



# Sponsorship Prospectus

## About

DevOps Days is dedicated to bringing systems administration and development together. Michigan, and Detroit specifically, is uniquely positioned to lead this integration due to its highly skilled engineers. We are a collection of makers with a common vision for excellence, change, and the grit to reinvent a city. Presentations will have a broad range of topics, with something for everyone. This conference is about much more than the tools we use. It is a forum for exploring the cultural impact that DevOps has on an organization. Hearing this positive, powerful message from our peers is the best way to integrate this way of thinking. Come join us for a unique yearly event that will showcase a slice of that collective innovation. People in all stages of their career will be present from university students, to local startups, to leaders of industry.

## Benefits

Being a sponsor of this conference is of mutual benefit to sponsor and attendee. Not only are attendees able to enjoy the variety of products and services offered by sponsors, but sponsors also get the opportunity to interact with their audience in a friendly environment. DevOpsDays 2016 attracted over 250 attendees, a 66% increase from our first year in 2015.

## Contact

### General inquiries

[organizers-detroit-2017@devopsdays.org](mailto:organizers-detroit-2017@devopsdays.org)

### Speaker proposal submissions

[proposals-detroit-2017@devopsdays.org](mailto:proposals-detroit-2017@devopsdays.org)

## Will you join us in 2017?

**September 27 - 28**

[College for Creative Studies, A. Alfred Taubman](#)  
[Center for Design Education](#)

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
	\$1,000 USD	\$3,000 USD	\$5,000 USD	\$10,000 USD
Logo On Event Website	X	X	X	X
Logo On Shared Slides, Rotating During Breaks	X	X	X	X
Logo On All Email Communication		X	X	X
Logo On Its Own Slide, Rotating During Breaks		X	X	X
1 Minute Pitch To Full Audience (including streaming audience, if applicable)			X	
5 Minute Pitch To Full Audience (including streaming audience, if applicable)				X
Dedicated Table Space			X	X
High Visibility Dedicated Sponsor Banner (x2)				X
Black And White Logo On Conference Giveaway				X
Shared Table For Swag		X		
2 Included Tickets	X			
4 Included Tickets		X		
6 Included Tickets			X	X

### À la carte opportunities:

*Note: These options may be purchased in addition to, or in lieu of, the bronze, silver, gold and platinum selections. Each à la carte option is limited to one slot (one sponsor per option).*

Lunch Sponsor	\$3,000	Includes signage during lunch & 1 minute pitch to a full audience before lunch
Lanyard Sponsor	\$3,000	Your logo exclusively on the conference badge lanyards
Party Sponsor	\$10,000	Exclusive signage rights during the after party and extended 2 minute verbal pitch to party attendees

[www.devopsdays.org/events/2017-detroit/welcome](http://www.devopsdays.org/events/2017-detroit/welcome)