

SPONSORSHIP

Package Proposal



ORGANISED BY

Agile Lean Europe Collective &
Magyar Agilis Szakmai Közösség

[AGILELEAN.EU](https://agilelean.eu)

IN A GLIMPSE



WHAT?

- ALE24 stands for Agile Lean Europe 2024.
- ALE is an Unconference, that means it does not have (or has very limited) predefined program with invited speakers. Program is created on the fly in the morning of conference days and all participants can be speakers!
- ALE is Europe's largest network for collaboration of Agile & Lean thinkers

WHERE?

- ALE comes to Hungary
- The event location is the A38 Ship with its unique location on the Danube in Budapest

WHEN?

- August 27- 30, 2024

WHAT IS ALE



BEST OF ITS KIND



TRADITION

ALE has been organised annually since 2011. Not even the pandemic could stop the dedicated agile folks to organise and attend it.



INDEPENDENT

ALE as a brand is owned by the agile community. It is not the property of any formal legal or financial entity.



AMONG THE BIG ONES

ALE attracts over 250 agilists from around Europe and from overseas every year. This makes ALE one of the largest agile events on the continent.

LIVING COMMUNITY

The Agile Lean Europe (ALE) network is an open and evolving network of people (not businesses), with links to local communities and institutes. To this date the community has 6,263 members.

ALE is organised around enthusiastic people with diverse perspectives across borders. This diversity allows stunning results to emerge during the event.

Between 28th and 30th August in 2024 a team of Hungarian agilists brings ALE to Budapest for the first time.

Each year cities across Europe compete to host ALE just like for the Olympic Games. This time Budapest won!



HOW DOES IT HAPPEN

ALE has been different from a regular conference since its conception. The first ALE in Berlin 2011 used the unconference format which proved to be very successful and has not been changed since then.



OPEN SPACE TECHNOLOGY

Open Space Technology makes it possible to include everybody in constructing the agenda of the day. This ensures that the agenda contains items that are important to the attendees. Having co-created the schedule of the day and being free to follow their curiosity and passion, people will take action to create the best experience for themselves.



TONS OF EVENTS

Beside the daily conference program numerous networking activities are essential parts of ALE. Among the most popular events is the "Dinner with strangers" that serves to enrich the spirit of ALE via forming new connections year after year.



FAMILIES

Families are also welcome. We provide facilities like day care and a complete program with attractive events around the city for spouses and kids.

YOUR BENEFITS

- Make your brand visible to a Europe-wide community of agilists, coaches, trainers, practitioners.
- Show how much you care about finding better ways of building services and products, better ways of working together.
- Put your name on a map of companies that promote agile lean ways of working.
- Connect to top professionals both from Hungary and abroad and find new ways to collaborate on your most important topics.
- Support one of the kindest conferences that cares for individuals, communities and planet earth.



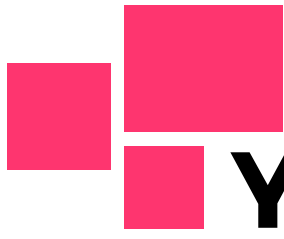
600+ members



6200+ members



860+ members



YOUR STAKE IN ALE

We offer 4 different sized sponsorship packages to fit your needs and generosity? If, however, you prefer custom tailored sponsorship agreement in ALE 24 that is also possible. Your ideas are welcome (e.g. exclusive sponsor of the Workshop day, video message to attendees, ...)

				
Price	€ 2500	€ 1500	€ 1000	€ 500
Your company logo on the lanyards/armband				
Your company logo on the ALE 24 T-shirt				
Your 1 roll up in the main conference room				
Social media mentions				
Your company logo in the ALE 24 Newsletters				
Your company logo on the ALE 24 Website				
Extras	3 tickets*	2 tickets*	1 ticket*	

*Regular ticket price is 360EUR

ALE HISTORY

Year after year an amazingly diverse crowd of hundreds of attendees participate in ALE. They are change makers, lean thinkers, agile practitioners, collaboration experts, consultants or folks who are interested in agility. Last year we gathered in Vilnius, Lithuania, shared, learned and networked for 4 days.



ALE 2012
BARCELONA

ALE 2011
BERLIN

ALE 2013
BUCHAREST

ALE 2014
20-22 August
Kraków ^{Poland}

ALE '24
BUDAPEST

ALE '23
VILNIUS

ALE 2015
Sofia ^{Bulgaria}

ALE 2022
Toulouse

ALE 2016 Paris

ALE 2017
Prague

Be now!
ALE 2020
RIGA

ALE 2018
Zürich ^{Switzerland}

ALE 2019
PORTO

WHO WE ARE

The Agile Lean Europe Unconference is organised and run by the community,
Every year a new team of volunteers form the ALE organising committee.
This year the Agile Lean Europe Collective and a Hungarian non profit association, MASZK (Magyar Agilis Szakmai Közösség) organise ALE Unconference 2024 Budapest.



ZOLTÁN DÓSA

Agile Coach

CSABA SCHWARCZINGER

Agile Coach and Kazoo player



ZSOLT HORVÁTH

Agile coach, Consultant, Software Engineering Manager

ÁKOS SZILÁGYI

I gave up job titling 2 years ago. I work in software development in an agile manner ever since then.



TAMÁS LAKNER

Coaching for the betterment of leadership, collaboration and individual fulfillment

TAMÁS GARICS

Agile Coach



MIKLÓS VARGYAS

Freelance Agile Coach,
Coach of the year 2023 (ICF Hungarian Chapter)

ESZTER KARDOS

Catalyst for value creation

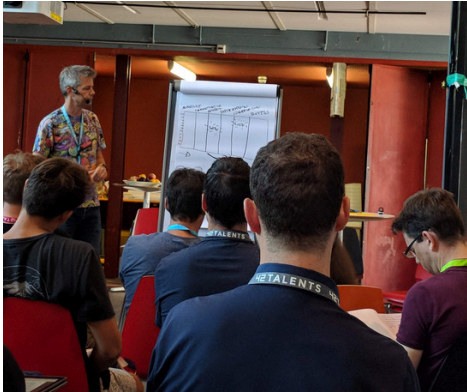


GÁBOR BITTERA

Full-stack Scrum Master and a Scrum Guide |
Story Teller | Creativity Facilitator | Proudly not holding any SAFe certs



WHY DO WE DO IT?



ALE lets people interested in agility spread new ideas. It keeps agility fresh, vibrant, adaptive to emerging needs.



It helps also helps growing a collective memory of Agile and Lean thinking.



The theme for this year is "The Ark" - and it will challenge all the community to think about what to bring and what to leave behind in regards of agility.

SPONSORS' FAQ



How to book your sponsorship pack?

Contact us at aleorganizers@googlegroups.com.

How to pay for your sponsorship pack?

We will send the payment details after the agreement is in place.
We expect sponsorship payments to be received by 31st July.

How to address your communication elements?

Must be provided by you, and no later than 20th July: your LOGO in PNG (or preferably in vector) format in both black&white and color versions, your short text about your company or motivation (160 characters), the url of your website.

Can we have the contacts details of the participants?

Mailings and communications are carried out by the ALE 2024 organizing team. We do not communicate or sell the data from our contact databases.

THANK YOU

TIMEFRAME

- February 15 2024 Sponsorship package made available
- March - July 2024 Sponsorship agreements
- July 20 2024 Sponsorships finalized
- July 20 2024 Logo sent to organizers
- July 31 2024 Deadline payment of sponsorship invoices

- August 27 Workshop day
- August 28-30, 2024 ALE
- August 31 Post day



Send your questions to aleorganizers@googlegroups.com