



www.devopsdays.org/2020-Atlanta/

Devopsdays Atlanta is returning to **The Historic Academy of Medicine** for the 5th year on **April 21st & 22nd of 2020**. We're glad your organization is interested in sponsoring the thriving Atlanta-area community by sponsoring this event.

The Academy of Medicine holds 300 people. Devopsdays Atlanta has sold out of tickets and sponsorship opportunities for the past 2 consecutive years. We're hoping for another full house this April and are excited your organization is looking to be a part of it! If you have any questions please don't hesitate to contact us.

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2020 Sponsorship Opportunities at a Glance

	Platinum	Gold	Silver	Bronze	Community
Cost of Sponsorship	\$10,000	\$5,000	\$3,000+	\$1,000	Help promote the event!
Number of Tickets	10	5	3	1	0
Logo on Event Website	✓	✓	✓	✓	✓
Logo attendee email communications	✓	✓			
Logo on stage banners at event	✓	✓			
Mention by MC at kick-off & close	✓	✓			
1 minute pitch to audience (includes streaming)	✓	✓			
Premium table space near registration	✓				
Branding at the after party	✓				
Custom Branding at event (see page 7 for details)			✓		
Dedicated table space in vendor hall	✓	✓			
2020 devOpsATL Meetup sponsor listing	✓	✓			

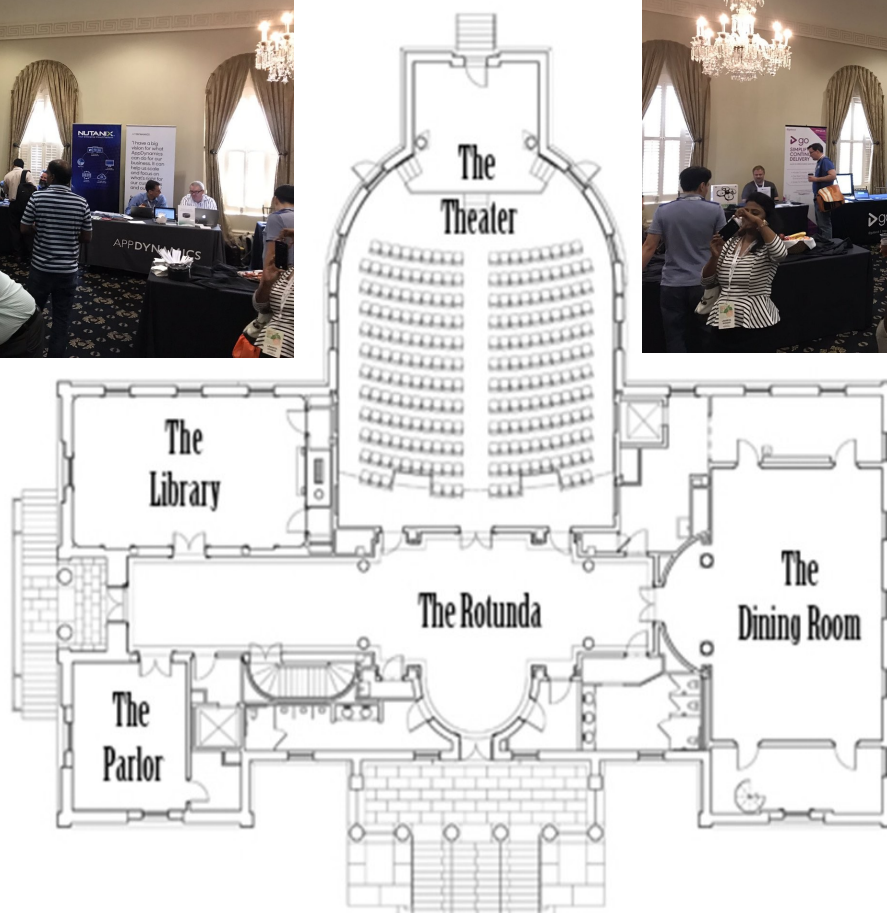
Location & Venue



The Historic Academy of Medicine is located less than a quarter-mile from the Midtown Marta station in Atlanta, which makes it a convenient destination for folks flying into Atlanta.

About half of our attendees walk, bike, or take public transit to our conference.

The Academy's décor has a unique Southern ambiance that represents Atlanta well. As a historical building, complete with medical artifacts from its past on display, this location provides our 300 attendees an engaging backdrop for devopsdays Atlanta.



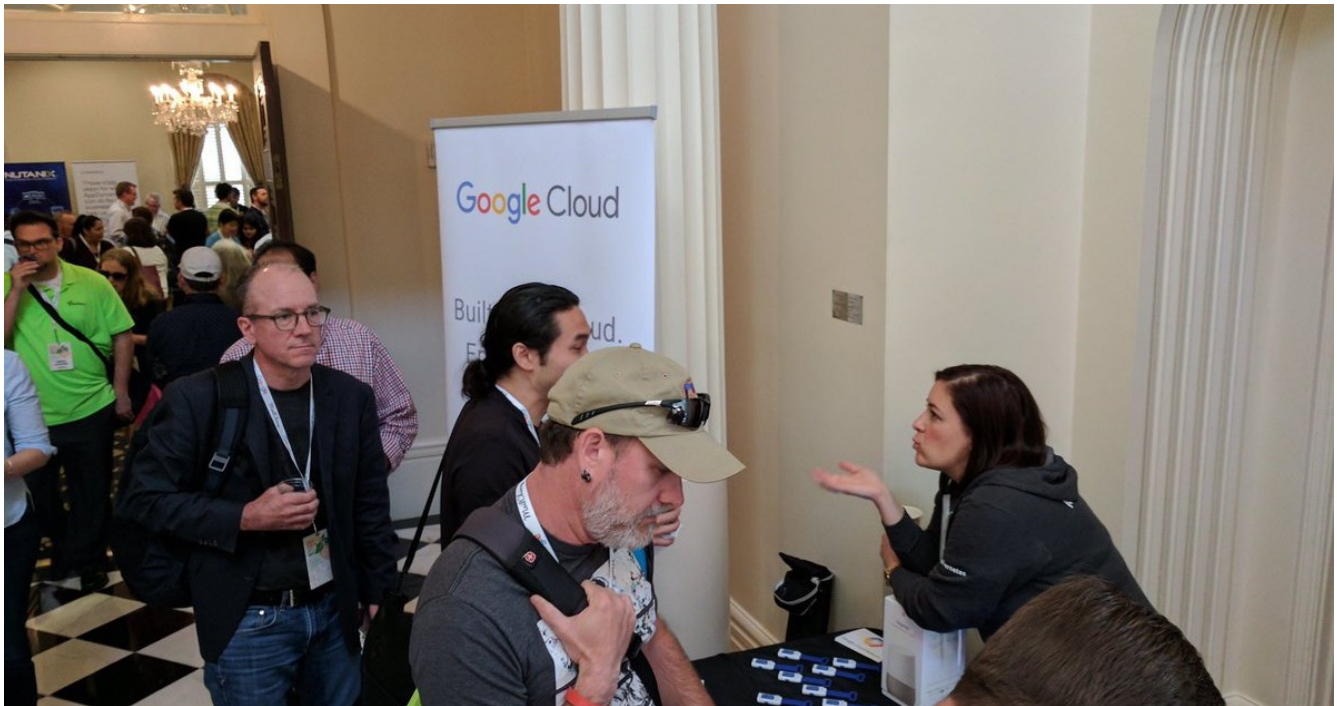


The dining room next to the theater **accommodates 10 gold sponsors** and is where we serve coffee and a light breakfast in the morning. We have room for **2 platinum sponsor tables in the rotunda** next to registration. We serve a hot meal for lunch in the Magnolia Room with plenty of options for vegetarians, vegans, and other dietary restrictions. The Magnolia Room is then converted for open spaces in the afternoon.

There are **Silver sponsorship opportunities for our breakout rooms for open spaces this year**, along with our **quiet room**. These include both the Library and the Parlor upstairs and the Cottonwood and Sugarberry rooms downstairs. Some of these rooms will feature the **live stream on big screen TVs** so our attendees have a place to work while watching the presentations if needed.



Platinum Sponsorship | \$10,000



Platinum sponsorship for devopsdays

Atlanta covers the cost of our after party.

We've traditionally rented out a brewery or pub within walking distance of the venue, encouraged attendees to bring board games, and provided drinks, heavy hors d'oeuvres, and desserts in a sponsor-branded environment. We're glad to work with our Platinum sponsor to tailor the party to their liking.

The 2017 party's attendance rate was 95%.

Platinum sponsorship includes 2 tables near registration in front of the sponsor hall.

Platinum Sponsorship Includes

1. 10 tickets
2. Logo on website
3. Logo on all attendee email communications
4. Logo on banners at venue
5. Mention by MC at kickoff and close
6. A 2 minute pitch to full audience (includes streaming audience)
7. 2 dedicated tables near registration
8. **Custom branding at the after party**
9. 2020 devOpsATL Meetup sponsor

We're happy to split this sponsorship

between any 2 organizations that are comfortable co-sponsoring the after party.

Gold Sponsorships | \$5,000



Gold sponsors provide the majority of our funding.

We encourage you to use your 1 minute pitch to the audience to drive traffic towards your booth during the breaks. Your logo will also be listed on the devOpsATL Meetup page for 2020 and be included in any emails to our 2,000+ members.

www.meetup.com/DevOpsATL/

Gold Sponsorship Includes

1. 5 tickets
2. Logo on website
3. Logo on all attendee email communications
4. Logo on banners at venue
5. Mention by MC at kickoff and close
6. A 1 minute pitch to full audience (includes streaming audience)
7. 1 dedicated table in the sponsor hall
8. 2020 devOpsATL Meetup sponsorship

Silver Sponsorships | \$3,000+

All Silver sponsorships include 3 tickets & your logo on the website.

There is no dedicated table space included with any Silver sponsorship.

Breakout Room Sponsorship | \$4,000

The Library and the Parlor will have **55" flat screen TVs** for overflow seating in the morning. The TVs will be raffled off to our attendees. The rooms will be converted for open spaces in the afternoon. These sponsorships let you brand the room and leave swag out. The Library is large enough to hold 2 Silver sponsors. The Parlor only has room for 1. Sponsors can choose which room to use upon payment. We encourage Silver sponsors to submit an open space topic for the room so they can participate with the group.

The Quiet Room | \$3,500

The Quiet Room is a place to take a break, work, meditate, or just sit quietly with no expectation of any interaction.. This sponsorship lets you brand the room and leave some swag out.

Lanyards & Badges | \$3,500

Your company name & logo on our lanyards & badges.

Wireless Internet | \$3,000

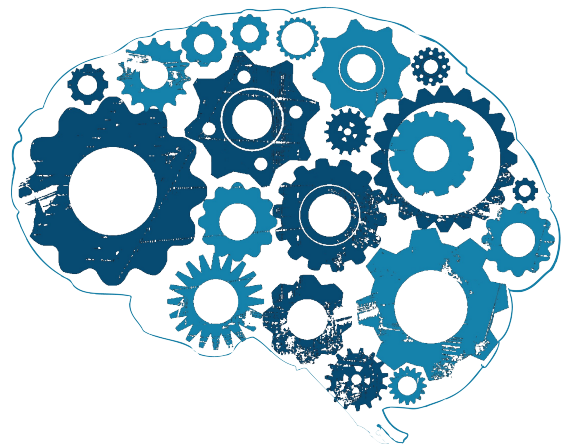
Your company name will be used as the wifi passphrase.

Morning Breaks | \$3,000

Signs with company logo & name at morning breaks.

Ignite Karaoke | \$3,000

A devopsdays Atlanta tradition, attendees adlib a talk to randomly selected slides on stage while hilarity ensues. Your logo on slides before and after each Ignite Karaoke participant.



Bronze Sponsorships | \$1,000

Bronze sponsorships are \$1,000 and include 1 ticket and your logo on the website.

Community Sponsorships | Help us promote the event

We're glad to put community sponsors logos on our website for helping us spread the word. This year's theme is “**The ‘Just’ Basics**”, which aims to investigate the epistemic justification of what we consider basic introductory technical training in 2020. For more information, [please see this post from one of our organizers](#). [Cat Swetel](#) will be joining us for a keynote presentation on this topic, along with [Gen Ashley](#) who will be giving a keynote on Wardley Mapping 101.



Our CFP is Still Open!

You can submit your talk at <https://forms.gle/uvXbtMXihvt5uWtY7>

We always need more ignites and encourage sponsor participation.

Our Code of Conduct & Anti-harrassement Policy

<https://www.devopsdays.org/events/2020-atlanta/conduct/>

Did We Miss Something?

Please let us know if there's something your organization would like to sponsor that wasn't listed here.

We appreciate your support for devopsdays Atlanta and the growing Atlanta tech community. We look forward to seeing you in Midtown in April!