

# Meet the Mentors Sponsorship



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## About SQABD

Founded on March 4, 2004 SQABD is an entirely voluntary organization, supported and run by a group of individuals dedicated and passionate to supporting the cause. We are now well over 400 members in number. All funds we have go solely to run the group and aim to provide better services to our members.

We are determined to improve the Software Industry of Bangladesh. Our goal is to Build Better Software. Our success is the fact that we have recognition by the elites of the Bangladesh Software Industry where we are well known and respected.

We have an excellent list of services available to offer our community:

- Roundtables
- "Meet the Mentors" episodes (audio/video)
- 190+ rich member profiles on LinkedIn
- Mailing List discussions
- Job Newsletter
- Transcriptions of audio/video recordings
- Software testing consultancy
- More coming soon...

## Sponsorship Packages of “Meet the Mentors” **VIDEO**

### **About “Meet the Mentors”**

Who are the extraordinary people in the Software Industry of Bangladesh? How did they build their career, improved their skills, inspired others to excel, motivated others to thrive, and showed others the path to success? How did they shape the people around them? SQABD will interview these exceptional individuals and upload the Video for everyone to see.

### **Why Should You Sponsor**

#### **We are now broadcasting in **VIDEO!****

Even when we were broadcasting only audio, it was one of our most popular services. We have a huge audience, and only a portion of which are our own SQABD members (400+). We also have cooperation agreements with JPGroup (a local Java community), PHPExperts (a local PHP community), .Net Community (a local .Net community) and PHP Resources (another local PHP community). We are allowed to promote the video to the members of these communities as well.

#### **It will do wonders for you when you are hiring!**

This is a branding opportunity for your company. This is an exciting chance to promote your company to the software professionals of Bangladesh. We have taken all strategic steps necessary to highlight you as a sponsor. Read on to find out how.

#### **Professional production!**

The video package is complete with professional audio/video editing, along with a music theme provided by the popular Bangladeshi Band, “Yaatri”, from one of their hit songs.

#### **More viewing choices!**

It will be hosted in YouTube and Google Video. That’s not all. A high resolution version will be downloadable from our website.



### **Sponsorship Rates**

1. **Regular Sponsorship package** for "Meet the Mentors" episodes
  - a. NOT AVAILABLE at the moment
2. **Premium Sponsorship package** for "Meet the Mentors" episodes
  - a. Only Tk.7,000 per episode (after 30% promotional discount)
3. **Premium **PLUS** Sponsorship package** for "Meet the Mentors" episodes
  - a. Only Tk.10,000 per episode (after 33% promotional discount)
4. **Ultimate Sponsorship package** for "Meet the Mentors" episodes
  - a. NOT AVAILABLE at the moment





The details of the packages are outlined in the next sections.

## Premium Sponsorship Package




Here is the outline of the video along with how we will promote you as the sponsor.

	<p><b>Scene 1</b> License details.</p>	<p><i>This work is licensed under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 Unported License.</i></p> <p><i>The license allows you to freely reuse and distribute this work only for noncommercial purposes, but does not allow you to modify this work.</i></p>
<p><b>SPONSOR</b></p>	<p><b>Scene 2</b> Promoting the sponsor. Contains:</p> <ul style="list-style-type: none"> <li>• Sponsor's company logo.</li> <li>• Message from the sponsor.</li> <li>• Sponsor's company website URL.</li> </ul> <p>We can match the background color of this scene with the logo's background color.</p>	<p style="text-align: center;"><b>Sponsored by</b></p> <div style="text-align: center;">  <p>Falcon Software</p> <p><b>Join us and work with cutting edge technology</b></p> <p><a href="http://www.falconbd.com">www.falconbd.com</a></p> </div>
	<p><b>Scene 3</b> Opening animation of the episode.</p>	<div style="text-align: center;"> <p><b>Meet the Mentors</b> by <b>SQABD</b></p> <p>Episode 3</p> <p>Recorded: September 22, 2007</p> <p><a href="http://www.sqabd.com">www.sqabd.com</a></p> </div> <div style="text-align: center; margin-top: 20px;">  </div>

More on the next page...

<p><b>Scene 4</b> Introduction by the host.</p>	 
<p><b>Scene 5</b> The guest answers questions and shares his experiences and suggestions.</p>	 

More on the next page...

	<p><b>Scene 6</b> Closing message from the host.</p>	
	<p><b>Scene 7</b> Closing animation of the episode.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SPONSOR</b></p>	<p><b>Scene 8</b> Promoting the sponsor. Contains:</p> <ul style="list-style-type: none"> <li>• Sponsor's company logo.</li> <li>• Message from the sponsor.</li> <li>• Sponsor's company website URL.</li> </ul> <p>We can match the background color of this scene with the logo's background color.</p>	<p><b>Sponsored by</b></p>  <p>Falcon Software</p> <p>Join us and work with cutting edge technology</p> <p><a href="http://www.falconbd.com">www.falconbd.com</a></p>

Wait, there is more. We will show your company **logo of size 200x100** (in pixels, width x height), with the following text in the webpage hosting the episode:  
**“This program is exclusively sponsored by”**

Your **logo will be hyperlinked** with your company's website URL. Please note that your logo cannot be an animated GIF.

Here is a preview showing the placement of the text and logos just **below the episode title for optimal brand promotion** (shown in bold red outline):

## Meet the Mentors by SQABD

Who are the mentors in the software industry of Bangladesh? How did they shape the people around them? SQABD will interview these exceptional individuals and upload the recordings for everyone to hear.

SQABD is publishing the recordings under a Creative Commons license that allows you to freely reuse and distribute the recordings only for noncommercial purposes, but does not allow you to modify the recordings.



Wednesday, February 7, 2007  
**Asif Hasan on Meet the Mentors by SQABD**

The program is exclusively sponsored by:



In this episode, your host Tawhidul Islam is joined by Khandakar Asif Hasan, Director at Spectrum Engineering Consortium Ltd. He has more than 13 years of professional experience. The discussion includes:

- His working experience.
- What it takes to be a Software Architect.
- Training the human resources in a software company.
- Government policies regarding the software industry.
- Comparison with India.
- Automation, tools, risk analysis.
- Collaboration between software companies.
- Internship program.
- and more...

[Listen to the podcast \(MP3\)](#)

Visit SQABD Home Page at [www.sqabd.com](http://www.sqabd.com)

The podcast music theme is provided by Yaabri.

Posted by SQABD at 11:06 AM 0 comments

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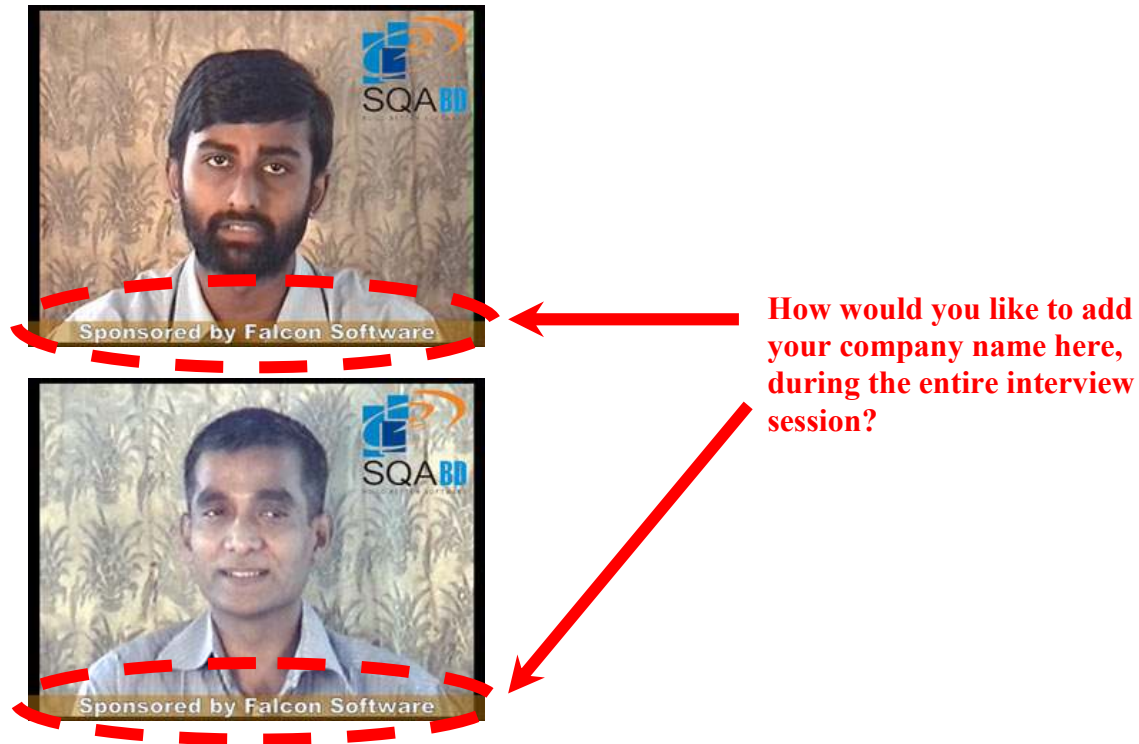
- ▼ 2007 (1)
- ▼ February (1)
- [Khandakar Asif Hasan on Meet the Mentors by SQABD](#)

SQABD User Group

More on the next page...



## Premium **PLUS** Sponsorship Package



We tried to make this a subtle yet strategic location to promote your brand. This is an outstanding branding opportunity. It shows your influence and strength. How can anyone miss that? No matter what clip anyone enjoys or shares with others, you can be sure that you are highlighted.

That's not all. **This package includes ALL the offers of the Premium Sponsorship Package.**

## Our Clients

**Enosis Solutions**

<http://www.enosis.com.bd/>

**Therap (BD) Ltd.**

<http://www.therapservices.net/>