

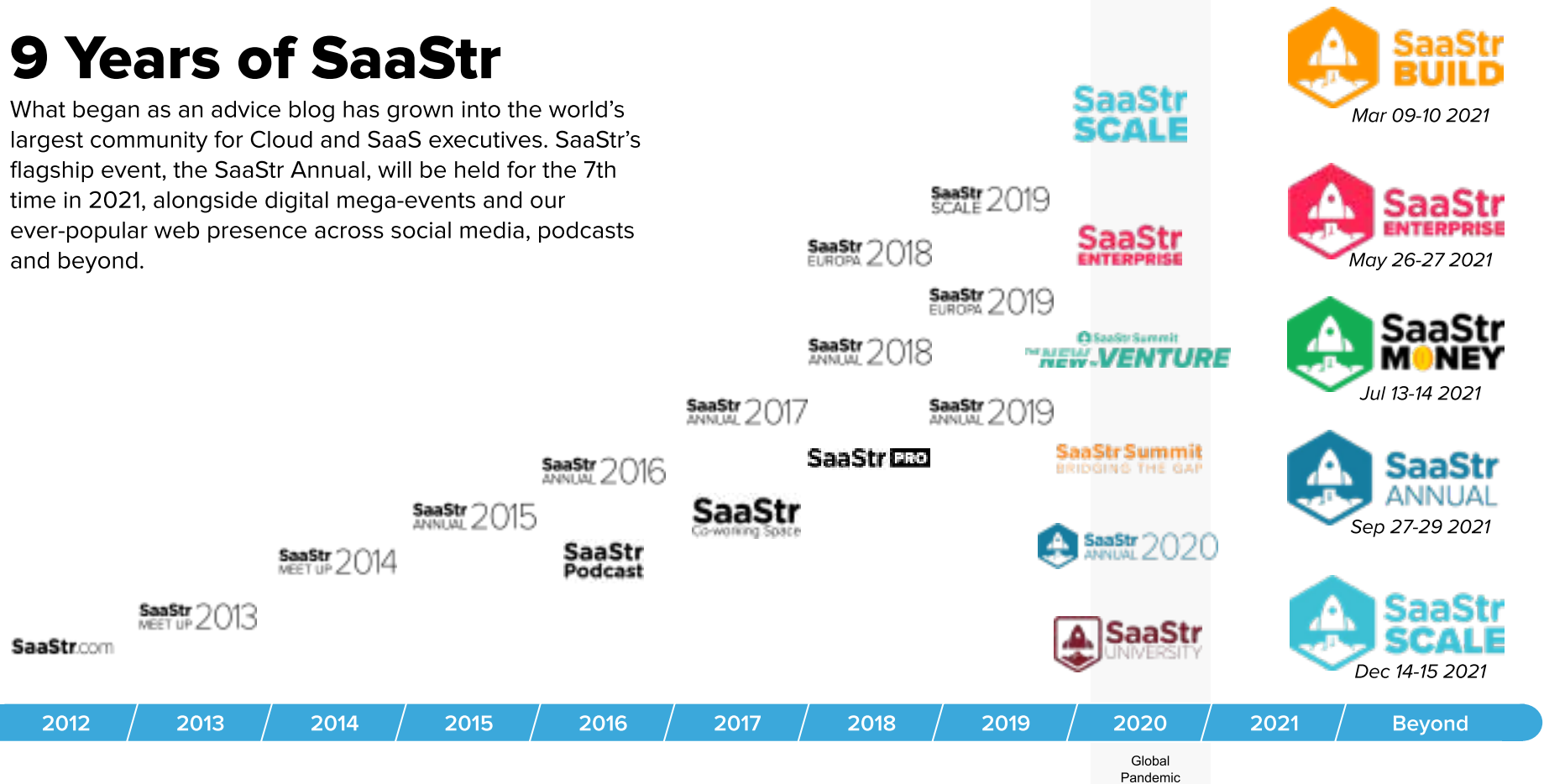
AMPLIFY YOUR BRAND

with  SaaStr

Sponsorship Opportunities for 2021

9 Years of SaaStr

What began as an advice blog has grown into the world's largest community for Cloud and SaaS executives. SaaStr's flagship event, the SaaStr Annual, will be held for the 7th time in 2021, alongside digital mega-events and our ever-popular web presence across social media, podcasts and beyond.



Our Community Agrees: SaaStr is #1

SaaStr Events are unlike anything else.



Aaron Levie

CEO + Co-Founder
Box

“SaaStr is definitely the largest collection of people who like enterprise software on the planet. It’s a great community of people trying to build companies and learn from one another. It’s pretty amazing to see.”



Karen Peacock

CEO
Intercom

“I love the SaaStr events. The SaaStr Annual is actually one of my very favorite events of the year and what I love about it is it’s a place where SaaS leaders across so many different companies all come together. I get to meet new people, reconnect with old friends and I always take away some good ideas and think about them.”



Matt Schatz

Chief Revenue Officer
Trulioo

“I was there the first year and just felt like maybe 1,000 people or so and now to go see all the people here, it’s incredible. Twelve and a half, thirteen thousand people now. It’s a great chance to catch up with all kinds of colleagues. The topics here, if I wasn’t speaking, I’d still be here.”



Welcome to SaaStr Annual 2021

SaaStr is the largest community of SaaS executives, founders, and entrepreneurs in the world and we bring them together each year at our flagship event—SaaStr Annual. With 50,000 attendees (IRL + digital), 250 speakers, 200 sponsors, our mission is to provide the SaaS community with unparalleled access to the top minds in SaaS—which includes valued partners, like yourself.

As part of the SaaStr community, our partners are integral to what makes SaaStr the top resource for helping companies of all sizes scale and grow their business. Last year, we had an amazing turnout of attendees, speakers, and sponsors, and we expect 2021 to be even bigger and better. We would love for you to join us!

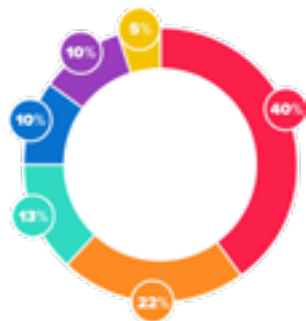
For 2021, we are offering a wide range of exciting opportunities for our partners to be involved in our community and reach your goals.

SaaStr is definitely the largest collection of people who like enterprise software on the planet. It's a great community of people trying to build companies and learn from one another. It's pretty amazing to see. – **Aaron Levie, CEO @ Box**

SaaStr Community Audience

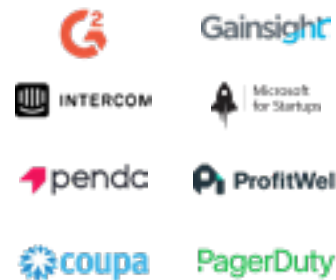
- 20,000+ registered attendees / per event
- 47% audience engagement
- Delivered 3,622+ opt-in registrants (on avg.) to Sponsored workshops
- 300,000+ people tuned in per live event during the event via simulcast to Twitter and Youtube
- Over 1M impressions per event on SaaStr social media channels
- Long-tail promotion on saastr.com properties

SaaStr Community Audience



40% CEO / Founder
22% Sales + Marketing
13% Investor
10% Product
10% Ops
5% Customer Success

Top Partners



Who Attends

Adobe	Cisco	Google Cloud	SAP
Anaplan	Deloitte	Gusto	Slack
AppDynamics	Docusign	Invision	Splunk
Atlassian	Dropbox	New Relic	Stripe
AWS	Facebook	Notion	Talkdesk
Box	Freshworks	Salesforce	Trinet

Purchasing Power: 52% of attendees are VP-level and above & 25% of companies are above \$10M ARR

Data based on:

Bridging the Gap, The New New in Venture, Enterprise, & Annual 2020



Decacorn Sponsorship

by invitation only

\$1,000,000 *All Events*

The Decacorn Sponsorship is an ultimate brand awareness sponsorship, targeted to give your brand massive visibility in the SaaStr universe, and unprecedented access to SaaStr community from all over the world. Only one brand will be invited, and their buzz will resonate throughout the entire SaaStr ecosystem, including SaaStr Annual 2021, SaaStr Enterprise, SaaStr Money, SaaStr Scale and more.

1 AVAILABLE | *Contact us to learn more at Sponsors@SaaStrinc.com*

Unicorn Sponsorship

by invitation only

\$500,000 *Annual In Person + Virtual Events*

Unicorn is our flagship, global integrated sponsor offering, with top-level sponsorships at all 4 of our premiere events.

SOLD OUT | *Contact us to learn more at Sponsors@SaaStrinc.com*



Diamond Sponsorship

\$350,000 *Annual In-Person*

Includes

- Turnkey 20' x 20' Exhibit Space in Sponsor Expo
- (1) 30-minute speaking session on one of our SaaStr main stages + (1) 15-minute Q&A for a total of 45 minutes
- Premium website logo and placement
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Co-branded email sent out to registered attendees pre-event
- Promotional tweets through SaaStr Twitter account
- Attendee badge branding
- Logo recognition in General Session and throughout facility
- Mobile push notifications during event
- Thank-you email sent to attendees including sponsor logo
- Guest blog post on SaaStr.com

Premier In-Person Branding

- Turnkey 20'x20' Exhibit Space in Sponsor Expo
- Priority consideration for in-person activation

On-Site Presence

- 10 Full Conference Passes
- 5 Booth Passes
- 2 VIP Reception Passes
- 2 Lead Scanners

Content

- (1) 30 minute speaking session on one of our main stages
 - (1) 15 minute Q&A session
 - (1) Post-event guest blog post on SaaStr.com
- All content subject to editorial approval

Platinum Sponsorship

\$225,000 *Annual In-Person*

Includes

- Turnkey 10' x 20' Exhibit Space in Sponsor Expo
- (1) 20-minute speaking session
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Promotional tweets through SaaStr Twitter account
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo
- Guest blog post on SaaStr.com

Top Tier Branding

- Turnkey 10'x20' Exhibit Space in Sponsor Expo

On-Site Presence

- 7 Full Conference Passes
- 5 Booth Passes
- 2 VIP Reception Passes
- 1 Lead Scanner

Content

(1) 20 minute "From the Desk of" Speaking Session
All content subject to editorial approval

Super Gold Sponsorship

\$85,000 *Annual In-Person*

Includes

- Turnkey 10' x 15' Exhibit Space in Sponsor Expo
- (1) 10 minute Sponsor Stage session
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo

On-Site Branding

- Turnkey 10'x15' Exhibit Space in Sponsor Expo

On-Site Presence

- 6 Full Conference Passes
- 3 Booth Passes
- 2 VIP Reception Passes
- 1 Lead Scanner License

Content

- (1) 10 minute session on the Sponsor Stage
- All content subject to editorial approval

Gold Sponsorship

\$60,000 *Annual In-Person*

Includes

- Turnkey 10' x 10' Exhibit Space in Sponsor Expo
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including discount codes
- Logo placement throughout event space
- Thank-you email sent to attendees including sponsor logo

On-Site Branding

- Turnkey 10'x10' Exhibit Space in Sponsor Expo

On-Site Presence

- 5 Full Conference Passes
- 2 Booth Passes
- 1 VIP Reception Tickets
- 1 Lead Scanner License

Bronze Sponsorship

\$30,000 *Annual In Person*

Includes

- Turnkey 5' x 10' Exhibit Space in Sponsor Expo
- Logo on website
- Logo on attendee marketing materials
- Sponsor promotional package, including event tent card
- Thank-you email sent to attendees including sponsor logo

On-Site Branding

- Turnkey 5'x10' Exhibit Space in Sponsor Expo

Online Presence

- 3 Full Conference Passes
- 2 Booth Passes
- 1 Lead Scanner License

Sold Out

Sponsorship Levels At-A-Glance

Sponsorship	Diamond \$350,000	Platinum \$225,000	Super Gold \$85,000	Gold \$60,000
Turnkey exhibit space	20'x20'	10'x20'	10'x15'	10'x10'
Full conference passes	10	7	6	5
Booth passes	5	5	3	2
Lead scanner	2	2	2	1
VIP reception tickets	2	2	1	1
Sponsor session	(1) 30 Min. Session <i>Main Stage</i>	(1) 20 Min. Session <i>From the Desk of</i>	(1) 10 Min Session <i>On Sponsor Stage</i>	
Private meeting space	✓			
Logo recognition in general session	✓			
Co-branded email sent out to registered attendees pre-event	✓			
Attendee badge branding	✓			
Promotional tweets through SaaStr Twitter account	✓	✓		
Logo placement throughout event space	✓	✓	✓	✓
Logo on attendee marketing materials	✓	✓	✓	✓
Sponsor promotional package, including discount codes	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓
Thank you email sent to attendees including sponsor logo	✓	✓	✓	✓

Annual Digital-Only Sponsorships

Available for Standalone or Bundled with an in-person sponsorship

Super Gold Sponsorship \$85,000

- **20-minute digital Hyper Workshop to 1,000-5,000 attendees** including Q&A
- “From the CEO’s desk” - SaaStr created blog post and session write-up post-event to re-syndicate your content to 100K+ on SaaStr.com
- Iron add-on, in-person sponsorship included for branding onsite (unstaffed)
- Live video and social distribution 10,000 viewers
- 5 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding via digital booth
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

Iron Add-On Sponsorship \$20,000

- Logo listed on website as a “Iron Sponsor” for SaaStr Annual 2021
- In-person sponsorship included for branding onsite (unstaffed)
- Logo on all attendee marketing materials
- Sponsor Promotional Package, including discount codes
- Logo placement throughout event space
- Thank you email to all attendees including sponsor logo

Annual Digital-Only Sponsorships

Available for Standalone or Bundled with an in-person sponsorship

Gold Digital Sponsorship \$50,000

- **20-minute digital Hyper Workshop to 1,000-5,000 attendees** including Q&A
- Live video and social distribution 10,000 viewers
- 5 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding via digital booth
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

Bronze Digital Sponsorship \$30,000

- **20-minute Roundtable** including Q&A
- 2 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding via digital booth
- Dedicated lead capture of content
- Logo on website, marketing materials

Combine Annual In-Person + Digital for Maximum Reach

Best of Both Worlds

\$110,000 *When bundled with an in-person sponsorship*

Includes

- 10 x 10 Gold Booth in Sponsor Expo at Annual In-Person
- 20-minute digital hyper workshop with lead capture
- Digital booth to collect additional leads and impressions
- 5 VIP digital annual passes for company representatives
- Access to digital event networking apps
- Logo on digital Annual event portal



Events Made for Digital

Share, Scale & Learn with 50,000+ B2B Software Enthusiasts

Up Next



Q2 - May 26-27 2021

2 days, 100s of Top CIOs, CXOs and 1000s of Enterprise CEOs. Sharing how to scale in the enterprise today. Along with *exclusive* CEO - CXO networking.



Q3 - July 14, 2021

Finance, fintech, and funding. This event will focus on everything from how to maximize your latest round of funding, to the latest money-making trends. Tune in as top executives share the straight scoop.



Q3 - September 27-29 2021

50,000+ hybrid attendees (digital + IRL, where allowed) will come together for the 7th SaaStr Annual. We'll have 3 full days, 100s of workshops, and 1000s of mentoring sessions.



Q4 - December 14-15 2021

20,000+ revenue leaders will come together digitally for two days to discuss how to scale to \$1B ARR and beyond.



SaaStr

ENTERPRISE

WHERE CEOs + CXOs CONNECT

May 26-27th, 2021

SPONSOR PROSPECTUS



2021 SaaStr Enterprise

May 26-27, 2021

500+ Top CIOs, CDOs & CXOs

1,000+ Top SaaS & B2B CEOs

The SaaStr Enterprise is the only global event that truly brings together the very top, next generation Cloud CEOs with the top buyers of enterprise software.

The top CIOs, COOs, CTOs, and CXOs are provided a unique forum to meet the top executives at the world's leading, non-vendor event for Cloud CEOs.

This **exclusive, invite-only** event hosts the top innovators in enterprise Cloud and SaaS. With the Enterprise Summit, SaaStr **connects the top CEOs** of B2B companies from \$20m-\$20b in ARR driving innovation in the Cloud.



Connections | Insights | Collaboration

SaaStr Enterprise is our flagship CXO event where the top executives and leaders driving innovation in the Cloud share their playbooks on scaling your business to market and sell to the enterprise. This two-day event is uniquely structured to provide high-impact and measurable value in the following ways:



Innovation Panels & Sessions *open to everyone*

SaaStr Enterprise 2021 brings 20+ sessions from the top leaders (both CEOs and CIOs/ CDOs/CXOs) on the latest in Cloud:

- Communication
- DevOps and TechOps
- Legal Tech & Compliance
- Security
- Payments
- Productivity

Top VC partners are also invited to share innovation in their portfolios.

Exclusive Curated Meetings With 500+ Top CIOs, CDOs, CXOs *CXO + CEOs only*

SaaStr Enterprise connects the top CEOs with top deployers and buyers of Cloud technology, in 1-on-1s, roundtables, and double-opt in meetings. Meet your next partner or your next great disruptive vendor at SaaStr Enterprise 2021



Our Enterprise Event & Audience

- Specifically designed for Sponsors who want to reach CXOs and are ready to deploy to Enterprise buyers
- Highest concentration of CXOs of any SaaStr event
- Connecting the top CEOs of B2B companies from \$20M - \$2B ARR with the top CIOs, CDOs, CTOs and CXOs driving innovation in the Cloud
- 8,000+ registered attendees
- 30,000+ tuned in via live stream
- Hundreds of meetings between buyers and sellers



Company Size

- 30% 51-250
- 15% 250-500
- 14% 500-1000
- 20% 1000-5000
- 6% 5000-10,000
- 15% 10,000+

Who Attends

Amazon
Athena Health
Autodesk
Blackbaud
Booking.com
Cisco

Cisco
CloudBlue
Databricks
Deloitte
Dropbox
Facebook

Fedex
Fujitsu
Goldman Sachs
Google
Hitachi
HP

IBM
JP Morgan
Microsoft
Morgan Stanley
Netsuite
Oracle

Qualtrics
Rakuten
Salesforce
SAP
Uber
Visa

Past Attendees



Who's Coming?

SaaStr Enterprise is our flagship CXO event where the top executives and leaders driving innovation in the Cloud.



Top SaaS CEOs

Innovators and buyers can host meetings with the most interesting next-generation vendors, from Box to Talkdesk to Algolia to Zuora to Okta to Zoom and 100+ more top CEOs and leaders.

25%: CEOs, public SaaS companies + Unicorns | 75%: CEOs, private companies > \$20m ARR

CIO/CXO Attendees

Top CIOs, CDOs, CXOs and CTOs and officers from leaders including BT, Google, Box, Walmart, Morgan Stanley, Goldman Sachs, Oracle, AMEX, Cisco and 100+ more will be joining Enterprise 2021.



Jennifer Tejada
CEO | Paperity



Bernadette Nixon
CEO | Algolia



Jay Snyder
Chief Customer Officer | New Relic



Ben Haines
Former SVP COO | Pinterest | Stripe



Catherine Wong
CEO | Zoom



Aaron Levie
Co-Founder | CEO | Box



Carol Carpenter
CEO | Atlassian



Scott Belsky
SVP CPO | LinkedIn | Google | Adobe



Rob Bernshteyn
Co-founder | CEO | Stripe



Justin Bedecarre
CEO | HelloFresh



Jen Nguyen
CEO | TailorMade



Jason Lemkin
CEO | Co-founder | SaaSkit



Marianna Tessel
CTO | HubSpot



Loren Padelford
General Manager | Shopify



Mathilde Collin
CEO & Co-Founder | Prezi



Trisha Price
Chief Product Officer | eClio



Matt Garrett
SVP | Managing Partner | SaaSpreneur
Ventures



David Schmaier
CEO | SaaSpreneur Industries
Ventures

Platinum Enterprise Sponsorship

\$125,000 *Limited to 2, existing partners*

Includes

- **Platinum-level category exclusivity**
- Dedicated lead capture of content
- 50,000 viewers, through live video promotion and social distribution
- Featured promotion on YouTube for 12+ months
- From the CXO's desk
- 3 VIP passes for company representatives, 3 content passes
- Access to event networking apps
- Premium branding for digital event
- Additional Sponsor branding on homepage with pre-recorded video and optional live attendee engagement
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)

In Agenda Content

- 2 x 20-minute hyper workshops. One workshop focused on thought leadership. One workshop focused on the tactical & product side of your brand.

SaaStr.com Presence

- "From the CXO's desk" - SaaStr created blog post and session write-up post-event to re-syndicate your content to 100K+ on SaaStr.com



Jennifer Tejada
@jenntejada

Grateful to be part of @saastr #SaastrEnterprise this morning to discuss the opportunity for change and innovation in front of us. Lots of great talks to learn from today too. Thanks @jasonlk and for everyone for the great questions!



SaaStr

Super Gold Enterprise Sponsorship

\$60,000 *deadline to sponsor: apr 30th*

Includes

- 20-minute Hyper Workshop including Q&A
- Live video and social distribution 10,000 viewers
- 3 VIP passes for company representatives
- Access to curated and double opt-in meetings with CIO/ CXO buyers
- Additional Sponsor branding on homepage with pre-recorded video and optional live attendee engagement
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)

In Agenda Content

- 1x 20-minute hyper workshop including Q&A, focused on thought leadership.



SEPTEMBER 2, 2020, 1:00 PM



Embed

Automation: The Digital Transformation Accelerator



Available by invitation only
CFOs, Regulators

SALESFORCE.COM/EDU



SaaStr

Bronze Enterprise Sponsorship

\$30,000 *deadline to sponsor: may 7*

Includes

- 20-minute Roundtable presentation including Q&A (10-minutes content + 10-minutes group discussion)
- 2 content passes for company representatives
- Additional Sponsor branding on homepage with pre-recorded video and optional live attendee engagement
- Dedicated lead capture of content
- Logo on website, marketing materials

(all content subject to editorial approval)

In Agenda Content

- 1x 20-minute roundtable including Q&A: (10-minutes content + 10-minutes group discussion)



Upcoming For SaaStr Digital

Even more is around the corner for SaaStr and our digital events.



SaaStr
MONEY



SaaStr
SCALE



Hyper Workshops

Available for Super Gold and above

- 20,000+ registered attendees / per event
- 47% audience engagement
- Delivered 3,622+ opt-in registrants (on avg.) to Sponsored workshops
- 300,000+ people tuned in per live event during the event via simulcast to Twitter and Youtube
- Over 1M impressions per event on SaaStr social media channels
- Long-tail promotion on saastr.com properties

Data based on:

[Bridging the Gap](#), [The New New in Venture](#), [Enterprise](#), & [Annual 2020](#)

In Agenda Placement



Hyper Workshops

Available for Super Gold and above

Live Stream Audience

Long Tail on SaaStr Properties



3.5K views in first 20 days post-event



5- 15K+ views day-of event

Example Opt-in Reg & Engagement

for Hyper Workshops

	Leads / Reg	Views	Content
Profitwell	5,972	2,093	“Where SaaS Stands Today”
Salesforce	4,450	2,819	“Your Sales & GTM Strategy”
Microsoft	4,079	1,987	“Brand Demand: Creating Clarity and Driving Growth”
Gainsight	4,059	15,123	“The Future of the Customer”
ZoomInfo	3,247	20,933	“Top 10 Mistakes from \$0 to \$400M”
Mailchimp	2,746	13,926	“How Mailchimp Navigated Uncertainty”
Pagerduty	2,549	9,417	“Automation: The Digital Transformation Accelerator”



Platinum Sponsorship

\$125,000

- 2 x 20-minute hyper workshops. One workshop focused on thought leadership
- Live video promotion and social distribution to an additional 50,000 viewers
- Featured promotion on YouTube for 12+ months
- Premium branding for digital event
- 8 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding on homepage with pre-recorded video and live attendee engagement
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)

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AVAILABLE FOR:

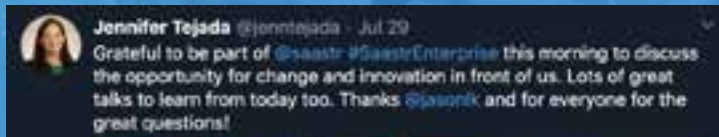


Super Gold Sponsorship

\$50,000

- **20-minute Hyper Workshop to 1,000-5,000 attendees** including Q&A
- Live video and social distribution 10,000 viewers
- 5 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding on homepage with pre-recorded video and live attendee engagement
- Dedicated lead capture of content
- Promotion of pre-recorded promotional video and landing page across social media channels
- Logo on website, marketing materials

(all content subject to editorial approval)



AVAILABLE FOR:





Home Sponsor Wall Exclusive Offers Networking Register for Content



0:00:00 11



CATEGORIES COVERED

The Power of Pair Programming

A talk by Farhan

All Sessions

Unmute

“



”

Bronze Sponsorship

\$30,000

- **20-minute Roundtable** including Q&A
- 2 VIP passes for company representatives
- Access to event networking apps
- Additional Sponsor branding on homepage with pre-recorded video and live attendee engagement
- Dedicated lead capture of content
- Logo on website, marketing materials

(all content subject to editorial approval)

AVAILABLE FOR:



Sponsorship Bundling

Any Event		
Media	Media	Media

\$90k - 1 super gold at any event + 3 consecutive months of media

Any Event		
Any Event		
Media	Media	Media

\$130k - 2 super gold at any event + 3 consecutive months of media

Q1 Event		
Q2 Event		
Q3 Event		
Q4 Event		
Media	Media	Media

\$215k - 4 super gold at any event + 3 consecutive months of media

Extended Partnership

Use your media asset to extend the length of your partnership with SaaStr

Event Partnership



Media Partnership



Bridge the Gap Partnership

Use your media asset to bridge the gap of your partnership with SaaStr across 2 events

Event Partnership



Media Partnership



Boosted Partnership

Use your media asset to boost the value of your partnership with SaaStr

Event Partnership



Media Partnership



1, 2, Punch Partnership

Use your media asset to ramp up your partnership with SaaStr at a 2nd event

Event Partnership



Media Partnership



Year Round Partnership

partner with us once a quarter for predictive consistent pipeline

Event Partnership



Media Partnership



2021 Partnership Calendar

Example of effective bundling

Mix and Match

Depending on what quarter is heavy and which events align with your goals we have a bundle package for you to get consistent promotion in front of your audience all year round

Podcast Media Partnership



SaaStr University Media Partnership



SaaStr Enterprise Event Partnership



SaaStr Annual Event Partnership



SaaStr Weekly Media Partnership



2021 Partnership Stack



Q1 Media

Q1 Media

Q1 Media



Q2 Event



Q2 Media

Q2 Media

Q2 Media



Q3 Event



Q4 Media

Q4 Media

Q4 Media

\$205k - 2 Super Gold + 3 separate media packages of 3 consecutive months

SaaStr Media

Reach the world's largest community of SaaS entrepreneurs



SaaStr.com



SaaStr PODCASTS



SaaStr
UNIVERSITY



SaaStr Weekly



SaaStr Daily



SaaStr Insider



SaaStr

Core Offerings

At a Glance

Offering	Audience	Why?
SaaStr Podcast	150,000+/month	#1 podcast in SaaS
SaaStr University	10,000+ CEOs & execs	Ideal to connect directly with CEOs + founders; persistent content
SaaStr Weekly	240,000/month	Maximum reach across Cloud execs
SaaStr Daily	420,000/month	Maximum impact -- large format ad unit with contextual copy
SaaStr Insider!	170,000+/over month	Maximum reach across revenue professionals, maximum impact unit
SaaStr.com Blog Posts	15,000 views + SEO	Reach our community directly on saastr.com



SaaStr Weekly

\$15,000/ per month, 3 mo minimum

Sponsorship Details

- The [SaaStr Weekly](#) newsletter goes out every Sunday to **60K+ SaaS founders, CEOs, and operators**
- Ads run once per week for four consecutive week
- Avg. conversions for high-performing content: gated content assets, industry reports: 500 - 750+ conversions, \$13 CPL
- Avg. conversions for bottom of funnel content, free trial, etc: 175 - 250+ conversions, \$40 CPQL

Frequency of distribution: Weekly on Sundays

Number of viewers: 60,000 subscribers

Distribution Channels



SEE EXAMPLE



SaaStr



SaaStr Daily

\$15,000/ per month, 3 mo minimum

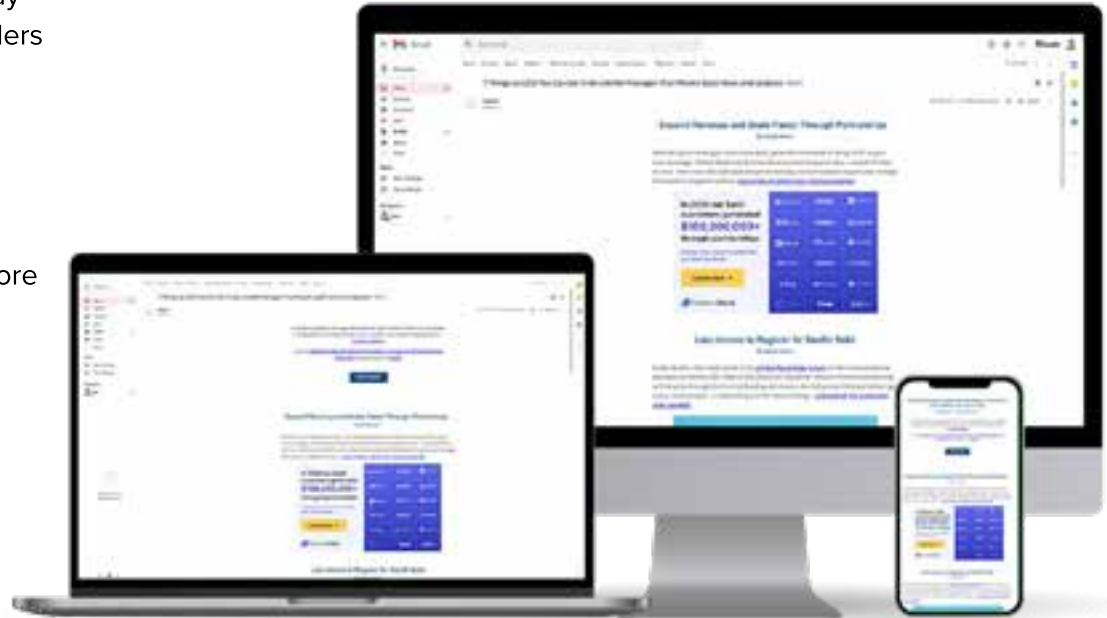
Sponsorship Details

- The SaaStr daily is a distributed Tuesday, Thursday and Saturday via email to our most engaged readers of SaaStr.com
- Text or image ad options
- Ads run 3x a week for four consecutive weeks
- Ability to swap ads once per month
- Sponsorship is the full month commitment
- Avg. click-through rate of 7%, with some of our more popular offers seeing an 12% CTR

Frequency of distribution: 3x a week

Number of viewers: 420,000/month

Distribution Channels





SaaStr Insider

\$15,000/ per month, 3 mo minimum

Sponsorship Details

- Your approved ad will be featured in our daily newsletter **2x a week**
- Text or image ad options
- Ads run twice per week for four consecutive weeks
- Ability to swap ads once
- Max of two sponsors for “SaaStr Insider”
- 5K+ impressions on avg per ad placement

Frequency of distribution: 2x Week

Medium of distribution: Email + LinkedIn

Number of viewers: 168,000/month, 21,000+/day
and growing

Distribution Channels



SaaStr



SaaStr PODCASTS

\$15,000/ mo, 3 mo minimum

Sponsorship Details

The [Official Saastr Podcast](#) is the #1 podcast in SaaS. Guests include CEOs of Slack, Zoom, Box, Datadog, Zuora, Qualtrics and 100s more

- Your approved script will be featured in a 15-second pre-roll (The first 15 seconds of a podcast) and a 15-second post-roll (The last 15 seconds of a podcast). This script will be professional voiced over and added into the edited episode with music under it.
- Your ad will be featured on four episodes per month (once a week)

Frequency of distribution: Weekly

Medium of distribution: Audio/Podcast (Spotify, Google Podcasts, Soundcloud, Apple Podcasts, Overcast.fm and more)

Number of downloads: 150,000/month

Distribution Channels



SaaStr



SaaStr.com

\$15,000/ per sponsored blog post

Sponsorship Details

The SaaStr team will work with you on a Sponsored Guest Article.

- Approved blog post will live on the SaaStr.com homepage for 1 month and then live on our site in perpetuity.
- Will be promoted in our newsletter to 60K subscribers the week it publishes Promoted to over 150,000 followers across all our social media channels
- Our most popular guest posts have seen upwards of 15,000 page views
- Can include a link to your website and/or landing page; can also include a short bio about the author

Frequency of distribution: Once on SaaStr.com

Medium: Website, Email, Social Promotion

Number of viewers: 15,000+ page views + SEO

Distribution Channels



SaaStr

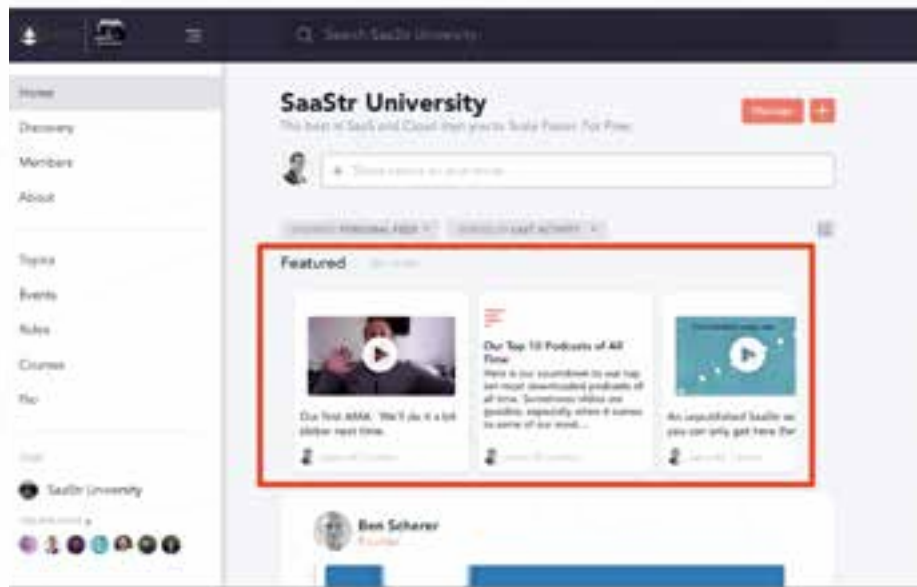


Featured Content Sponsor

\$15,000/ per month, 3 mo minimum

SaaStr University is SaaStr's newest and fastest-growing product. Launched in the fall of 2019, SaaStrU *already* has over **10,000+** founders, CEO and SaaS execs logging into SaaStr University almost every day to share learnings and discuss course lessons featuring top SaaStr content, videos and more.

For \$15k a month, we have the ability to promote 1-3 sponsors' featured content on a **persistent** basis to 1000s of Cloud CEOs, founders and execs.



Distribution Channels



Sponsorship Details

- Established in 2019 with Quora Spaces, the [Cloud Daily](#) features the best answers, news and discussions on what's happening in business software. Building on the popularity of Jason's personal Quora feed, the Cloud Daily has already grown to 320,000 SaaS leaders and founders.
- Your approved ad will be featured in the pinned section of "Cloud Daily" for the entire month
- We will also feature 4 of your approved content pieces, 1 per week, to our Cloud Daily community

Frequency of distribution: Daily

Medium of distribution: Quora

Number of subscribers: 320,000 *and growing*

Distribution Channels





Contact us

sponsors@saastrinc.com