Sponsorship Contract

Pier 27, San Francisco
Oct 31 - Nov 6, 2016

Lean Startup Week

Sponsorship Agreement with Amplitude

Date:

October 14, 2016

Event:

Lean Startup Week 2016

Pier 27, San Francisco
Oct 31 - Nov 6, 2016

Sponsor:

Amplitude

Aditya Vempaty
aditya@amplitude.com

Terms of Agreement

Sponsorship of Lean Startup Week 2016

Sponsor of Lean Startup Week

- Silver Branding: 2 dedicated tweets, logo on conference website, bi-weekly conference newsletter, logo on printed conference materials
- 8' x 8' Exhibitor Space (exhibiting days are Nov 2 and Nov 3 *only*)
- Conference Passes: 3 Silver Passes and 1 Gold Pass (total value of $7,700)
- Webcast: Receive webcast attendees' email addresses. We can also install a software where any future viewers must input their email to watch the webcast. This way you can still capture leads beyond the initial broadcast. LSCo and Amplitude to continue promoting your Webcast every other month for a period of 1 year.
    - 100-300 live during the Webcast, co-promotion from both parties. Amplitude to receive email addresses.
    - 45-minute conversation between experts and includes attendee Q&A.
    - Lean Startup Co. host and producers will work with Sponsor to develop an exciting, relevant topic, date/time. LSCo can also provide a moderator and/or experts, as needed.
    - Webcast will be converted into podcast. Each podcast gets an average of 5,000 listeners via SoundCloud alone (not including iTunes), and with very minimal promotion on our part.
    - Each webcast/podcast is available publicly (via SoundCloud, iTunes, etc.) and lives in our library indefinitely for current and future consumption
    - LSCo will manage logistics including: promotion and landing page, live event management, and post production.

Special Discounted Pricing

- $18,000
- Pay in full before Nov 1, 2016
- No refunds or cancellation after 3 days of dated signature. In the event that sponsor decides to terminate the contract, Lean Startup Co. can only issue a credit to be used for any future Lean Startup Co.'s events, products, and or services.

Signatures

IN WITNESS WHEREOF, the parties hereto have caused this contract to be effective as of the day, month and year first written above.

Amplitude		Lean Startup Week 2016	
By:		By:	
Name:	Aditya Venugopaty	Name:	**Anita C. Law**
Title:	Head of Marketing	Title:	**Business Development Manager, Lean Startup Company**
Phone:	4049329424	Phone:	**415-654-9326**