

PROMOTING WORLD-CLASS SOFTWARE DEVELOPMENT IN THE **TORONTO** AREA

TORONTO

SOFTWARE PROCESS IMPROVEMENT NETWORK

Toronto SPIN Sponsorship Program

September 2009

Contents

- Introduction & Background
 - Overview of Toronto SPIN
 - TSPIN Accomplishments
 - Sponsorship Program History
 - Sponsorship Support Requirements

- Sponsorship Levels

- Sponsorship Benefits

- Becoming a Sponsor

We are a Toronto-based non-profit organization with the mandate to foster knowledge sharing in the community through presentations and networking

- Goal of SPIN's (from www.sei.cmu.edu/go/spins)
 - Improving the state of software and systems engineering
 - A practical forum for the interchange of ideas, information and mutual support

- Toronto SPIN Vision
 - Promoting World-Class Software development in the Toronto area.

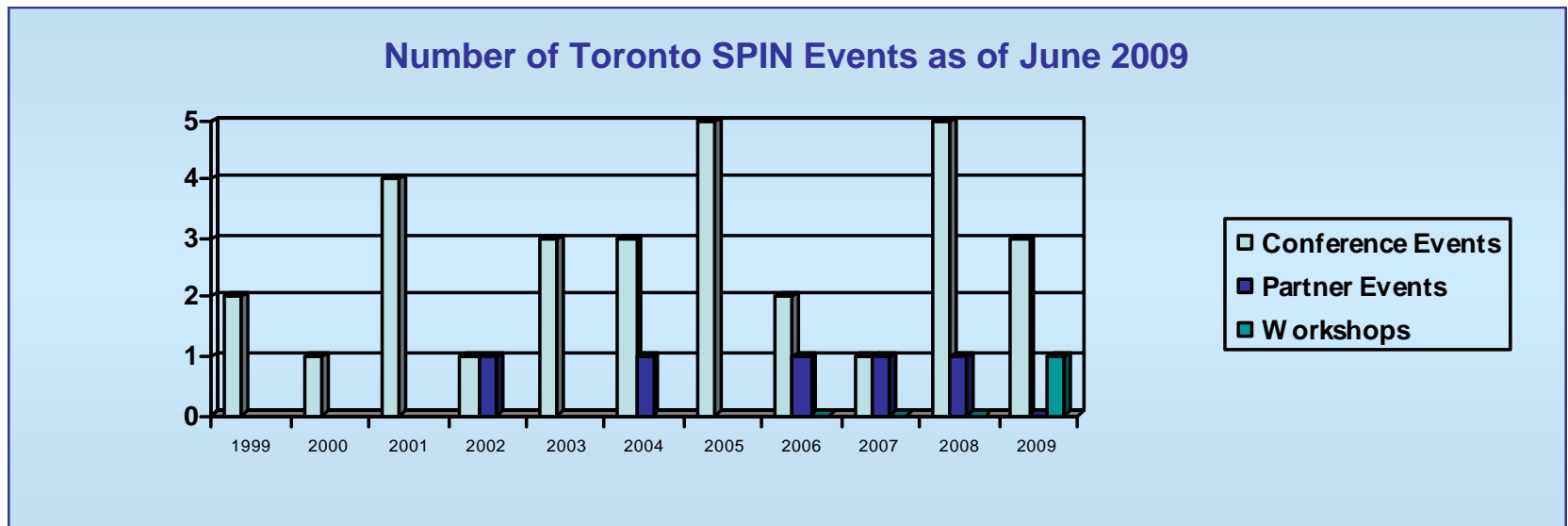
- Toronto SPIN Mission
 - The Toronto SPIN is a forum for the open exchange of software process improvement expertise, experience and ideas.

- Toronto SPIN Objectives
 - The objective of the Toronto SPIN is to promote process improvement, higher process maturity and high quality software-based products in the Toronto area, through an active program in partnership with other groups and associations.

- Toronto SPIN Business Objectives
 - TSPIN shall fulfill the vision, mission and objectives stated in the constitution by:
 - Organizing a minimum of three TSPIN events per year
 - Organizing one networking event per year
 - Organizing at least one event in partnership with “like minded association” or sponsor per year
 - Keeping an up-to-date membership register
 - Regularly communicating with members (at a minimum in connection with TSPIN events)
 - Ensuring that TSPIN sponsors are visible at TSPIN events
 - Ensuring regular contact with sponsors

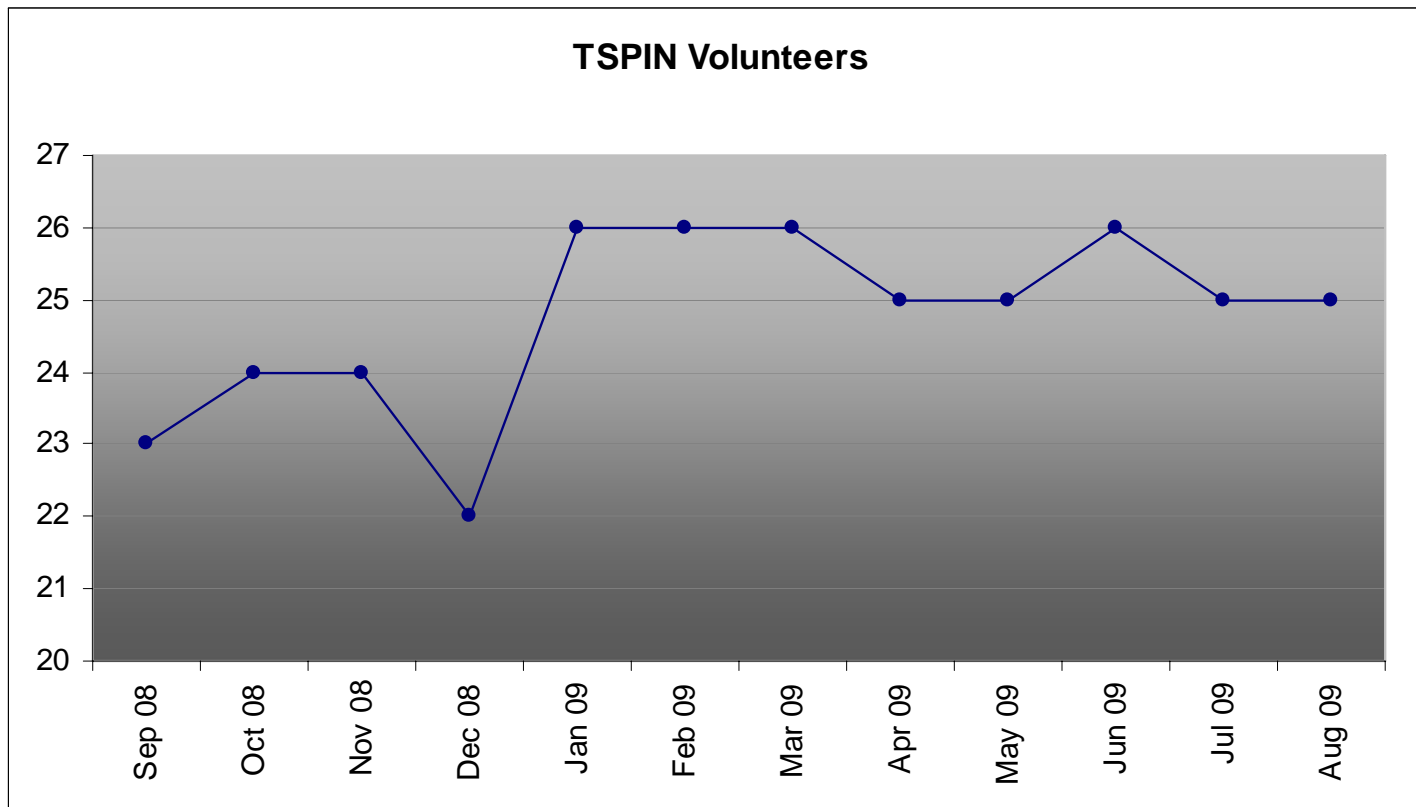
We are hosting more events than ever before and actively introducing new benefits and programs for the members in our community

- Breaking past records of total events held each year since 2008!
 - In 2008, we hosted a total of 6 events (5 by TSPIN and one, a collaborative effort with ASQ, CIPS and TASSQ)
 - Halfway through 2009, we have already hosted 4 events and plan to break all past records by the end of the year!
- Introducing NEW programs for our community
 - Monthly TSPIN Newsletter
 - Annual Networking Event
 - TSPIN Workshops
 - TSPIN Logo-ware



Recognizing that it is the energy and drive of our volunteers that make it all happen, we have begun to introduce programs to recognize and support them

- Volunteers make it all happen – recognizing their contributions!
 - Formalizing Volunteer Management
 - TSPIN Summer BBQ
 - TSPIN Trophy Awards



History shows that sponsorship support for TSPIN is a key contributor in the ability of the organization to attract members, volunteers and more sponsors

- From 1998 to 2001...
 - In the early years of Toronto SPIN, sponsorship provided the sole source of funding for events
 - Sponsors provided funds for venues, refreshments and giveaways
 - Events could only be held when sponsorship funding was available, as attendees were not charged any fees for attendance
 - There was no source of funding for fixed costs or potential cost over-runs for a event – led to Steering Committee members personally carrying TSPIN debt for long periods of time
- From 2002 to 2005...
 - In spite of efforts, sponsorship funding did not seem to be available and volunteers spent all their time worrying about money rather than on organizing high quality events
 - To bring control back into the hands of the volunteers, the TSPIN constitution was changed to start charging attendees a nominal fee for events so that refreshment costs could be recovered
 - This model led to great success breaking the record of maximum number of events in a year in 2005
 - As TSPIN became more active, potential sponsors came forward to express interest
 - The Steering Committee still consisted of a maximum of 12 volunteers, many of whom were not extremely active – this led to burnout on the Steering Committee as a few people tried to do too much
 - We were not able to leverage the interest from potential sponsors due to insufficient volunteer resources
- From 2006 to 2007 - A new re-birth...
 - 2006 was a year of burnout on the volunteer team resulting in the slowdown of visible activity in 2007
 - 2007 was a year of re-organization and volunteer recruitment – a new model was created in which many new volunteers could contribute in special Sub-Committees
 - We more than doubled the active volunteer base
 - We developed a solid program for 2008 and established the foundation to increase our activity level in coming years
 - We published a solid sponsorship program and attracted multiple active sponsors and a pipeline of potential sponsors
- From 2008 to 2009 – The fruits of our labour...
 - 2008 was a blockbuster year – more programs, more volunteers, more energy and excitement
 - 2009 has taken off to a great start - But we need to sustain this into the coming years
- Looking forward – continuing to attract sponsors...
 - Having active sponsors enables the volunteer team to bring value to the community; they lend credibility to the organization and attract members, volunteers and more sponsors
 - Sustaining the programs we have developed and continuing to build more energy requires sustained support from sponsorship funding

There are expenses that Toronto SPIN incurs today, or would like to incur, for which sponsorship and funds are a critical requirement

- **Fixed Operational Expenses**
 - We incur fixed administrative expenses (e.g. ISP supplier for website; mailbox; etc.)
- **Volunteer Recognition**
 - We have introduced a number of programs to recognize our volunteers – funds are required to sustain these programs
- **Speaker Recognition/Expenses**
 - We are not currently able to provide a small gift/ token of appreciation to our speakers – which we used to do historically; we would like to reinstate some form of speaker recognition → we have now purchased TSPIN Logo-ware to ...
 - Bringing qualified speakers from outside the Toronto area injects expertise and knowledge into our community – but many speakers require that their travel and living expenses be reimbursed. We would like to organize events and be able to provide travel & living expenses for superior speakers
- **Venues**
 - Over the years, we have continued to operate due to the generosity of companies that have provided free meeting rooms for TSPIN events
 - Our members would like to see events in all parts of the Greater Toronto Area, especially downtown, where free meeting rooms are scarce.
 - We struggle to find venues for events – available funds would enable us to rent locations
- **Food & Refreshments**
 - At our events, we need to provide food and drinks – funds are required for this
 - Alternatively, a sponsor (e.g. from the food industry) could provide the goods and service (food) for one or many TSPIN events
- **Door Prizes**
 - We have relied on the generosity of individuals and organizations for door prizes; Door prizes add positive and fun energy to the events
 - We have had to be very cautious with giving out door prizes as we do not have funds to purchase them as needed
 - We would like to be able to order Toronto SPIN logo-ware to use as door prizes in addition to what individuals and organizations can donate

There are 5 distinct sponsorship levels available, with the diamond level being awarded based on an annual bidding process

- A sponsor is an organization or individual that donates either a financial contribution or service of an ongoing value
- There are 5 sponsorship levels

Level	Diamond	Platinum	Gold	Silver	Bronze
Amount	Highest Bid + GST	\$3000 CAD + GST	\$2000 CAD + GST	\$1000 CAD + GST	\$500 CAD + GST

Sponsorship Rules:

- Each level is for a 12 month sponsorship period
- With the exception of the Diamond level, there can be many sponsors within each level

Diamond Level Bidding process Rules:

- When the sponsor position is available (either because there are no sponsors, or because a current sponsors' sponsorship period is about to expire), TSPIN will send a 'Call for Bids for Diamond Sponsorship'
- The starting bid will be set to \$3500 CAD + GST.
- An organization or individual can submit a higher bid to the Sponsorship Sub-Committee while the bidding period is open.
- All organizations or individuals that have submitted a bid will be informed, via email, of the highest bid that has been submitted to allow them the opportunity to beat it during the bidding period.
- Bidding will close by 5:00 pm EST on the last day of the bidding period. All bidders will be informed of whether they were outbid or not, 2 business days after the bidding period closes.
- If there are no competitive bids, 'Diamond' sponsorship status will be awarded for \$3500 to the sole bidder.
- The winning bidder will be awarded exclusive 'Diamond' Sponsor status for a period of 12 months.
- Prior to the expiration of the 12 month period, a public bidding process will be initiated to provide other individuals and organizations a fair opportunity to bid for the 'Diamond' Sponsor status for the following period.

Each sponsorship level has pre-defined benefits associated with it

Sponsorship Benefit	Diamond (Highest Bid)	Platinum (\$3000)	Gold (\$2000)	Silver (\$1000)	Bronze (\$500)	Venue	Food	Prize
Event Posters	Mention (text or logo)							
Sponsor Space at Events	Ensure space available to display sponsor literature (must be satisfactory to the Steering Committee)							
Free Newsletter Advertisement or, Announcement (size: ¼ page in monthly newsletter)	4	3	2	1				
Sponsor Information Package	Notification of upcoming events, results of recent events, locations and topics, Steering Committee Meeting Minutes							
Free Complementary seats per event	3	2	1	1	1			
Networking Event	4 free passes per event; logo on Invitation; verbal acknowledgement at event		3 free passes per event; logo on program	2 free passes per event; logo on program				
Sponsor Logo and Website Link	Toronto SPIN Front page and Sponsor page	Toronto SPIN Sponsor Page (sponsor logos organized by sponsorship level; size of logo reflective of sponsorship level)						
Event Agenda	Mention (text or logo)							
Newsletter	Logo on Front and Last page of newsletter	Logo on Last page of newsletter						
Welcome and Thank You Letter	All sponsors receive a formal 'Welcome' and 'Thank You' letter							

Becoming a Toronto SPIN Sponsor

1. Complete the [Sponsorship Agreement Form](#) and email the application to sponsorship@torontospin.com.
2. Once received, you will receive an email with an invoice and further details on payment options and other required information, including a request for your organization's logo for posting on the Toronto SPIN website. See the chart below for further details on sponsorship fees and benefits. Please note all fees are in Canadian dollars and do not include GST.
3. Send payment to:

Toronto SPIN
2851 John Street
PO Box 42073
Markham, Ontario L3R 5R7
4. Once your fees are received, your organization's logo and description will be posted on the [Sponsors Page](#) of the Toronto SPIN website.
5. The sponsorship fee is due on an annual fee basis. You will be notified of your renewal date once your application has been approved and the fees have been paid.

We look forward to receiving your application. If you have any other questions please email sponsorship@torontospin.com.