HOW TO SPONSOR ITALIAN AGILE DAYS 2020

"Agile Days 2020" is the 17h edition of the free conference dedicated to Agile Methods for the development and management of software projects. Agile Methods adhere to the Agile Software Development Manifesto, published in 2001; among the most popular are Scrum, Extreme Programming and Lean Software Development.

The event is organized by the Italian Agile Movement (IAM), a social promotion association founded by professionals and academics driven by the desire to promote agile culture in Italy. 2020 has been a very tough year, one of the toughest. The pandemic has impacted the whole world in the same way at the same time, forcing people to deal with unprecedented situations: the same has been for the IAM community, who faced the impossibility to create any physical gatherings and then needed to adapt in finding new ways of promoting agility and new kind of initiatives to keep the community engaged.

Italian Agile Days 2020 manifests a IAM willingness to deal with such a period, in a different way: for the first time ever it's going to be a full remote conference, online, internationally oriented and in english (with a dedicated translation service for the italian community)!

With the possibility to be online, without the need of reaching a physical place, and with a full english event that will allow participation of people from all over the world, this year we expect more participants than the last editions.

SPONSORSHIP LEVELS

Unique Sponsorship level: €750,00 - Includes:

- **mention** on the Italian Agile Days **website and social channels** (Twitter, Facebook).
- mention during the opening and closing sessions of the conference
- presence of the logo and a customizable link in the event's Miro board

Media Partner

A media partner offers free visibility and/or services, obtaining visibility return from the communication channels managed by IAM.

The agreement has typically an annual duration and the terms of the collaboration can be customized each time depending on the needs and nature of the events organized.

IAM offers:

- **Mention** on the Italian Agile Days **website and social channels** (Twitter, Facebook).
- **Mention** during the **opening and closing** sessions of the conference

Depending on the availability of the Media Partner we ask for:

- Free use of the services offered by the partner, if useful to the association
- Reporting IAM events on the Media Partner channels (social, website, other)
- An agreed number of in-depth articles to be published on Media Partner channels (eg interviews, end event report, etc.)

Further into this document you will find the **FAQ** section, where you can get answers to the most frequently asked questions from sponsors, including detailed information on how to become a sponsor. Do not hesitate to contact us if you do not find the answer to your question.

WHAT ARE AGILE METHODS?

Agile methods focus on the business value of released software; this value is built through the continuous conversation between developers and business people; through the frequent release of working software; through development techniques keeping the software flexible and maintainable.

A typical agile team develops software features incrementally, realizing and releasing them within short development cycles, from one to two weeks. The delivered software is usually supported by a suite of automated tests that verify the correctness. Agile organizations can achieve greater productivity because they are able to improve product quality, reduce waste and create a healthier and happier work environment.

It should be remembered the strong affinity between the Lean movement in manufacturing and the Agile movement. Some common features are:
 ● Optimizing the whole production process, not a single part;
 ● Continuous improvement driven by real results obtained;
 ● Respect for all people involved in the process and leadership sharing between all levels

In the early 2000s, agile methods were adopted by few pioneers. Today, these methods have been integrated in all aspects of Information Technology. Organizations and individuals that wish to excel should have to know these methods, practice them, and understand their spirit.

HOW TO SPONSOR ITALIAN AGILE DAYS 2020 FAQ

How do I make payment for sponsorship?

By Bank transfer to Intesa San Paolo, IBAN IT39M0306909606100000103129.
The account is owned by: *Associazione Italian Agile Movement, Via Guglielmo Oberdan 24, c/o Studio Musmeci, 25128 Brescia (BS).* Purpose: "Contributo per l'organizzazione dell'Italian Agile Day 2020".
You can also make payments via PayPal by sending to tesoriere@agilemovement.it

Can I deduct the amount ?

For Italian Companies, the expected deduction is equal to 10% of the declared income and, in any case, it can not exceed € 70,000.00 (more specifically, the liberal payments are deductible up to the lower of the two limits). As an alternative to deductibility, companies may deduct from the enterprise income a sum of not more than EUR 2,065.83 or 2% of the declared business income, in lieu of money laundering in favor of social promotion.

How can I deduct the amount?

Italian Agile Movement association will issue a receipt of donation valid for tax deduction of the sponsorship expense.

What if I would require an invoice?
Because of the value of the association, your contribution as a Sponsor is considered an economic contribution for the purpose of sharing and promoting the agile knowledge and culture in Italy, which corresponds to a return of investment to the Sponsor in terms of visibility. This reason made IAM prefer to issue a receipt of donation valid for tax deduction. If this solution may not suit your need, you could ask for an invoice as "advertising services", which will require an extra cost equal to the 22% Italian VAT.

How will the money be used?

The organization of this kind of event has a lot of expenses, below most significant: fees from the streaming platform, the virtual boards, dedicated translation service, post-production video making, service fees for WebSite maintenance, etc. Last year the event cost around 35,000 Euros, but this year the online version will probably let us cover less costs .

Could I know how the event ended with regard to economic aspects?

We track all expenses accurately and transparently; This year we will make a final report that will be published on the website http://www.agileday.it.

As well as economically, how can I contribute to improving the conference?

Help us improve the visibility of our event. How? Visiting our social profiles and engaging with the contest #guesswhoscoming #iad20, answering the challenges and reacting to our posts with a like, or sharing our posts to your social network everywhere in the world (IAD20 will be full in english!). Ask your people to do the same! Here are our IAM social profiles:

- https://www.linkedin.com/company/italian-agile-movement/
- https://twitter.com/agileday
- https://www.facebook.com/agileday

FOR FURTHER INFORMATION

Visit the conference site: http://www.agileday.it or contact us at info@agileday.it

Brescia, September 2020