



# **DevOpsDays Seattle 2022**

## **Sponsor Prospectus**

**July 19<sup>th</sup> and 20<sup>th</sup>, 2022**

# About the Event

In 2009 the term DevOps was created by the founders of DevOpsDays. If you want to reach DevOps practitioners, this is the place to do it.

The event is volunteer run and not-for-profit, so it's inexpensive both to sponsor and to attend. This means we're able to attract people who are not willing or able to pay for expensive commercial conferences.

DevOpsDays also uses a unique combination of curated content and attendee driven “open spaces” to ensure everyone has an opportunity to learn or teach about the subjects most important to them.

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# Demographics and Interactions

In previous years we expected about 500 in-person attendees each year over 2 days of events.

DevOpsDays events tend to attract practitioners as opposed to senior management. The best way to interact with attendees at any DevOpsDays event is to engage with them at the practitioner level and we encourage folks to attend and participate in the discussions.

Scheduled: July 19<sup>th</sup> and 20<sup>th</sup>, 2022

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# Venue

The Conference Center at WSCC

<http://www.wsccl.com/venues/conference-center>

We will be returning to The Conference Center at WSCC for 2022. We've received feedback that this is one of the best layouts for attendee interactions sponsors have ever had.

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# Sponsorship Levels

- Gold - \$7,500
- Silver - \$4,250
- Bronze - \$1,250
- Community - Free

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# Sponsorship Package (GOLD) - \$7,500

- 4 Event Tickets
- 1 minute Pitch fo Full Audience
- Company Sponsorship of Door Prizes (included in sponsorship)
  - End of day incentives to engage and retain an audience
  - Includes 1 minute of air time right before randomly selecting a winner
- 1x 6' table
- Promotion on Social Media
- Large Logo on DevOpsDays Seattle website (.jpg)
- Logo on Event Posters

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# Sponsorship Package (SILVER) - \$4,250

- 2 Event Tickets
- Share a 6' Table with another sponsor
- Promotion on Social Media
- Medium Logo on DevOpsDays Seattle website (.jpg)
- Logo on Event Posters

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# Sponsorship Package (BRONZE) - \$1,250

- 1 Event Ticket
- Small Logo on DevOpsDays Seattle website (.jpg)
- Promotion on Social Media
- Logo on Event Posters

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# Sponsorship Packages (Community Free)

- Available to Meetup Groups and Communities
- Small Logo on DevOpsDays Seattle website (.jpg)

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# Ala carte sponsorship

a la carte sponsorship opportunities (available without package purchase)	
Bag inserts - a perfect way to give attendees coupons, promos and more	\$1,000
Lanyard sponsor - lanyards are prime real estate and kept by attendees for a long time (Limit 1)	\$2,500
Coffee mug sponsor - branded mugs for attendees to take home will leave a long lasting impression (Limit 1)	\$3,000
Breakfast Sponsor (Limit 2) - Everyone needs to fuel up in the morning, make a lasting impression by doing so!	\$4,500
Refreshments and Snacks (Limit 1) - providing awesome snacks means you'll become attendees favorite sponsor!	\$5,000
Lunch Sponsor (Limit 2) - lunch time is a key part of the experience - sponsor this refueling break!	\$6,500
Social Hour sponsor (Limit 1) - sponsor an amazing social hour after Day 1 for everyone to mingle and unwind	(TBD by Sponsor and Organizers)
Close Caption sponsor (Limit 1) - sponsor accessibility!	(TBD by Organizers)

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# Don't Wait! Deadline for sponsorship is 5/17/2022

Reach out to confirm your sponsorship by emailing the team with the package that makes the most sense for your company. We would like to have all sponsors identified in advance of 5/17/2022.

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