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**Regional Scrum  
Gathering<sup>SM</sup>**

**DHAKA**

**Organized by**

**agilebangladesh**

**Regional Scrum Gathering Dhaka 2025**

**Date: April 25-26, 2025**

**Venue: Le Méridien Dhaka**



## About Regional Scrum Gathering

The Regional Scrum Gathering, hosted by Scrum Alliance, is a premier event dedicated to fostering collaboration, learning, and innovation within the Agile community. These gatherings bring together Scrum Masters, Agile practitioners, coaches, and industry leaders to share knowledge, inspire one another, and explore the evolving landscape of Agile practices. Featuring keynote speakers, interactive workshops, and vibrant networking sessions, the event serves as a platform to deepen the understanding of Scrum and other Agile frameworks while addressing the unique challenges faced by organizations in their Agile transformation journeys.

Attendees of the Regional Scrum Gathering gain exclusive access to expert-led sessions, real-world case studies, and cutting-edge tools designed to drive organizational success in a fast-changing world. In addition to learning opportunities, the event provides a welcoming environment to connect with like-minded professionals and build lasting relationships within the Agile community. Whether you're a seasoned practitioner or new to Agile, the Regional Scrum Gathering offers invaluable insights and practical strategies to empower teams, enhance productivity, and foster a culture of continuous improvement.

Agile Bangladesh, the local nonprofit dedicated to fostering the Agile community in Bangladesh, is hosting the event for the third time in Dhaka. The gathering was previously held in 2019 and 2023, featuring a diverse lineup of national and international speakers, trainers, and coaches. These events have attracted participants with a keen interest in project and product management across various industry sectors, including software, IT services, startups, telecommunications, healthcare, and BPO, among others.

# Event Overview

**Theme:** AI and its impact on Agile project management and product development.

**Date:** April 25 & 26, 2025 (Friday & Saturday)

**Time:** 09:00 am to 6:00 pm

**Location:** Le Méridien Dhaka

**Expected Attendance:** 250 or more

**Target Audience:** Scrum Masters, Agile Coaches, Product Owners, Executives, Developers, Engineers and more.

**Event format:** Parallel sessions along with coaching clinic and career bootcamp





# Sponsorship Opportunity

Partnering with Agile Bangladesh for the Regional Scrum Gathering offers a unique opportunity to connect with a vibrant and growing Agile community. This highly anticipated event, being hosted for the third time in Dhaka, builds on the success of past gatherings in 2019 and 2023, which featured renowned national and international speakers, trainers, and coaches. As a sponsor, your brand will gain visibility among a diverse audience of professionals passionate about project and product management across industries such as software, IT services, startups, telecommunications, healthcare, and BPO. By sponsoring this event, you position your organization as a leader in innovation and Agile excellence while fostering connections with key decision-makers and practitioners in the region.

## Why Sponsor the Regional Scrum Gathering Dhaka 2025?

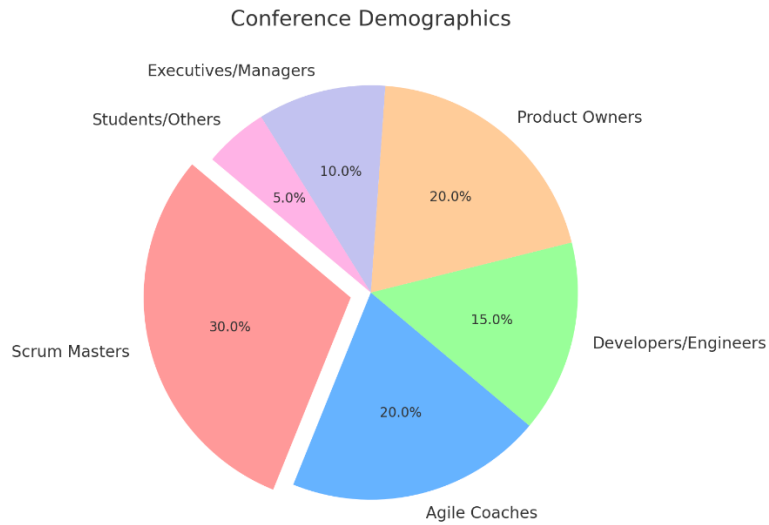
Participation in the sponsorship program presents a unique opportunity to showcase your organization's commitment to Agile practices and transformation. By sponsoring this prestigious event, you gain access to a host of benefits designed to enhance your visibility and reputation within the Agile community.

## Your Sponsorship Includes:

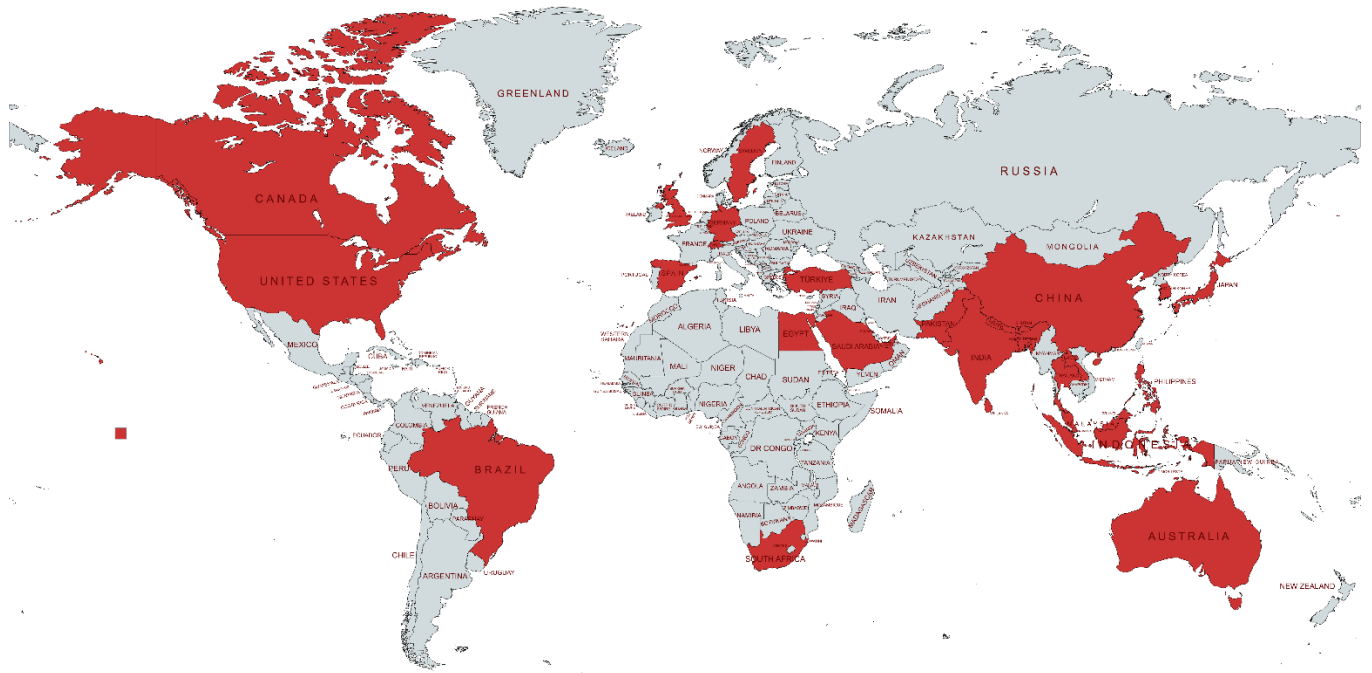
- **Direct Access to Influencers:** Engage with industry leaders and domain experts who have successfully implemented Agile transformations in large organizations.
- **Prominent Recognition:** Be celebrated as a key partner supporting the Agile community in Bangladesh, Asia, and beyond.
- **Conference-Wide Publicity:** Maximize your return on investment with extensive exposure throughout the event.
- **International Reach:** Gain visibility among global participants, including international speakers and attendees from across Asia and other continents, while supporting an official Scrum Alliance event.
- **Branding Opportunities:** Feature your logo and name on all conference merchandise, including bags, print materials, mugs, and more.
- **Talent Acquisition:** Leverage the event to connect with Agile practitioners and potential hires.

When you sponsor *Regional Scrum Gathering Dhaka 2025*, your company's message reaches its ideal audience: Agile professionals at every organizational level. This sponsorship ensures your brand is front and center, resonating with decision-makers, practitioners, and thought leaders in the Agile ecosystem.

# Audience Demographics from past events



## Speaker & attendee demographics from past two conferences



# Sponsorship Packages

## Gold Sponsor (500,000 BDT)

- 20 Complimentary event tickets
- Big Logo in main Banner, standees and backdrops
- 5 inserts in the goodie bag (your company promotional items)
- 15 mins sponsor session
- 1 big stall at the venue
- 25% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Half size logo included in t-shirt and mug
- Logo placement in email will be linked to the company website
- Invitation to speakers' dinner session

## Silver Sponsor (250,000 BDT)

- 10 Complimentary event tickets
- Big Logo in main Banner, standees and backdrops
- 3 inserts in the goodie bag (your company promotional items)
- 10 mins sponsor session
- 1 stall at the venue
- 20% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Half size logo included in t-shirt and mug
- Logo placement in email will be linked to the company website
- Invitation to speakers' dinner session

## Bronze Sponsor (125,000 BDT)

- 5 Complimentary event tickets
- Logo in main Banner, standees and backdrops
- 1 insert in the goodie bag (your company promotional items)
- 5 mins sponsor session
- 15% discount for additional registrations.
- Logo placement on conference website (on the conference sponsor page) will be linked to the company website
- Small size logo included in t-shirt and mug
- Logo placement in email will be linked to the company website
- Invitation to speakers' dinner session

### Community Sponsor (50,000 BDT)

- 3 Complimentary event tickets
- Logo in backdrops
- Invitation to speakers' dinner session

### Micro Sponsor (25,000 BDT)

- 1 Complimentary event ticket
- Logo in backdrops
- Invitation to speakers' dinner session

### Other sponsorship opportunities (Please contact us for details):

- Swag sponsor (250 piece)
  - T-shirt
  - mug
  - pad
  - pen
  - bag
- Dinner sponsor (for speakers and sponsors and invited guests from industry)
- speaker's crests (30-40 in total)

### Sponsorship Rate Card

Category	Amount In BDT	Available spots
<b>Gold Sponsors</b>	BDT 500,000	<b>1</b>
<b>Silver Sponsors</b>	BDT 250,000	<b>2</b>
<b>Bronze Sponsors</b>	BDT 125,000	<b>3</b>
<b>Community Sponsors</b>	BDT 50,000	<b>5</b>
<b>Micro Sponsors</b>	BDT 25,000	<b>10</b>

# Contact Information

For any questions and queries, please contact us.

**Md. Shah Jalal**

**Co-chair**

Phone: +8801619888979

Email: [evojalal@gmail.com](mailto:evojalal@gmail.com)

Website: [www.dhakaregional.com](http://www.dhakaregional.com)

**Mizanur Rahman**

**Organizing chair**

Phone: +8801714075160, +19296066390

Email: [mizanur.rahman@gmail.com](mailto:mizanur.rahman@gmail.com)

Website: [www.dhakaregional.com](http://www.dhakaregional.com)