




team'25

 Anaheim, CA and online

 April 8 - 10, 2025

IMPORTANT DATES

Prospectus release:

October 29

Sponsorship and AMO sales:

November 11 - December 6

Questions? email sponsorship@atlassian.com

Demographics

Over **4,400** people joined us last year in Vegas. Here's the breakdown:

4,400+

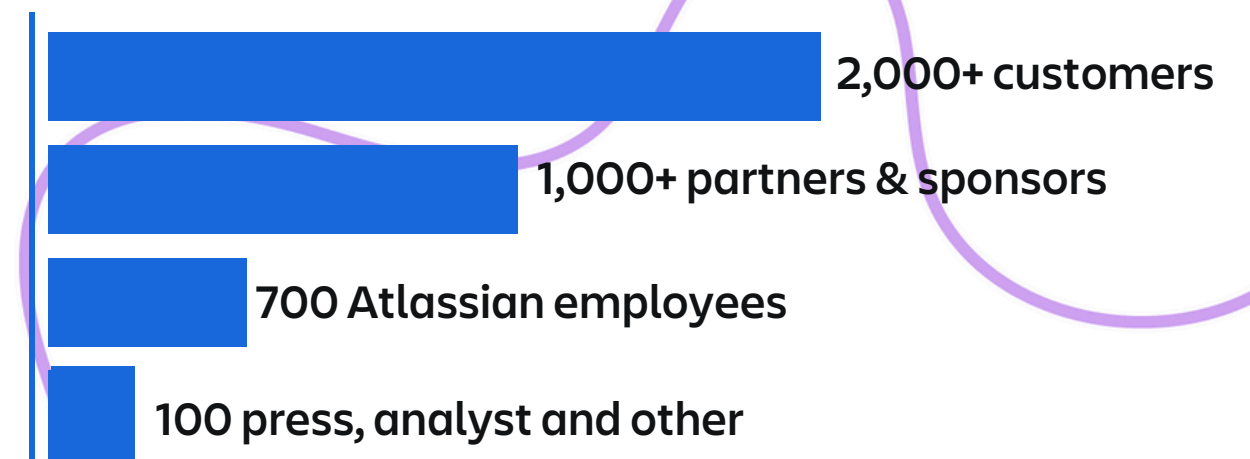
Total in-person attendees



Team '25 expected in-person attendee breakdown:

5,000+

Total in-person attendees



Team '25 Agenda at-a-glance

TUESDAY, APRIL 8

Certifications
Keynote
Breakouts and super sessions
Theaters & workshops
Expo hall open (afternoon)
Welcome reception

WEDNESDAY, APRIL 9

Expo hall open
All day content
Keynote
Breakouts and super sessions
Theaters & workshops
Impossible Alone Happy Hour

THURSDAY, APRIL 10

Expo hall open
All day content
Keynote
Breakouts and super sessions
Theaters & workshops
Bash

Why sponsor Team '25



Tell your story

Highlight your brand through thought leadership and other content opportunities



Find your people

Connect with customers, prospects, and peers at all of our events



Secure your future

Enjoy discounts and incentives to boost your visibility



New for Team '25

Discover our all-new venue in Anaheim, CA and participate in our sponsor speaker track

Sponsorship packages

Title	Strategic	Premier	Signature	Select	Hospitality	Showcase	Innovator
1	6	8	24	36	4	44	12
Our invite-only sponsorship offers exclusive branding and thought leadership opportunities	Elevate your presence with unparalleled visibility	Maximize your brand's presence with prime booth space	Explore great opportunities at a mid-level price	Affordable and spacious, this tier offers a great value	Enjoy a unique branding and engagement opportunity in a dedicated lounge on the expo floor	Explore budget-friendly exposure for your brand	Ideal for smaller partners, this tier offers a one-day brand showcase.
<i>Invite only*</i>					<i>Invite only*</i>		

	Title	Strategic	Premier	Signature	Select	Hospitality	Showcase	Innovator
AVAILABILITY	1	6	8	24	36	4	44	12
STANDARD PRICING	\$305,000	\$190,000	\$130,000	\$70,000	\$44,000	\$44,000	\$28,000	\$5,000
ALUMNI PRICING	\$275,000	\$171,000	\$117,000	\$63,000	\$40,000	\$40,000	\$24,000	-
TELL YOUR STORY								
*45-minute breakout session	1	X	X	X	X	X	X	X
*15-minute theater session	X	1	1	X	X	X	X	X
*45-minute workshop	1	X	X	X	X	X	X	X
<i>*All content must to be approved by Atlassian</i>								
Access to Braindate	√	√	√	√	√	√	√	√
ACC meeting room	1	1	X	X	X	X	X	X
Expo floor meeting room	1	1	X	X	X	X	X	X
FIND YOUR PEOPLE								
Event passes	20	12	10	9	6	6	4	2
Customer discount code*	√	√	√	√	√	√	√	√
100% comped customer event passes*	10	10	10	10	5	5	5	X

**Discount and comp code for customer use only*

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FIND YOUR PEOPLE CONTINUED								
*Option to secure a sponsor hotel room block for event nights	√	√	X	X	X	X	X	X
<i>*Number of rooms corresponds to total passes in package. For sponsor passes only.</i>								
Reserved keynote seating	8 guests	4 guests	X	X	X	X	X	X
Turnkey structure	20 x 20 & 10 x 20	20 x 20	20 x 20	10 x 20	10 x 10	10 x 20	Kiosk	Kiosk
Option to upgrade turnkey structure*	√	√	X	X	X	X	X	X
Hanging banner (logo only)	Can purchase	X	X	X	X	X	X	X
Monitor(s)	5	4	3	2	1	Optional	1	1
Power, trash and WiFi	√	√	√	√	√	Trash and wifi	√	√
Social post collaboration filmed by Atlassian	Individual post	Collaborative	Collaborative	X	X	X	X	X

**Sponsors can select from 2 pre-designed turnkey options, each offering a unique layout and set of features to suit different engagement strategies*

Title

Sponsorship

Availability: 1 | Invitation-only

Standard pricing: \$305,000

Alumni pricing: \$275,000

Tell your story

- (1) 45-minute breakout session
- (1) 45-minute workshop
- (1) ACC meeting room
- (1) Expo floor meeting room

Find your people

- (20) Event passes
- Opportunity to purchase 5 additional passes at sponsor rate
- Customer discount code
- (10) 100% comped customer event passes
- Option to secure a sponsor hotel room block for event nights
- Reserved keynote seating for up to 8 guests
- (1) Individual social post collaboration filmed by Atlassian

Exhibit space

- 20 x 20 and 20 x 10 turnkey structure (20x10 structure *does not* have to be near your main footprint)
- Option to upgrade turnkey structure*
- Hanging banner
- (5) Monitor(s)
- Power, trash and WiFi
- Wellness lounge (seperated space on the expo floor)

Get your name out

- Logo, link, and company description on event website and mobile app
- (3) White paper resource
- (6) Lead retrieval solutions
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) starting weekly starting 1 month before event
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Sponsor highlight on registered attendee email
- Personalized post-event report

Strategic Sponsorship

Availability: 6

Standard pricing: \$190,000

Alumni pricing: \$171,000

Tell your story

- (1) 15-minute theater session
- (1) ACC meeting room
- (1) Expo floor meeting room

Find your people

- (12) Event passes
- Opportunity to purchase 5 additional passes at sponsor rate
- Customer discount code
- (10) 100% comped customer event passes
- Option to secure a sponsor hotel room block for event nights
- Reserved keynote seating for 4 guests
- (1) collaborative social post filmed by Atlassian

Exhibit space

- 20 x 20 Turnkey structure
- Option to upgrade turnkey structure*
- (4) Monitor(s)
- Power, trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (2) White paper resource
- (4) Lead retrieval solutions
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) 30 and 10 days out
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Premier Sponsorship

Availability: 8

Standard pricing: \$130,000

Alumni pricing: \$117,000

• Tell your story

- (1) 15-minute theater session
 - (1) Expo floor meeting room
-

• Find your people

- (10) Event passes
 - Opportunity to purchase 5 additional passes at sponsor rate
 - Customer discount code
 - (10) 100% comped customer event passes
 - Option to secure a sponsor hotel room block for event nights
 - (1) collaborative social post filmed by Atlassian
-

• Exhibit space

- 20 x 20 Turnkey structure
 - Option to upgrade turnkey structure*
 - (3) Monitor(s)
 - Power, trash and WiFi
-

• Get your name out

- Logo, link, and company description on event website and mobile app
 - (1) White paper resource
 - (4) Lead retrieval solutions
 - Option to purchase additional lead retrieval solutions
 - List of opted-in attendees (company & job title only) 30 and 10 days out
 - Trackable UTM link to capture customer registration
 - Access to sponsor promotional marketing toolkit
 - Personalized post-event report
-

Signature Sponsorship

Availability: 24

Standard pricing: \$70,000

Alumni pricing: \$63,000

Find your people

- (9) Event passes
- Opportunity to purchase 5 additional passes at sponsor rate
- Customer discount code
- (10) 100% comped customer event passes

Exhibit space

- 10 x 20 Turnkey structure
- (2) Monitor(s)
- Power, trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (1) White paper resource
- (3) Lead retrieval solutions
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) 30 and 10 days out
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Select Sponsorship

Availability: 36

Standard pricing: \$44,000

Alumni pricing: \$40,000

Find your people

- (6) Event passes
- Customer discount code
- (5) 100% comped customer event passes

Exhibit space

- 10 x 10 Turnkey structure
- (1) Monitor
- Power, trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (1) White paper resource
- (2) Lead retrieval solutions
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) 10 days out
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Hospitality Sponsorship

Availability: 4 | Invitation required

Standard pricing: \$44,000

Alumni pricing: \$40,000

Enjoy a unique branding and engagement opportunity in a dedicated lounge on the expo floor. Perfect for those seeking a non-traditional sponsor space.

Find your people

- (6) Event passes
- Customer discount code
- (5) 100% comped customer event passes

Exhibit space

- 10 x 20 lounge space
- (1) optional monitor
- Trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (1) White paper resource
- (1) Lead retrieval solutions
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) 10 days out
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Details

- This is a standalone sponsorship (cannot be purchased by an existing sponsor)
- Space dedicated to sponsor for all 3 days of the event

Showcase Sponsorship

Availability: 44

Standard pricing: \$28,000

Alumni pricing: \$24,000

Find your people

- (4) Event passes
- Customer discount code
- (5) 100% comped customer event passes

Exhibit space

- 5 x 5 Kiosk structure
- (1) Monitor
- Power, trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (1) White paper resource
- (1) Lead retrieval solution
- Option to purchase additional lead retrieval solutions
- List of opted-in attendees (company & job title only) 10 days out
- Trackable UTM link to capture customer registration
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Innovator Sponsorship

Formerly known as (FKA): Partner Pop-Up

Availability: 12

Standard pricing: \$5,000

Duration: Sponsorship is valid for one day only

Find your people

- (2) Event passes
- Customer discount code

Exhibit space

- 5 x 5 Kiosk structure
- Header branded with sponsor logo, no full graphic
- (1) Monitor
- Power, trash and WiFi

Get your name out

- Logo, link, and company description on event website and mobile app
- (1) White paper resource
- (1) Lead retrieval solution
- List of opted-in attendees (company & job title only) 10 days out
- Access to sponsor promotional marketing toolkit
- Personalized post-event report

Details

- You do not need to be an existing sponsor to purchase a Innovator sponsorship
- Current sponsors can purchase a Innovator sponsorship as an add-on to their existing package
- Day 1, Day 2 and Day 3 kiosks are available for purchase

Sales information

*Information subject to change

Title Sponsor application

November 7 - November 22, 2024

Interested partners can submit a proposal for Title sponsorship from **November 7 - November 22, 2024**.

If not selected for the Title Sponsorship, partners should send in their 2 preferred sponsorship level when submitting the original proposal.

Reminders

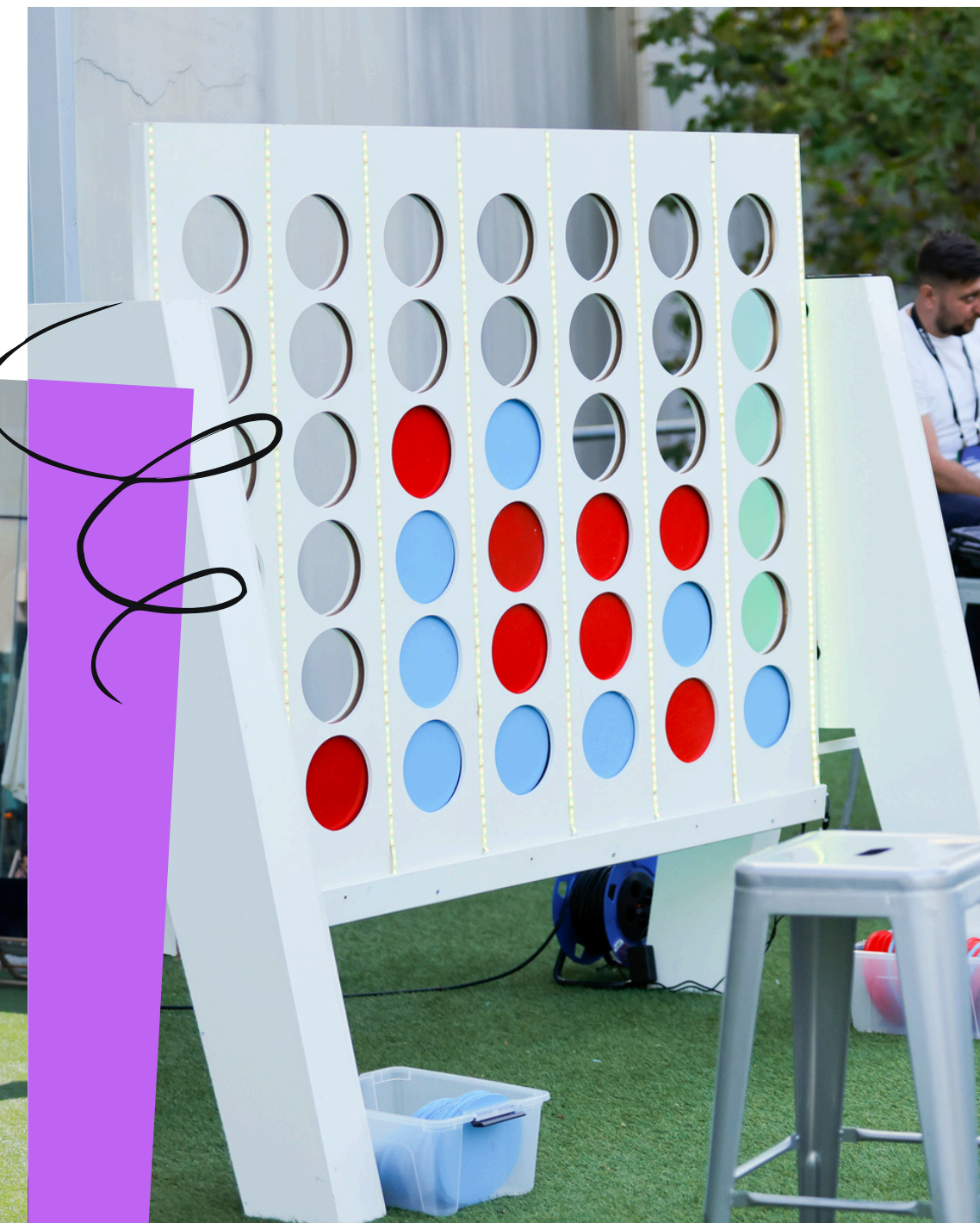
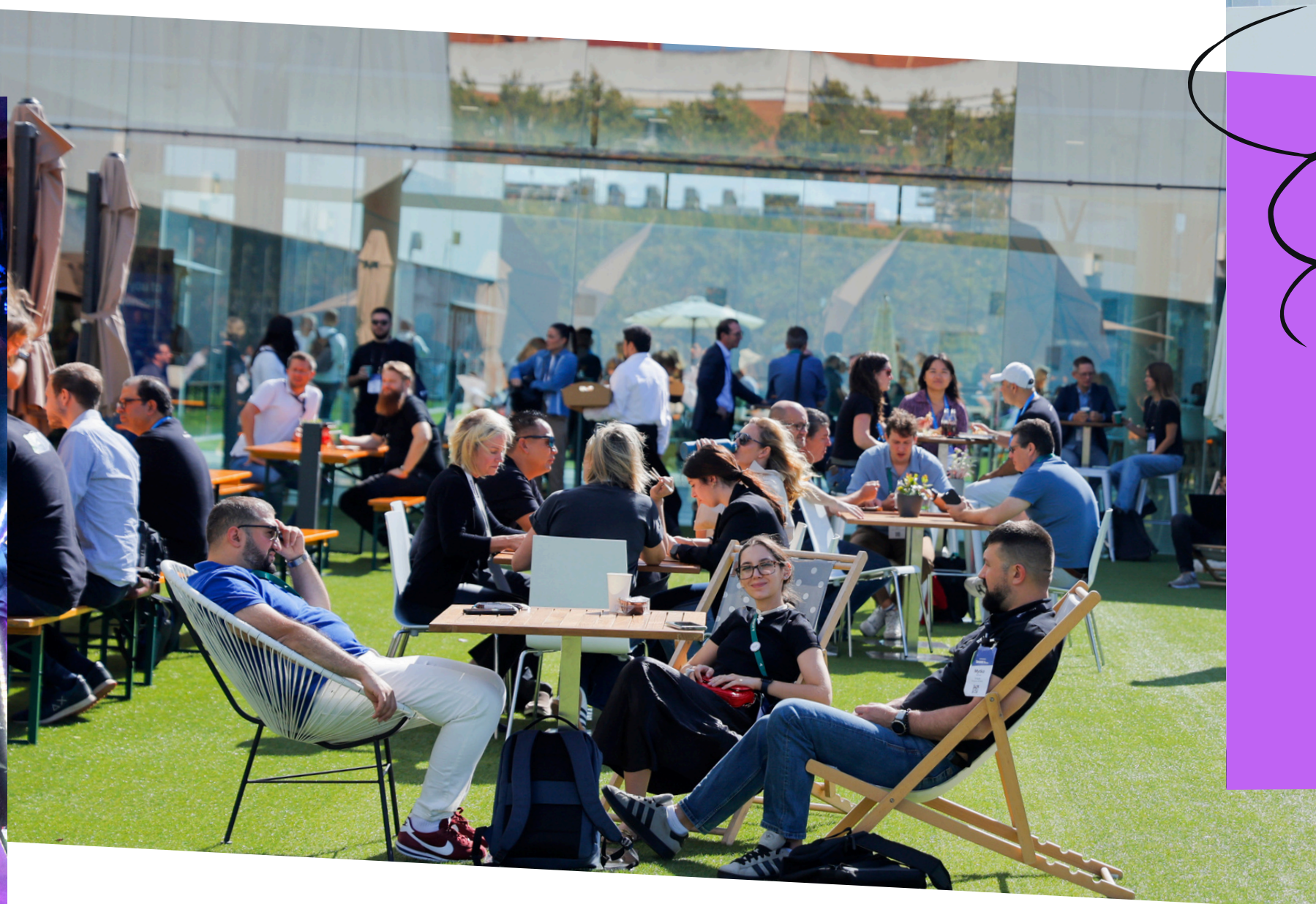
Sponsorship applications for remaining sponsorships levels will be live on the [website](#) **November 11, 2024 at 8 AM PST**.

Only Title sponsorship contracts will be accepted at this time. Submissions for other sponsorship levels will not be considered if received before November 11.

Sponsorships are sold on a first come first serve basis.

Additional Marketing Opportunities

Add-ons are only available for purchase by Team '25 sponsors. *Discounts not applicable on AMOs.



ATLASSIAN
team'25

Add ons

Branding & Exposure	Availability	Experiences	Availability	Food & Beverage	Availability
Expo theater session	10	Quest participation	1	Coffee cart	1
Sponsor workshop	3	Welcome reception sponsored outdoor activation	1	Sponsored breakfast and lunch	4
Branded column wraps	6	Welcome reception sponsored lounge	1	Welcome reception sponsored bar	2
Additional kiosk	12	Bash sponsored activation	1	Welcome reception & Bash sponsored surprise and delight	3
“Man on the street” social collaboration	1	Day 2 After hours party	3	Impossible Alone Happy Hour sponsored bar	8

Branding and Exposure

Expo theater

Share your company story and brand on the expo floor theater.

- 15-minute session on the expo floor
- Promotion in mobile app and Team '25 website

Price: \$12,500

Availability: 10

Deliverable deadline: March 7

Sponsor workshop

Host an interactive workshop with attendees on the expo floor.

- 45-minute interactive session
- Sponsor may bring collateral or a giveaway
- Promotion in mobile app and Team '25 website

Price: \$20,000

Availability: 3

Deliverable deadline: March 7

Column wraps

Showcase your brand through co-branded graphics.

- 1 single side of a column on the expo floor
- Sponsor is limited to purchasing 1 signage opportunity

Price: \$7,500

Availability: 6

Deliverable deadline: January 29

Additional kiosk

Enhance your presence at Team '25 by aligning your solutions or apps with one of our event themes through an additional kiosk. [Read more.](#)

- 5 x 5 kiosk with monitor
- Logo branding only
- Strategic placement in a dedicated area that aligns with your chosen theme
- 1 lead retrieval solution
- 3 day kiosk

Price: \$15,000

Availability: 12

Deliverable deadline: January 29

'Man on the street' social collab

Collaborate with our social team to create onsite content

- Sponsors receive a 30-minute slot to record their video, which is then edited and shared post-event
- Concept approved by Atlassian

Price: \$10,000

Availability: 1

Deliverable deadline: March 14

Experiences

Quest participation

Engage attendees through interactive activities provided by Atlassian.

- Sponsors must follow the sponsorship agreement and distribute swag only within designated areas.
- Promotion in mobile app

Price: \$20,000

Availability: 1

Deliverable deadline: March 7

Coffee Cart

Sponsor a strategically located coffee cart, open everyday throughout the event.

- All-day coffee service on day 2 & day 3
- Branding on cart, cups, and napkins
- Signage included at cart

Price: \$15,000

Availability: 1

Deliverable deadline: January 29

Welcome reception outdoor activation sponsor

Sponsor an outdoor activation on Day 1 at the evening reception.

- Sponsor will choose from ACC-provided options
- Branding
- Exclusive bar next to activation
- Promotion in mobile app

Price: \$10,000

Availability: 1

Deliverable deadline: January 29

Welcome reception lounge sponsor

Sponsor an lounge space at Bash.

- Sponsor will work directly with sponsorship team
- Branding
- Promotion in mobile app
- Sponsor can host raffle or giveaway, or pass out collateral in designated area

Price: \$6,500

Availability: 1

Deliverable deadline: January 29

Day 2 After-hours party

Work with Atlassian to sponsor your own experience outside of our event hours.

- Reserved space within 1 of 3 venues
- Branding opportunities within the venue
- Sponsor will work directly with Atlassian on F&B, AV and more
- Promotion in mobile app

Price: \$45,000

Availability: 3

Deliverable deadline: March 7

Bash activation

Sponsor an activation at Bash.

- Sponsor will choose from provided options
- Branding

Price: \$14,000 - \$20,000

Availability: 1

Deliverable deadline: January 29

Food and Beverage

Sponsored breakfast

Sponsor breakfast on Day 2 or Day 3

- Table tents provided by Atlassian. (Artwork designed by the sponsor)
- Branded table settings with the sponsors logo
- Promotion in mobile app

Price: \$7,500

Availability: 2

Deliverable deadline: January 29

Sponsored lunch

Sponsor lunch on Day 2 or Day 3

- Table tents provided by Atlassian. (Artwork designed by the sponsor)
- Branded table settings with the sponsors logo
- Promotion in mobile app

Price: \$7,500

Availability: 2

Deliverable deadline: January 29

Welcome reception sponsored bar

Show off your brand at one of our various bars throughout the welcome reception

- Tuesday, April 8th: 6:15 pm - 8:00 pm in the Expo Hall
- Includes a branded sign & high boy
- Opportunity to scan badges and hand out swag in designated area

Price: \$6,500

Availability: 3

Deliverable deadline: January 29

Welcome reception surprise and delight

Sponsor a F&B moment during the welcome reception

- Sponsor will choose from ACC-provided options
- Branding

Price: \$10,000

Availability: 2

Deliverable deadline: January 29

Impossible Alone Happy Hour bar sponsor

Show off your brand at one of our various bars during the Impossible Alone Happy Hour

- Wednesday, April 9th: 5:00 pm - 6:00 pm in the Expo Hall
- Includes a branded sign & high boy
- Opportunity to scan badges and hand out swag in designated area

Price: \$6,500

Availability: 8

Deliverable deadline: January 29

Bash surprise and delight

Sponsor a F&B moment during Bash

- Sponsor will choose from ACC-provided options
- Branding

Price: \$10,000

Availability: 1

Deliverable deadline: January 29

Additional kiosk

Availability: 12

Standard pricing: \$15,000

Enhance your presence at Team '25 by aligning your solutions or apps with one of our key event themes through an additional kiosk.

Themes coming soon

Find your people

- 2 Event passes
-

Exhibit space

- 5 x 5 Kiosk structure
 - Header with logo branding only, no full graphics
 - 1 Monitor
 - Power, trash and WiFi
 - Strategic placement in a dedicated area that aligns with your chosen theme
-

Get your name out

- Logo, link, and company description on event website and mobile app
 - 1 White paper resource
 - 1 Lead retrieval solution
 - Post-event report
-

Additional information

- Each kiosk includes a stool
 - The kiosk will be available for the entire duration of the event
-