



ATLASSIAN
team '23

Sponsorship opportunities

IN-PERSON EXPERIENCE

April 18–20, 2023

The Venetian Resort and Sands Expo Hall
in Las Vegas, NV

DIGITAL EXPERIENCE

April 18–20, 2023

Online via the Atlassian digital experience platform

▲ ATlassian
team'23

What is Team '23

Team is the ultimate gathering place and flagship event for Atlassian, our customers, and partners. It is an enterprise-centric, multi-channel experience, with the vision to establish Atlassian as the #1 teamwork software company in the world.

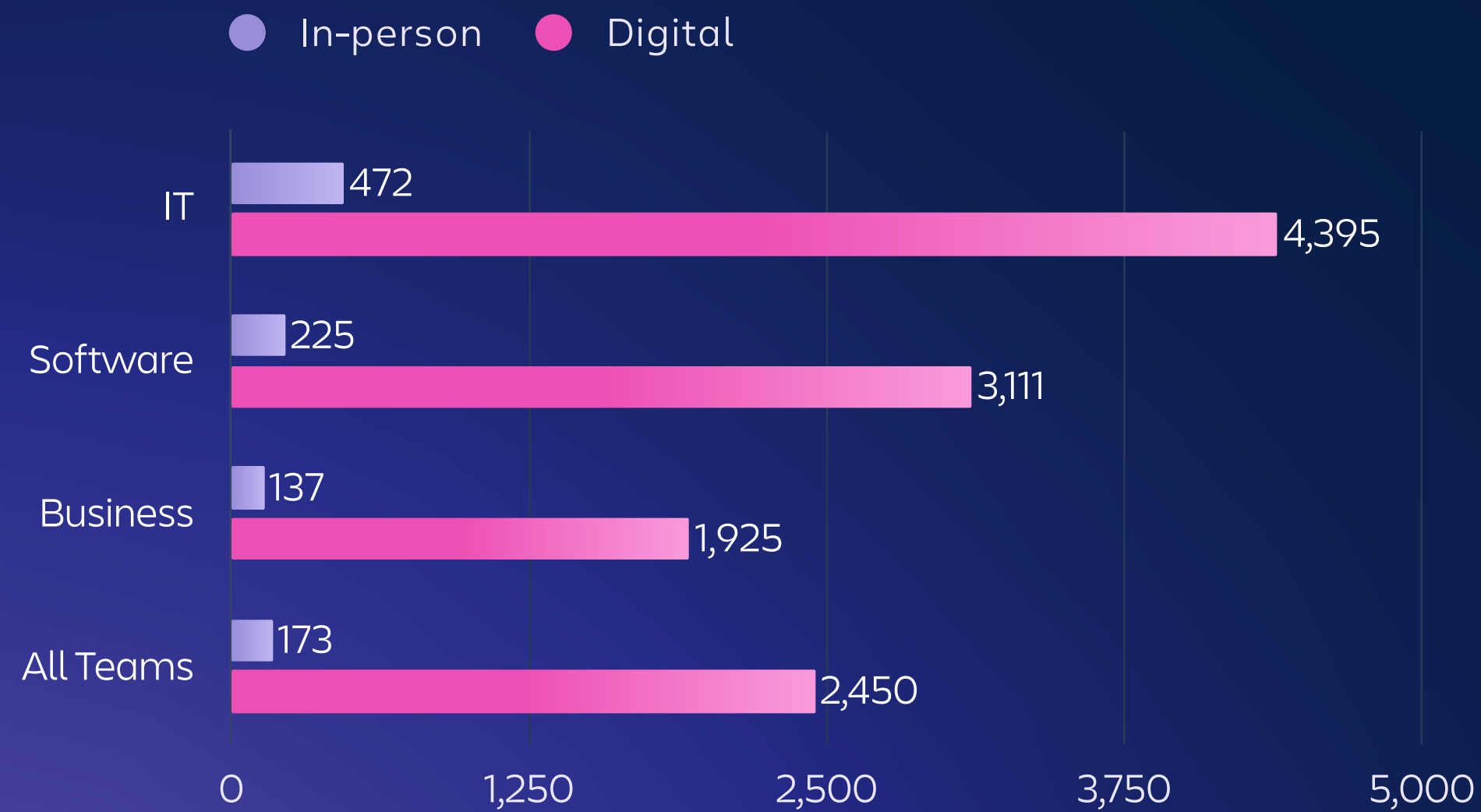
By executing Team '23 via a *unified experience*, with both in-person and digital components, it enables us to amplify our corporate vision by **infusing thought leadership and industry insights into product-specific content**. This will result in more enterprise engagement and an optimized experience for our global Champions to engage with all our products and brand combined at one event.



Demographics

Team '22 saw **190 countries** represented from registrants, a 12%+ increase in global reach YoY, with at least one registrant from over 95% of the countries in the world.

Team '22 Attendee by team type



46,000+

Expected overall registrations for Team '23

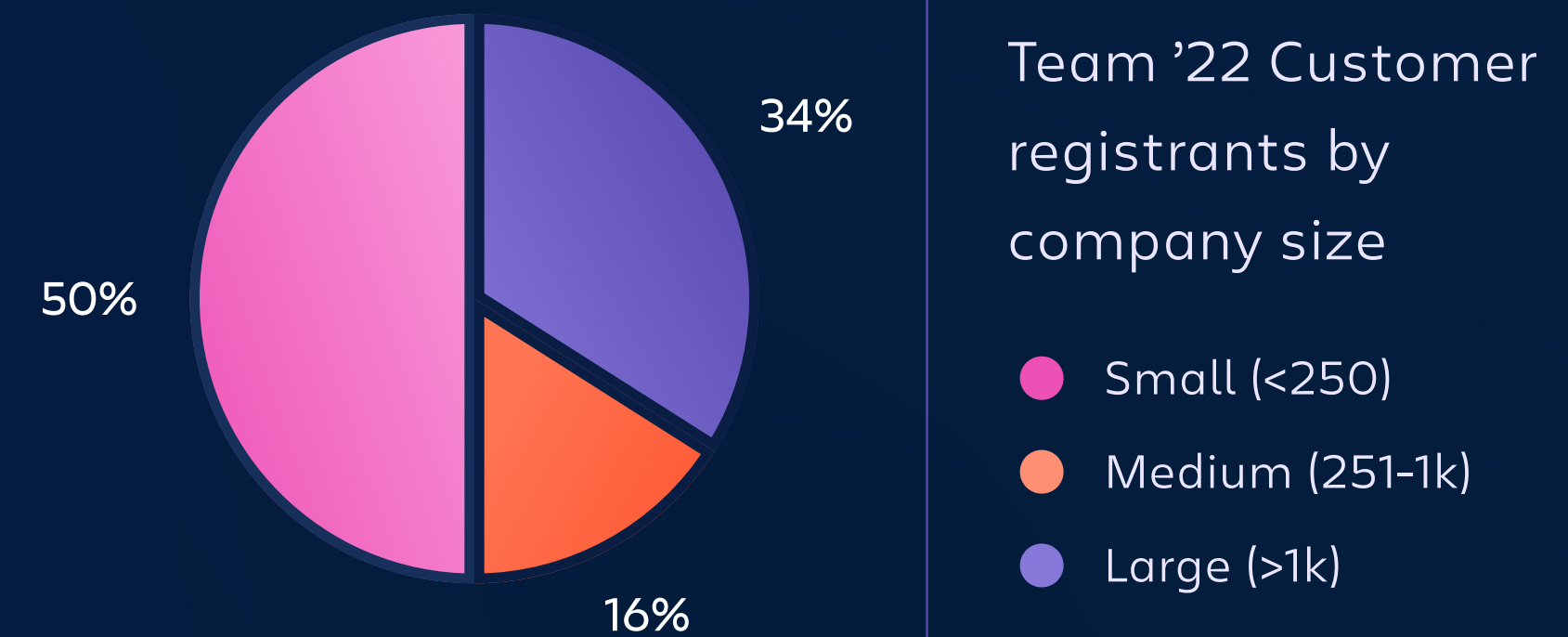
IN-PERSON EXPERIENCE

4,000
registrations expected

DIGITAL EXPERIENCE

42,000
registrations expected

Team '22 total registrations – 26,000



▲ ATASSIAN
team'23

Sponsorship packages

A unified event gives us the opportunity to influence the pipeline by producing funnel-building experiences through in-person engagements and leveraging digital delivery to expand to a broader, global audience. This includes benefits for both in person and digital in our sponsor packages.

Sponsorship opportunities are subject to change.





Platinum sponsorship

Quantity: 6 | \$100,000

Event experience

EXPO

- 20x20 Turnkey booth - *Wi-fi, electrical, up to 4 monitors included*
- Priority placement
- Branded booth signage
- 4 Lead retrieval devices
- Sponsor lounge access
- Meeting room on Expo floor

DIGITAL EVENT

- On-demand breakout session **content approval required*
- 10-minute digital demo session
- 20-second pre-recorded interstitial video **content approval required*
- Dedicated sponsor details in platform
- Meeting scheduler
- Recognition as a sponsor in social media promotion

Sponsor experience

EVENT ACCESS

- 8 Full conference passes
- 10 Custom 15% discount registration codes for customers

EVENT EXPERIENCE

- Content theater presentation
- Sponsor raffle participation
- Reserved seating in keynote (up to 10 seats)
- Option to reserve up to 8 hotel rooms in hotel room block for the official conference nights



Platinum sponsorship

Quantity: 6 | \$100,000

Promotion

PRE-EVENT MARKETING

- List of opt-in attendees (company and title only) *30 days and 10 days prior*
- Logo included in an "all attendee" email
- Logo, link, and company description on website – *150 words*
- Logo and link on mobile assistant
- Company mention in Community post
- Pre- or post-event dedicated sponsor email sent to attendees
- Mention in Atlassian social media posts prior to conference

ON-SITE MARKETING

- Mobile assistant listing
- Digital notification
- Logo scrolling in keynote room between sessions
- 20-second video loop on screens in breakout sessions

POST-EVENT MARKETING

- Logo and link on post-event thank-you email to all attendees
- Post-event data analytics



Gold sponsorship

Quantity: 17 | \$55,000

Event experience

EXPO

- 10x20 Turnkey booth - *Wi-fi, electrical, up to 2 monitors included*
- Branded booth signage
- 3 Lead retrieval devices
- Sponsor lounge access

DIGITAL EVENT

- On-demand breakout session **opportunity to purchase*
- 20-second pre-recorded interstitial video **opportunity to purchase*
- Pop-up sponsor details in platform
- Recognition as a sponsor in social media promotion

Sponsor experience

EVENT ACCESS

- 8 Full conference passes
- 10 Custom 10% discount registration codes for customers

EVENT EXPERIENCE

- Content theater presentation **opportunity to purchase*
- Sponsor raffle participation
- Reserved seating in keynote (up to 10 seats)
- Option to reserve up to 8 hotel rooms in hotel room block for the official conference nights



Gold sponsorship

Quantity: 17 | \$55,000

Promotion

PRE-EVENT MARKETING

- List of opt-in attendees (company and title only) - *30 days prior*
- Logo included in an "all attendee" email
- Logo, link, and company description on website – *100 words*
- Logo and link on mobile assistant
- Mention in Atlassian social media posts prior to conference

ON-SITE MARKETING

- Mobile assistant listing
- Included in social media promotion
- Logo scrolling in keynote room between sessions
- 20-second video loop on screens in breakout sessions

POST-EVENT MARKETING

- Logo and link on post-event thank-you email to all attendees
- Post-event data analytics



Silver sponsorship

Quantity: 22 | \$35,000

Event experience

EXPO

- 10x10 Turnkey booth - *Wi-fi, electrical, 1 monitor included*
- Branded booth signage
- 2 Lead retrieval devices
- Sponsor lounge access

DIGITAL EVENT

- 20-second pre-recorded interstitial video **opportunity to purchase / content approval required*
- Pop-up sponsor details in platform
- Recognition as a sponsor in social media promotion

Sponsor experience

EVENT ACCESS

- 5 Full conference passes
- 10 Custom 5% discount registration codes for customers

EVENT EXPERIENCE

- Sponsor raffle participation



Silver sponsorship

Quantity: 22 | \$35,000

Promotion

PRE-EVENT MARKETING

- Logo included in an "all attendee" email
- Logo, link, and company description on website – *50 words*
- Logo and link on mobile assistant
- Mention in Atlassian social media posts prior to conference

ON-SITE MARKETING

- Mobile assistant listing
- Logo scrolling in keynote room between sessions

POST-EVENT MARKETING

- Logo and link on post-event thank-you email to all attendees
- Post-event data analytics

Bronze sponsorship

Quantity: 45 | \$20,000

Event experience

EXPO

- Kiosk turnkey booth - *Wi-fi, electrical, 1 monitor included*
- Branded booth signage
- 1 Lead retrieval device
- Sponsor lounge access

DIGITAL EVENT

- 20-second pre-recorded interstitial video **opportunity to purchase / content approval required*
- Pop-up sponsor details in platform
- Recognition as a sponsor in social media promotion

Sponsor experience

EVENT ACCESS

- 3 Full conference passes

EVENT EXPERIENCE

- Sponsor raffle participation



Bronze sponsorship

Quantity: 45 | \$20,000

Promotion

PRE-EVENT MARKETING

- Logo and link on mobile assistant
- Mention in Atlassian social media posts prior to conference

ON-SITE MARKETING

- Mobile assistant listing
- Logo scrolling in keynote room between sessions

POST-EVENT MARKETING

- Logo and link on post-event thank-you email to all attendees
- Post-event data analytics

Digital only sponsorship

Quantity: 10 | \$2,500

Event experience

DIGITAL EVENT

- 20-second pre-recorded interstitial video **opportunity to purchase / content approval required*
- Pop-up sponsor details in platform
- Recognition as a sponsor in social media promotion

Promotion

POST-EVENT MARKETING

- Post-event data analytics

▲ ATlassian
team'23

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Price	\$100,000	\$55,000	\$35,000	\$20,000
Quantity	6	17	22	45
PRE-EVENT MARKETING				
List of opt-in attendees – company and title only	30 & 10 days prior	30 days prior	⊘	⊘
Logo included in an "all attendee" email	✓	✓	✓	⊘
Logo, link, and company description on website	150 words	100 words	50 words	Logo and link only
Logo and link on mobile assistant	✓	✓	✓	✓
Company mention in Community post	✓	⊘	⊘	⊘
Pre- or post-event dedicated sponsor email sent to attendees	✓	⊘	⊘	⊘
Mention in Atlassian social media posts prior to conference	✓	✓	✓	⊘

▲ ATASSIAN
team'23

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Price	\$100,000	\$55,000	\$35,000	\$20,000
Quantity	6	17	22	45
ON-SITE MARKETING				
Mobile assistant listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Digital notification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Included in social media promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo scrolling in keynote room between sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20-second video loop on screens in breakout sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POST-EVENT MARKETING				
Logo and link on post-event thank-you email to all attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post-event data analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

▲ ATASSIAN
team'23

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Price	\$100,000	\$55,000	\$35,000	\$20,000
Quantity	6	17	22	45
EXPO				
Turnkey booth with wifi and electrical	20x20	10x20	10x10	Kiosk
Priority placement	✓	⊘	⊘	⊘
Monitor(s)	4	2	1	1
Branded booth signage	✓	✓	✓	✓
Lead retrieval device(s)	4	3	2	1
Sponsor lounge access	✓	✓	✓	✓
Meeting room on expo floor	✓	⊘	⊘	⊘

▲ ATASSIAN
team'23

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Price	\$100,000	\$55,000	\$35,000	\$20,000
Quantity	6	17	22	45
EXPO MARKETING				
Full conference passes	8	8	5	3
Custom registration code for customer discount (10 max)	15%	10%	5%	⊘
CONFERENCE EXPERIENCE				
Content theater presentation	1	Opportunity to purchase	⊘	⊘
Sponsor raffle participation	✓	✓	✓	✓
Reserved seating in keynote (10 chairs)	✓	⊘	⊘	⊘
Hotel room block for the official conference nights (reserved only)	✓	⊘	⊘	⊘

▲ ATASSIAN
team'23

LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Price	\$100,000	\$55,000	\$35,000	\$20,000
Quantity	6	17	22	45
DIGITAL EXPERIENCE				
On-demand breakout session *content approval required	<input checked="" type="checkbox"/>	Opportunity to purchase	<input type="checkbox"/>	<input type="checkbox"/>
10-minute digital demo session	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20-second pre-recorded interstitial video *content approval required	<input checked="" type="checkbox"/>	Opportunity to purchase	Opportunity to purchase	Opportunity to purchase
Sponsor details page in platform	Dedicated page	Pop-up	Pop-up	Pop-up
Meeting scheduler	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition as a sponsor in social media promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Interested in a digital only option instead? [Click here to view our Digital only sponsorship](#)*

**This cannot be purchased with another package*

▲ ATASSIAN

team'23

AMO release

Coming soon

We will have an additional sales launch that will include additional content, lead generation, and brand awareness opportunities. The sponsorship team will reach out to you once these options are available.

