



# Sponsorship Opportunities



## ■ Who is SQGNE?

The **Software Quality Group of New England** (SQGNE) is an educational resource dedicated to providing a forum for the discussion of software quality and testing issues. We have been serving the needs of software quality professionals in the New England area since 1994.

## ■ Our Mission

An all-volunteer group, we are dedicated to providing software quality practitioners with access to local and national experts. Through our monthly meetings, these experts discuss trends, latest techniques, and best practices in the areas of software quality assurance and software testing. Specifically, our mission is to:

- Promote use of engineering and management techniques that lead to delivery of high quality software
- Disseminate concepts and techniques related to software quality engineering and software engineering process
- Provide a forum for discussion of concepts & techniques related to software quality engineering & software engineering process
- Provide networking opportunities for software quality professionals

## ■ Our Members

Membership in the group is free and open to all SQA and software professionals in the New England area. We currently have over 750 members.

Our members are active participants in our monthly meetings. We use LinkedIn to communicate to our members, post job openings, and provide a forum for an on-going discussion of topics of interest to our members.

## ■ Events

SQGNE meets on the 2nd Wednesday of each month from September through July. At each meeting, a recognized local or national expert speaks on a topic of interest. Typical meeting attendance ranges between 30–60 people.

Our website ([www.sqgne.org](http://www.sqgne.org)) serves as a portal for information such as calendar of speakers, past presentations, becoming a member and links to events of interest to our community.

## ■ Why Sponsor

To provide free services to our members, we rely on the generosity of private & corporate donors to fund our modest expenses.

Sponsor contributions may cover travel expenses for nationally recognized speakers, refreshments offered at our meetings, copying costs, and books purchased for door prizes.

## ■ Sponsorship Levels

Sponsorships options include:

- Annual sponsorship—contribution of \$1,000
- Sponsoring one monthly meeting for \$200
- In-kind resources e.g. meeting space, office supplies, refreshments & admin services.
- A customized program tailored to meet your needs.

## ■ Sponsorship Benefits

Sponsorship provides our organization with resources that help us continue our mission of providing software quality practitioners with access to local and national speakers. Sponsorship provides your organization with several invaluable benefits, including:

### Visibility

We acknowledge our sponsors at every event, in our publications, emails and on our website. Sponsorship increases the awareness of your organization among our members, speakers and guests.

### Software Quality Excellence

Our members and speakers represent the who's who of software quality professionals. SQGNE sponsorship allows you to be connected with these leading thinkers, practitioners and institutions.

## Corporate Responsibility

Corporate donations help advance the software quality profession in the New England area. Sponsorship helps position your organization as a responsible member of Boston's software quality community. It makes a statement of your commitment to software quality, within your organization & the community at large.

## Tax deduction

SQGNE is a 501(c)(3) non-profit organization and is listed in [Guidestar.org](http://Guidestar.org).

## ■ Become a Sponsor

We invite you to attend one of our meetings to get a sense of the agenda and discussion, and meet our members and speakers.

## ■ To Contribute

Donations can be cash or in-kind. Checks should be made out to SQGNE and sent to:

SQGNE  
1225 Providence Road  
PBM #286  
Whitinsville, MA 01588

Credit card contributions are accepted through [networkforgood.org](http://networkforgood.org). Visit our website for a direct link to the SQGNE [networkforgood.org](http://networkforgood.org) page.

## ■ Contact Us

To speak with us about sponsorship opportunities, please contact us:

Mr. Steve Rakitin  
SQGNE Program Chair  
[steve@swqual.com](mailto:steve@swqual.com)  
508-529-4282

## SQGNE In-kind Sponsorship Summary

In-kind sponsors agree to provide goods or services to SQGNE in lieu of a cash donation. The following types of in-kind sponsors are identified:

Food and beverage sponsor	<p>A food and beverage sponsor provides food (such as pizzas, fruit platters, vegetable platters, cookies) and beverages (such as bottled water, juice, coffee, or tea).</p> <p>All food and beverage items should be provided for 30-35 people. Napkins, utensils and condiments should be included as appropriate. No electric appliances can be used in conjunction with any food or beverages.</p>
Book sponsor	<p>At each of our 10 monthly meetings, we provide a book as a door prize. The book is related to the speaker's topic. The speaker is asked to recommend a book that would be appropriate. Typically, books range in price from \$25-75.</p> <p>A book sponsor would reimburse SQGNE for the cost of the recommended book and may optionally provide any additional books of their choosing for the door prize at the end of our monthly meeting.</p>
Logo item sponsor	<p>SQGNE currently offers coffee mugs and canvas tote bags with the SQGNE logo to our members. A logo item sponsor would purchase a minimum of five of logo items at \$15 each, which would then be offered as a door prize to our members at the end of our monthly meeting.</p>

Minimum sponsorship for in-kind sponsors is two meetings.

Any company or individual who agrees to be an in-kind sponsor will be acknowledged at each meeting they provide goods or services. In-kind sponsor's company logo is included on speaker handouts at the monthly meeting and may also be included on the SQGNE website depending on length of sponsorship.

An in-kind Sponsorship Agreement is drawn up between SQGNE and a sponsor. This agreement details exactly what will be provided, how SQGNE is to be reimbursed as well as how the sponsor is acknowledged.



Software Quality Group  
of New England

Dedicated to Software Quality Professionals

## Book Sponsorship Agreement

This agreement is between the Software Quality Group of New England, Inc. (**SQGNE**) and \_\_\_\_\_ (**Sponsor**).

### 1. Effective Dates:

Start: \_\_\_\_\_ End: \_\_\_\_\_.

2. **SQGNE** Meetings are held on the second Wednesday of the month from September through July. The meetings begin at 6pm and end at 8pm. At each meeting, we have a speaker who makes a presentation on a topic of interest to our members.
3. **Sponsor** agrees to reimburse **SQGNE** for the cost of one copy of a book selected by the speaker and related to the speaker's topic. Typically, books are in the range of \$25-75.
4. **SQGNE** will send the **Sponsor** an invoice for the cost of the book on or about the meeting date. **Sponsor** agrees to pay this invoice via check upon receipt of the invoice. Checks can be mailed to:

SQGNE  
1225 Providence Road PBM #286  
Whitinsville, MA 01588

### **Sponsor** contact for book invoices:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

5. **Sponsor** agrees to provide the book to be used for the door prize for the following **SQGNE** Meetings (check all that apply). The minimum sponsorship period is two meetings:

September

October

November

December

January

February

March

April

May

June

July



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6. **SQGNE** will acknowledge **Sponsor** at each meeting that they provide a book for the door prize.
7. **SQGNE** will include the company logo for **Sponsor** on our speaker handouts at each meeting that they provide a book for the door prize.
8. If **Sponsor** agrees to sponsor five or more meetings, their logo will appear on the **SQGNE** website for the duration of their sponsorship period. In addition, they will be introduced at a monthly meeting corresponding to the first month of their sponsorship period and given 5 minutes to introduce themselves and their company.
9. **Sponsor** agrees to provide 30 days written notice of their intent to cancel this agreement.
10. In the event a meeting is cancelled due to weather or other unforeseen circumstance, **SQGNE** will contact **Sponsor** as soon as the decision is made to cancel the event. **SQGNE** and **Sponsor** will mutually agree to extend the sponsorship agreement to cover the cancelled meeting.

Agreed:

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Steven R. Rakitin  
**SQGNE** President

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Authorized representative  
**Sponsor**



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## Food and Beverage Sponsorship Agreement

This agreement is between the Software Quality Group of New England, Inc. (**SQGNE**) and \_\_\_\_\_ (**Sponsor**).

### 1. Effective Dates:

Start: \_\_\_\_\_ End: \_\_\_\_\_.

2. **SQGNE** Meetings are held on the second Wednesday of the month from September through July. The meetings begin at 6pm and end at 8pm. At each meeting, we have a speaker who makes a presentation on a topic of interest to our members.

3. **Sponsor** agrees to provide the following: (please check all that apply)

#### a. Food:

- Pizzas
- Fruit platters
- Vegetable platters
- Cookies
- Other - please specify: \_\_\_\_\_

#### b. Beverages:

- Bottled Water
- Juice
- Coffee
- Tea
- Other - please specify: \_\_\_\_\_

#### c. Quantity:

All food and beverage items shall be provided for 30-35 people.

#### d. Other Items to be provided:

Napkins, utensils and condiments (cream, sugar, etc.) shall be included as appropriate.



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4. No electric appliances can be used in conjunction with any food or beverages.
5. **Sponsor** is responsible for cleanup (removing all items they provided) following the meeting. Our host will provide a trash receptacle.
6. **Sponsor** agrees to provide the food and/or beverage items listed above for the following **SQGNE** Meetings (check all that apply). The minimum sponsorship period is two meetings:  

<input type="checkbox"/> September	<input type="checkbox"/> February
<input type="checkbox"/> October	<input type="checkbox"/> March
<input type="checkbox"/> November	<input type="checkbox"/> April
<input type="checkbox"/> December	<input type="checkbox"/> May
<input type="checkbox"/> January	<input type="checkbox"/> June
	<input type="checkbox"/> July
7. **SQGNE** will acknowledge **Sponsor** at each meeting that they provide food and/or beverages.
8. **SQGNE** will include the company logo for **Sponsor** on our speaker handouts at each meeting that they provide food and/or beverages.
9. If **Sponsor** agrees to sponsor five or more meetings, their logo will appear on the **SQGNE** website for the duration of their sponsorship period. In addition, they will be introduced at a monthly meeting corresponding to the first month of their sponsorship period and given 5 minutes to introduce themselves and their company.
10. **Sponsor** agrees to provide 30 days written notice of their intent to cancel this agreement.
11. In the event a meeting is cancelled due to weather or other unforeseen circumstance, **SQGNE** will contact **Sponsor** as soon as the decision is made to cancel the event. **SQGNE** and **Sponsor** will mutually agree to extend the sponsorship agreement to cover the cancelled meeting.

Agreed:

\_\_\_\_\_  
Steven R. Rakitin  
**SQGNE** President

\_\_\_\_\_  
Authorized representative  
**Sponsor**

## Logo Item Sponsorship Agreement

This agreement is between the Software Quality Group of New England, Inc. (**SQGNE**) and \_\_\_\_\_ (**Sponsor**).

### 1. Effective Dates:

Start: \_\_\_\_\_ End: \_\_\_\_\_.

- SQGNE** Meetings are held on the second Wednesday of the month from September through July. The meetings begin at 6pm and end at 8pm. At each meeting, we have a speaker who makes a presentation on a topic of interest to our members.
- Sponsor** agrees to reimburse **SQGNE** for the cost of **SQGNE** Logo Items, which would be offered to our members as a door prize at the end of the meeting. **SQGNE** logo items currently include:

Coffee mugs - \$15 each



Tote Bags - \$15 each



- Sponsor** agrees to purchase a minimum of four logo items for each meeting for a total cost of \$60.
- SQGNE** will send the **Sponsor** an invoice for the cost of the logo items on or about the meeting date. **Sponsor** agrees to pay this invoice via check upon receipt of the invoice. Checks can be mailed to:

SQGNE  
1225 Providence Road PBM #286  
Whitinsville, MA 01588



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**Sponsor** contact for logo item invoices:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

6. **Sponsor** agrees to reimburse SQGNE for logo items to be used for door prizes for the following **SQGNE** Meetings (check all that apply). The minimum sponsorship period is two meetings:

\_\_\_ September

\_\_\_ October

\_\_\_ November

\_\_\_ December

\_\_\_ January

\_\_\_ February

\_\_\_ March

\_\_\_ April

\_\_\_ May

\_\_\_ June

\_\_\_ July

7. **SQGNE** will acknowledge **Sponsor** at each meeting that they provide reimbursement for door prizes.

8. **SQGNE** will include the company logo for **Sponsor** on our speaker handouts at each meeting that they provide reimbursement for the door prizes.

9. If **Sponsor** agrees to sponsor five or more meetings, their logo will appear on the **SQGNE** website for the duration of their sponsorship period. In addition, they will be introduced at a monthly meeting corresponding to the first month of their sponsorship period and given 5 minutes to introduce themselves and their company.

10. **Sponsor** agrees to provide 30 days written notice of their intent to cancel this agreement.

11. In the event a meeting is cancelled due to weather or other unforeseen circumstance, **SQGNE** will contact **Sponsor** as soon as the decision is made to cancel the event. **SQGNE** and **Sponsor** will mutually agree to extend the sponsorship agreement to cover the cancelled meeting.

Agreed:

\_\_\_\_\_  
Steven R. Rakitin  
**SQGNE** President

\_\_\_\_\_  
Authorized representative  
**Sponsor**