

# DevOpsDays Texas 2021

## Sponsorship Prospectus

March 2<sup>nd</sup>, 2020, hosted virtually from all over Texas!\*

**DevOpsDays Texas is a community-focused virtual conference** that is based on the CALMS of DevOps: Culture, Automation, Lean, Measurement, and Sharing. The event brings together DevOpsDays communities from, but not limited to, Austin, Dallas, and Houston to learn and share virtually while we are physically separated during the COVID-19 pandemic.

\* We may stretch to a two day conference based on the number of talk submissions we get.

## The Organizers

- JJ Asghar, [IBM Cloud](#), from DevOpsDays Austin
- Richard Boyd II, [Amazon Web Services](#), from DevOpsDays Austin
- Dan Collins, [American Bureau of Shipping](#), founder of DevOpsDays Houston
- Paul Czarkowski, [VMware](#), from DevOpsDays Austin
- Reginald Davis, [Schlumberger](#), from DevOpsDays Houston
- John-Paul Herold, [Southwest Airlines](#), from DevOpsDays Dallas
- Karl Katzke, [VoiceThread](#), from DevOpsDays Austin
- Sagar Karmakar, [Centric Consulting](#), from DevOpsDays Houston
- Svetlana Kryukova, [Two Sigma](#), from DevOpsDays Houston
- Shaun Mouton, [Chef](#), from DevOpsDays Austin
- Jessica Sabugo, [Istation](#), from DevOpsDays Dallas
- Laura Santamaria, [LogDNA](#), from DevOpsDays Austin
- Gokul Sridharan, [MicroFocus](#), from DevOpsDays Dallas

## Attendees

Our attendees fit into several categories.

**DevOps practitioners** that work in the software architecture, infrastructure, and software delivery fields. They have diverse job titles like Site Reliability Engineer, Cloud Infrastructure Architect, or DevOps Engineers. They are at the forefront of their peers in the adoption of DevOps methodologies and look to both share and learn at our conference.

**Developers** who are curious by nature, excited to explore new technologies and ways of doing things. Full-Stack or Specialist Developers, they attend DevOpsDays to learn about the full software lifecycle and areas that are foreign to them, like infrastructure and operations.

**Operators** who are new to the DevOps world and want to learn more about the fundamentals. They attend DevOpsDays to learn about DevOps best practices and what it means to embrace DevOps. Many job roles fit into this category like Systems Administrator or Engineer; it also includes specialist positions in Security and Quality Assurance.

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**Business stakeholders** looking for new solutions to unsolved problems. As technology provides a business advantage, we see product managers, program directors, and CTOs attending, looking for something that can help drive their business forward.

## Virtual Venue

Discord is our platform of choice for the virtual venue. It's been used to host virtual DevOpsDays events including DevOpsDays Chicago 2020. Discord provides several capabilities for virtual events including automated attendee registration, breakout rooms with video, and private channels for coordination.

## Become a Sponsor

To become a sponsor or get more information on sponsorship, please contact: [sponsors@devopsdaystx.org](mailto:sponsors@devopsdaystx.org).

## Sponsor Packages

There are three different sponsorship levels at DevOpsDays Texas: **Gold, Silver, Bronze, and Community.**

- **Captioning:** Do you want to really stand out with your sponsorship? If so, the Captioning Sponsorship will set you apart from the crowd. We have two openings, one for each day of the conference. Your company will be featured on our transcription streams. This also includes everything from the Gold Package.
- **Gold:** Our highest visibility package also includes Voice and Audio in your very own Discord Channel. Beyond that you'll get premium placement for your pre-recorded pitch and access to 5 emojis on Discord.
- **Silver:** A step down from Gold, the Silver package still includes a 2 minute pre-recorded pitch and 3 custom emojis in Discord. This is great for sponsors that want to engage with our attendees but don't need full Audio and Video for their Sponsor Channel.
- **Bronze:** If you want to find your next hire or need to build out your team, this package is great for advertising open positions and drawing quality candidates.
- **Community:** Are you a Meetup, a social organization in the STEM field, or another conference? If so please consider becoming a Community Sponsor (for free!) and help build out our network of DevOps enthusiasts. We also provide a free channel on our Discord server where you can engage with your community.

Packages	Captioning	Gold	Silver	Bronze	Community
Available Number	2	3	3	4	Unlimited
Emoji on Discord	5	5	3	1	1
Pre-Recorded Pitch	2 Minutes at Either Opening, Lunch, or Closing	2 Minutes at Either Opening, Lunch, or Closing	2 Minutes Before One of Our Talks	1 Minute During Ignite Talks	1 minute, time TBD
Logo on website and title cards	Large	Large	Medium	Small	Small
Sponsor channel	Individual Sponsor text chat Channel and a Voice/Audio channel	Individual Sponsor text chat Channel and a Voice/Audio channel	Individual Sponsor text chat Channel	Individual Sponsor text chat Channel	Individual Community text chat Channels
Price	\$5,500	\$3,000	\$2,000	\$1,000	Free