, Silver, and Bronze package sponsorships offer increasing levels of promotional benefits as described here for a period of one year.

	Event Sponsor*	Bronze Sponsor \$500	Silver Sponsor \$1,000	Gold Sponsor \$2,000
Corporate logo displayed on APLN Houston promotional materials; such as website, event announcements, monthly newsletters, member emailings	✓	✓	✓	✓
Recognized at all event introductions (i.e. “Thanks to our sponsors...”); as well as, in ALL APLN Houston promotional materials (i.e. website, newsletter, meeting announcements, member emailings)	✓	✓	✓	✓
Opportunity to place company literature at ALL APLN Houston events			✓	✓
Company description and logo featured on our website with referring link to the sponsor's website.			✓	✓
1/2 column (approximately 250 words) feature story in the APLN Houston newsletter twice per year.			✓	
2 minutes to talk about your organization at one(1) mutually agreeable meeting			✓	
Full column (approximately 500 words) feature story in the APLN Houston newsletter twice per year.				✓
2 minutes to talk about your organization at two(2) mutually agreeable meetings				✓

*Event Sponsorship

Other sponsorship is available for companies who wish to sponsor on a per event basis. These opportunities include, but are not limited to the following:

- Food and refreshments for our pre-meeting networking sessions (~\$200)
- Door prizes (~\$50-\$75)
- Speaker travel expenses (~\$200-\$400)
- Training materials, workbooks, handouts (~\$200-\$300)
- Name badges co-branded with your logo and ours (~\$100)

Companies who provide **Event Sponsorship** receive the benefits indicated above for the **sponsored event only**.



Yes I Want to Sponsor APLN Houston!

Sponsorship Packages Please Select One		
◆ Gold Sponsorship \$2,000	◆ Silver Sponsorship \$1,000	◆ Bronze Sponsorship \$500

- Bronze sponsors please provide image of corporate logo.
- Gold & Silver sponsors please provide image of corporate log, website URL, and company description.

Want to Sponsor a Specific APLN Houston Event? Please Indicate Your Preferences	
Type of Event	◆ Chapter Meeting ◆ APLN To Go Meeting ◆ Training Workshop
Target Month	
Sponsorship	◆ Food and Refreshments ◆ Speaker Expenses ◆ Door Prize ◆ Other: (Please Specify) _____

Company Name:	
Street Address:	
City, State, Zip:	
Contact Person:	
Telephone:	
Email:	

Payment Payable to APLN Houston, Inc.

**Remit to: APLN Houston, Inc.
1102 Peddie Street
Houston, Texas, 77009**

For more information please contact any of our board members at bod@APLNHouston.org