



# DevOpsDays Cape Town 2020

## Sponsorship Prospectus

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Topics often include automation, testing, engineering, security, and organizational culture.

### Conference Details

#### Dates

17 & 18 September 2020

#### Attendees

200 - 300

#### Venue

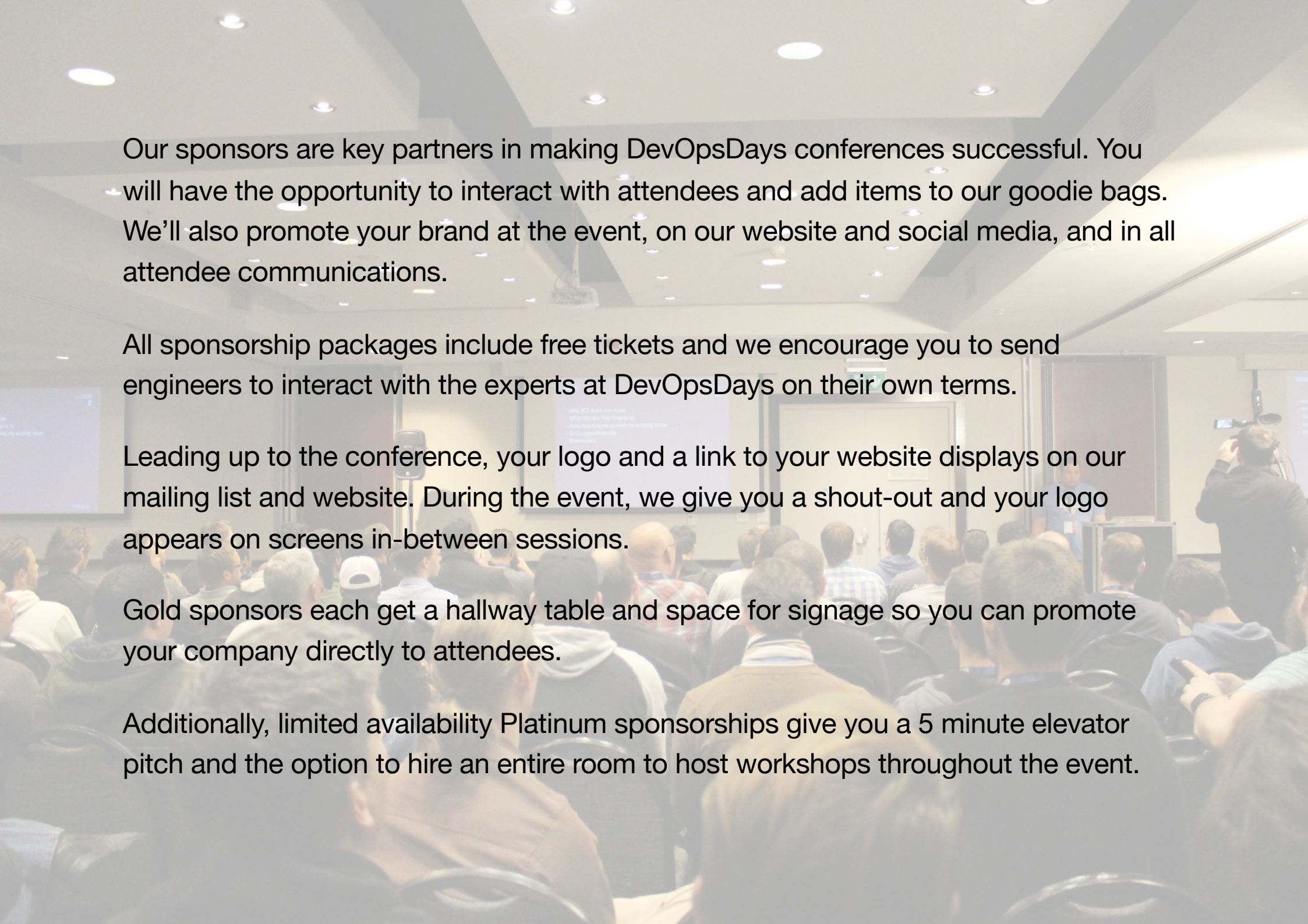
Hilton Doubletree Hotel  
Upper Woodstock

#### Years Running

4







Our sponsors are key partners in making DevOpsDays conferences successful. You will have the opportunity to interact with attendees and add items to our goodie bags. We'll also promote your brand at the event, on our website and social media, and in all attendee communications.

All sponsorship packages include free tickets and we encourage you to send engineers to interact with the experts at DevOpsDays on their own terms.

Leading up to the conference, your logo and a link to your website displays on our mailing list and website. During the event, we give you a shout-out and your logo appears on screens in-between sessions.

Gold sponsors each get a hallway table and space for signage so you can promote your company directly to attendees.

Additionally, limited availability Platinum sponsorships give you a 5 minute elevator pitch and the option to hire an entire room to host workshops throughout the event.

We have a selection of sponsorship packages to choose from, with tiered benefits to suit all budgets. If any packages don't quite fit your needs, reach out to us and we'll work together to structure a package wherever possible.

	Supporter	Basic	Silver	Gold	Platinum
Social media shout-out	★	★	★	★	★
Logo on website		★	★	★	★
Logo on emails		★	★	★	★
Branded items for goodie bag		★	★	★	★
Logo on delegate name tags		★	★	★	★
Branded poster at the event			★	★	★
Logo on event t-shirt			★	★	★
Booth/table space				★	★
Logo on lanyard				★	★
5 min elevator pitch					★
Optional room bookings*					★
Free tickets	0†	2	3	4	5
Price	ZAR2,000	ZAR40,000	ZAR50,000	ZAR60,000	ZAR70,000



## Sponsorship Terms

- For operational reasons, the cut-off date for sponsorship perks is 31 July 2020. Sponsors should provide necessary branding material prior to this date to ensure lead time for printing.
- Payment term for sponsorships is Net 30 following mutual signing of agreement.
- Social media accounts for purposes of shout-outs include Twitter and Facebook.
- Contact us for clarification or to discuss individual package terms!

\* Please note that room bookings for platinum sponsors are an optional extra billed at R5000 per room for both days of the conference

† Supporter is a type of ticket available at registration. We recognise that it may be impractical for some companies to invest in a full sponsorship package. Additionally, we have seen that more individuals, such as those self-employed, wish to support the conference. When buying a Supporter ticket, additional information is collected at checkout so we can properly thank the purchaser.

# Frequently Asked Questions

## **Do sponsorship packages include a speaking slot?**

We don't offer speaker sessions as part of our sponsorship packages as we believe this promotes higher quality talks. If you'd like to submit a talk, we absolutely encourage you to send your proposal through our submissions page at [www.devopsdays.org/events/2020-cape-town/propose](http://www.devopsdays.org/events/2020-cape-town/propose)

## **How do we register our sponsor tickets?**

Once your payment has completed, a member of our organising team will send you an email with a link to redeem your tickets. Please provide your attendee names so we can print name badges.

## **Can we ship stuff ahead?**

Our venue generally allows us to store items overnight prior to the event. Please contact us for arrangements.

## **What are your payment options?**

We prefer EFT to our conference bank account in South Africa but can also accept credit cards where necessary.

## **What should we put in the goodie bag?**

This is an opportunity to attract attendee interest with branded gifts. Provided your item is safe, practical and appropriate, it's up to you! Please check beforehand if your item is larger than around 120cm<sup>3</sup>.

## **What are the typical demographics of delegates?**

DevOpsDays attendees include practitioners from a variety of professions including...

- Software development
- Operations engineering
- Information security
- Data engineering
- Quality assurance
- Product ownership
- Delivery management
- Business analysis
- Customer relations

... and increasingly, intersections of these and more!

## **We'd like to sponsor. How do we get started?**

Great! Just send us an email at [sponsorships@devops.capetown](mailto:sponsorships@devops.capetown) and a member of our team will respond with more details. You're also welcome to reach out with any other questions or if you need any more information.