AUGUST 24-25, 2022

DevOpsDays is a self-organizing conference for DevOps practitioners that depends on your sponsorships. We do not have a traditional trade show conference floor, sell product presentations, or distribute attendee contact lists. Sponsors have the opportunity to have short elevator pitches during the program and will get recognition on the website and social media before, during, and after the event. Sponsors are encouraged to participate and engage with the attendees as peers.

Any attendee also has the opportunity to demonstrate products or projects as part of any of the Open Space sessions. Platinum sponsors will also have access to a dedicated demo room to provide hands-on demos to individuals or small groups. Be sure to send technical practitioners to interact with customers and peers at DevOpsDays on their own terms.

Please email the organizers at **dallas@devopsdays.org** with any questions you may have about sponsoring the event.

Sponsorship Levels

Over the past years, we learned a lot from attendee's and vendor's feedback received which has been valuable. We are listening and have made some improvements.
- The Passport Program was successful in past yeas and generated a lot of foot traffic to each of the vendor tables so it's one we're keeping.
- Our community is growing at a crazy speed, so we're excited to have partnered with the Plano Event Center which is equipped with modern technologies and **86,400 square feet of event space**.
- This will give us the opportunity to increase the number of attendees we had back 2 years ago in 2019, and be able to host **800 attendees**.
- Another lesson learned from past years that we're improving on was to use drink tickets to drive interaction with vendors.
  - Our popular specialty coffee drinks will be back again this year, but you'll need to get a drink ticket from a vendor for each cup.
  - We're also planning to a Social Networking Event at this conference, and use drink tickets to drive interaction with vendors.

Platinum - $14,500

- 5-minute pitch to full audience, including streaming audience (provided we are able to stream the videos)
- Four (4) general admission tickets
- 20% discount code for ten (10) tickets to share with your community
- Dedicated demo room for customer presentations, workshops, etc.
- Logo on the dedicated slide, rotating during breaks
- Logo on DevOpsDays Dallas 2022 event website
- Dedicated table for swag/marketing/staffing

Gold - $9,500

- One (1) minute pitch to full audience, including streaming audience (provided we are able to stream the videos)
- Logo on all email communication
- Two (2) general admission tickets
- 20% discount code for ten (10) tickets to share with your community
- Logo on the shared slide, rotating during breaks
- Logo on DevOpsDays Dallas 2022 event website
- Dedicated table for swag/marketing/staffing

Silver - $6,000

- One (1) minute pitch to full audience, including streaming audience (provided we are able to stream the videos)
- One (1) general admission ticket
- 20% discount code for ten (10) tickets to share with your community
- Logo on a shared slide, rotating during breaks
- Logo on DevOpsDays Dallas 2022 event website
- Half of a shared table for swag/marketing/staffing

Media - $0

The media sponsorship is ideal for podcasts, blogs, news outlets, and other media who support DevOps. This sponsorship is free but we ask that you share information about DevOpsDays Dallas with your audience in order to become a Media Sponsor.

- One (1) ticket included
- 20% discount code for ten (10) tickets to share with your audience
- Logo on a shared slide, rotating during breaks
- Logo on DevOpsDays Dallas 2022 event website

Please email the organizers at **dallas@devopsdays.org** about becoming a media sponsor.

Community - $0

The community sponsorship is ideal for local meetups, co-working spaces, and other non-commercial communities who support DevOps. This sponsorship is free, but we ask that you share information about DevOpsDays Dallas 2022 with your members in order to become a Community Sponsor.

- One (1) ticket included
- 20% discount code for twenty-five (25) tickets to share with your audience
- Logo on a shared slide, rotating during breaks
- Logo on DevOpsDays Dallas 2022 event website

Please email the organizers at **dallas@devopsdays.org** about becoming a community sponsor.

À La Carte Sponsorships

À La Carte sponsorships will be available after May 26th. À La Carte items are only available to Platinum or Gold sponsors. We can be creative with these sponsorships, so just ask! Email us: **dallas@devopsdays.org**.

Happy Hour - $10,000

Happy Hour will be held both evenings of the event. All conference attendees will be invited to a happy hour. The Happy Hour sponsorship includes some special perks not listed in the table above. The attendees must interact with a vendor to receive a free drink ticket.

- Two (2) sponsorships are available, one for each day of the conference
- Recognition and logo on a shared slide, rotating during breaks
- Logo and branding recognizing the sponsorship of the happy hour
- Recognition and logo on the DevOpsDays Dallas 2022 event website
- Recognition and logo on all email communication
- All beverages to be served are included in the price

Lanyards - $5,000

- One (1) sponsorship is available
- Recognition and logo on a shared slide, rotating during breaks
- Logo and branding will be placed on conference badge lanyards
- Recognition and logo on the DevOpsDays Dallas 2022 event website
- Recognition and logo on all email communication
- The purchase of lanyards is included in the price

Coffee Bar - $5,000

A custom high-end coffee bar will be available in a large lounge area during the event. All conference attendees will be invited to receive a coffee. The attendees must get a ticket by interacting with a vendor to receive a free coffee.

- Two (2) sponsorships are available, one for each day of the conference
- Recognition and logo on a shared slide, rotating during breaks
- Logo and branding recognizing the sponsorship of the happy hour
- Recognition and logo on the DevOpsDays Dallas 2022 event website
- Recognition and logo on all email communication
- All beverages to be served are included in the price

Refund Policy

We are excited to have you sponsor our event. We also understand that there are sometimes circumstances that may cause you to need to withdraw that sponsorship. Refunds for sponsorships are available according to the following schedule:

À La Carte sponsorships

- No refunds are available for À La Carte sponsorships

All other sponsorship levels

- Before June 1, 2022 - 80% refund is available
- Between June 2 and July 31, 2022 - 75% refund is available
- After August 1, 2022 - No refund is available

Please email the organizers at **dallas@devopsdays.org** with any questions you may have about sponsoring the event or requesting a refund.