

Preparations for the 14th annual michaelforce Cigar Shindig are underway and we want you to take part! One of the longest-running Dreamforce traditions, **the Cigar Shindig is *the* conference after party** that attendees have come to revere and look forward to.

What makes the Shindig attractive for sponsors? Unlike most events, dinners, or happy hours held by Salesforce Partners during Dreamforce, the Cigar Shindig is created and run by Salesforce enthusiasts who are well respected members of the Salesforce community. In other words, it's a party FOR Salesforce geeks BY Salesforce geeks. The event is frequented by the who's who of Dreamforce. As a result, sponsors benefit from exposure to, and contact information from, a list of user group leaders, MVPs, Golden Hoodies, Rangers, bloggers, podcasters.... in a word, influencers.

This year's event is on **September 17 from 6PM to 1AM** (*always on the last day of the conference... it's an after party!*) at our usual spot, **the Cigar Bar and Grill** - 850 Montgomery St. San Francisco.

Become a sponsor by emailing Pallavi Agarwal pagarwal@kanderconsult.com



Sponsor Packages:

Platinum Sponsor (\$5,000) (up to 3) - SOLD OUT

- ✓ **All Gold benefits, plus:**
- ✓ Sponsor recognition at all events (verbal and print)
- ✓ Opportunity to provide swag, brochures, or giveaways
- ✓ Opportunity to display your banner in a prominent location
- ✓ Prominent Logo placement in all 2025 event marketing campaigns as a Platinum Sponsor
- ✓ Prominent Logo placement on LinkedIn, Website and Community Page as a Platinum Sponsor
- ✓ Guest list of registered attendees
- ✓ Disclosure of other sponsor names prior to formalizing your sponsorship as well as right of first refusal for additional sponsors within reason
- ✓ 5 VIP Wristbands.
- ✓ 20 drink tickets (\$20 value each)

Gold Sponsor (\$2,500) (up to 3) - 2 Left

- ✓ Logo placement on all event registration pages (for all groups involved in the event)
- ✓ Logo placement on event-specific email marketing to our member lists
- ✓ Shout-outs on Social Media Platforms (X, LinkedIn, Community Newsletter)
- ✓ Guest list of registered attendees
- ✓ 2 VIP Wristbands
- ✓ 10 drink tickets (\$20 value each)

150 Cigar Rolling Package (\$2,500) (up to 1) - SOLD OUT

- ✓ A mix of 100 pre-rolled cigars and 50 cigars rolled on-site
- ✓ Logo placement on Cigar bands
- ✓ 1 cigar roller for up to 3 hours. Additional Cigars: \$15 per cigar Additional Hours: \$150/hour
- ✓ Logo placement on all event registration pages (for all groups involved in the event)
- ✓ Logo placement on event-specific email marketing to our member lists
- ✓ Shout-outs on Social Media Platforms (X, LinkedIn, Community Newsletter)
- ✓ Gather list at an event you are present
- ✓ 2 VIP Wristbands
- ✓ 5 drink tickets (\$20 value each)

Photography Sponsor (\$1,500) (up to 1)

- ✓ Logo placement on all event registration pages (for all groups involved in the event)
- ✓ Logo placement on event-specific email marketing to our member lists
- ✓ Shout-outs on Social Media Platforms (X, LinkedIn)
- ✓ Gather list at an event you are present
- ✓ 2 VIP Wristbands
- ✓ 5 drink tickets (\$20 value each)

FAQ:

Do you get a dedicated email blast and contact info for attendees?

Yes! we will share the list of the attendees that consent to their data being shared.

What are the demographics?

Anyone and everyone is welcome. We just want people to be respectful. That said, here is a breakdown of self-described 2024 registrations.

Dreamforce Attendee RSVPs: 1056 | Trailblazer Community Walk-in: 172
Total RSVPs: 1,228 | Total Attendees: 461

Attendee Type

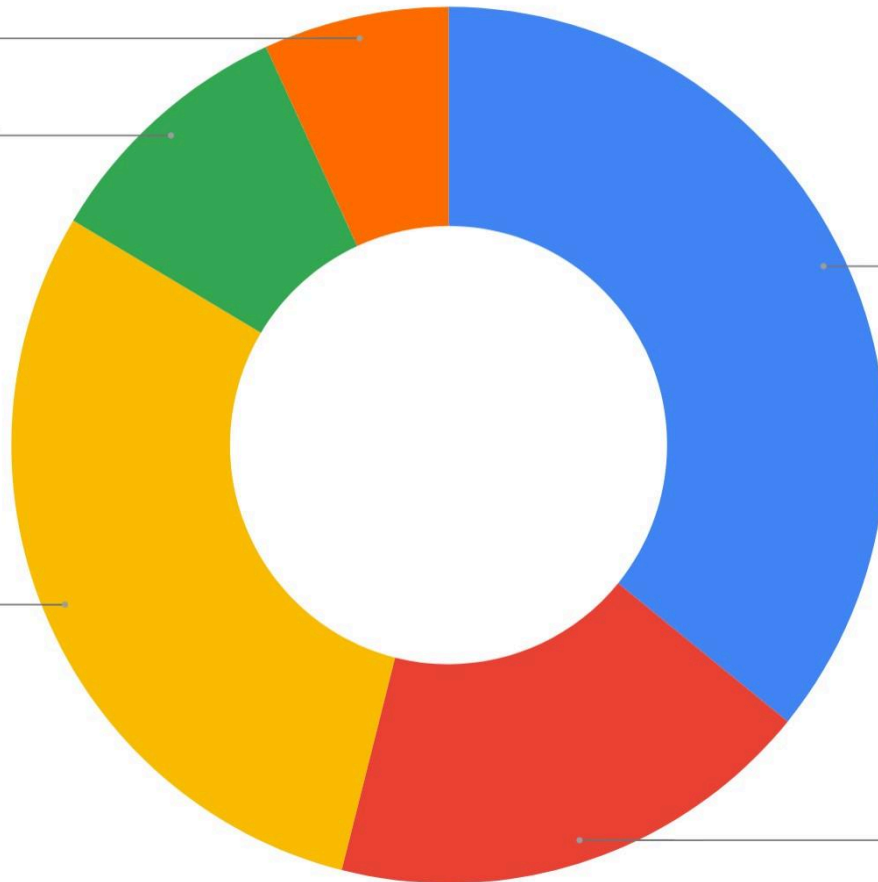
Salesforce Prospect
6.9%

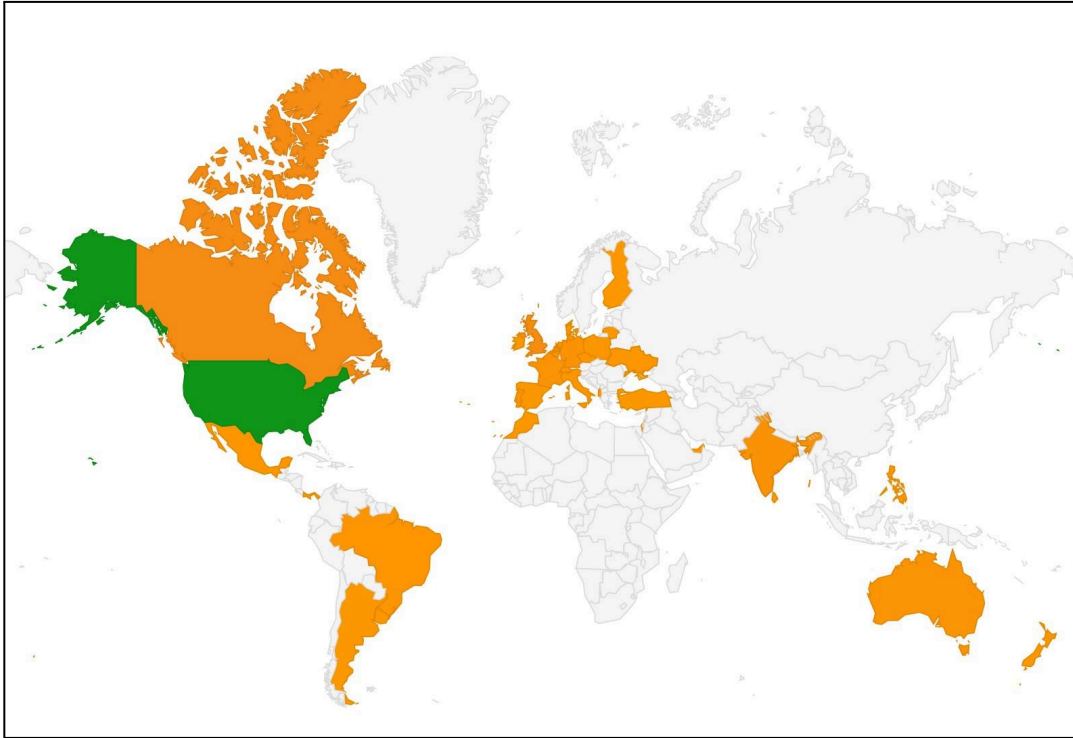
AppExchange ISV Pa...
9.6%

Consulting Partner
29.6%

Salesforce Customer
35.9%

Salesforce (Employee)
18.1%





Will sponsors have booth space?

No. This is not that type of event. There are opportunities to display a banner (see Sponsor Package descriptions above) but this is a relaxing *post-conference* event. The booths and demos and presos are all done with.

May I invite our customers?

Sure, anyone can attend as long as they are a Dreamforce attendee and they register for the event through the official registration page. All registrations must be before 12pm on October 16th including VIP attendees.

Is there a non-smoking section for those allergic or not interested?

The venue consists of an open atrium surrounded by several indoor spaces. The atrium is the only area where smoking is permitted. To avoid smoke some attendees may choose to stay indoors and dedicated outdoor space. We have the upstairs terrace that will be a non-smoking designated area.

What is meant by a Cigar Shindig?

One of the longest running community traditions at Dreamforce, the Cigar Shindig is a staple that many enthusiastic ohana members look forward to. Strategically placed at the end of Dreamforce, the event offers a chance to meet and socialize with Salesforce MVPs, Community Group Leaders, Dreamforce speakers, and even the occasional Salesforce staff! Since it's at the end of Dreamforce, no one has any other obligations and so everyone is ready to sit back, relax, make new friends, and reconnect with the old.