DEVOPSDAYS NYC

Sponsor Prospectus

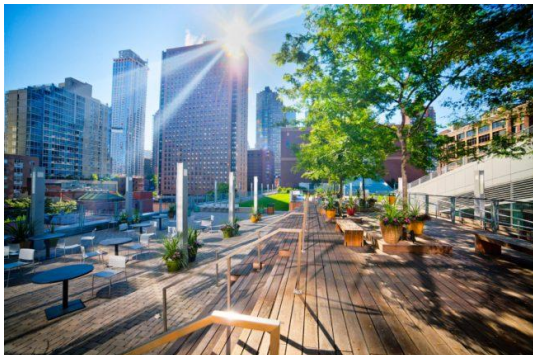New York City - June 6-7, 2023

About the event

New York City's own devopsdays

2 days

300 attendees

Sponsors
- Central sponsor hall

Open Spaces
- Our most rooms ever

New Venue
- John Jay College of Criminal Justice

Engaging Talks
- 10 Full Sessions (30m)
- 20 Ignites (5m)

Participate
- Breakfast, lunch and coffee
- Day 1 evening reception
- Join open spaces and attend the talks
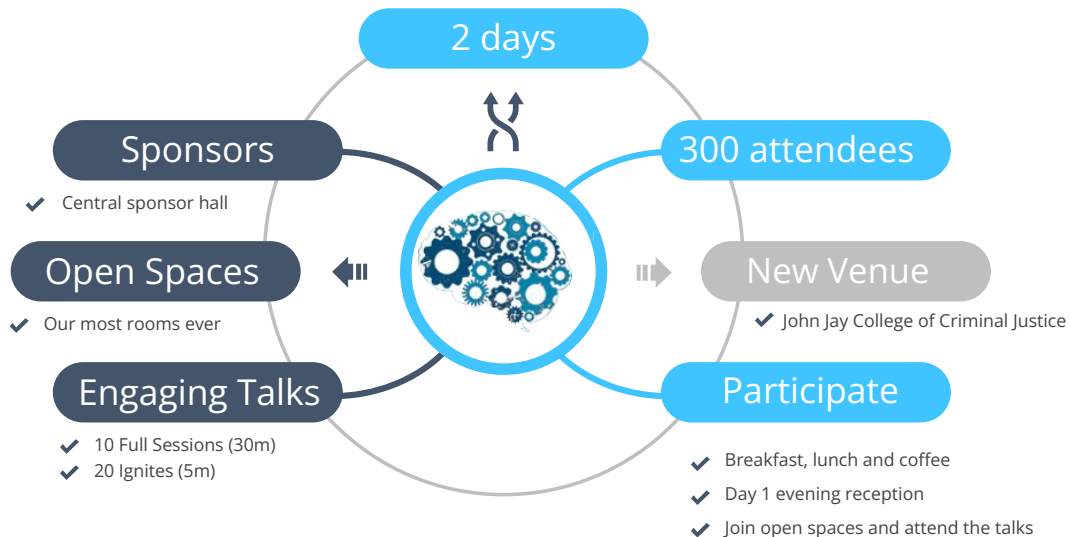
John Jay College of Criminal Justice

1216 Fifth Ave (at 103rd St) - New York, NY 10029

Jay Walk

The New Building

We have reserved a number of beautiful spaces throughout The New Building. Hound Square (right) will host coffee, bites, and sponsor tables. Hound square is centrally located (FL1) between the Theater (Ground) and Dining Hall (FL2). Adjacent to the Dining Hall is the Jay Walk (left). Attendees are free to use the outdoor space throughout the day, and we have reserved it for the evening reception following day 1, if weather permits.
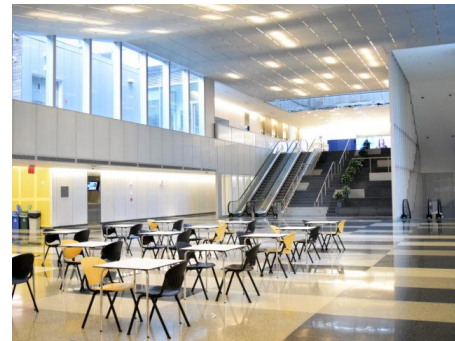
Hound Square

Gerald W Lynch Theater

Since opening its doors in 1988, the Gerald W. Lynch Theater has been an invaluable cultural resource. The Theater is a member of CUNY Stages, a consortium of 16 performing arts centers located on CUNY campuses across New York City and the CUNY Dance Initiative. The Theater has a total capacity of 595, including a balcony. The Theater provides a large space for our attendees to spread out to whatever extent makes them comfortable.

Community and Exposure

Joining the Community as a Sponsor

Devopsdays is a self-organizing conference for practitioners that depends on sponsorships. We do not have exquisite vendor booths, sell product presentations, or distribute attendee contact lists. Sponsors have the opportunity to secure table space to interact with attendees during the event. Gold sponsors exclusively secure the opportunity for a short elevator pitch during the program. We provide breaks during which we encourage attendees to visit the sponsor hall, where coffee and refreshments will also be located.

Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. All attendees, including sponsors, also have the opportunity to propose an open space session on any topic.

Exposure

All sponsor levels secure exposure. Leading up to the conference, your logo, as well as a link to your company's website (or product!) displays on our website. During the event, we give you a shout-out and showcase your logo on conference media including signage, and intermission slides. Every sponsor also receives a tagged thank you post on social media.

Our bespoke sponsorships offer more ways to stand out before, during, or after the event. Sponsor lunch to be featured exclusively while attendees enjoy that meal each day. Our captions sponsor will be featured on all talk recordings uploaded to our youtube channel. The 2 evening reception sponsors will solely have the stage to pitch attendees, and if desired, hold a raffle during the reception.
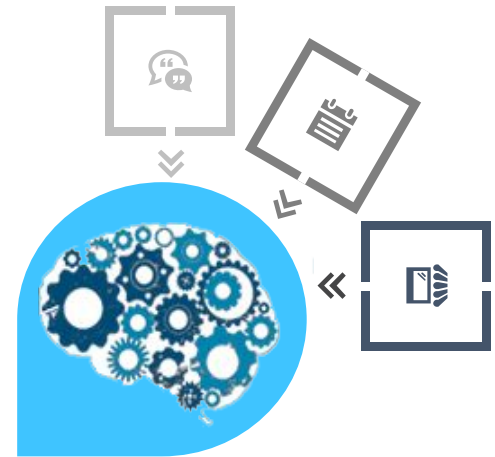
The Standard Levels

	USD 1500	USD 8000	USD 15000
	BRONZE	SILVER	GOLD
💻 Logo On Website	✔	✔	✔
🔊 1 Min Stage Pitch			✔
👥 Full Table (12ft)			✔
👤 Half Table (6ft)		✔	
👕 Swag Inserts	✔	✔	✔
🎟 Number of Tickets	1	2	4

The Bespoke Sponsorships

🍷 Evening Reception

👉 2 sponsorships available

👉 Half table included (6ft)

👉 2 tickets

👉 Up to 3 min pitch during reception

👉 Thanked each time we mention the reception on Day 1

👉 Exclusive row on website

🔍 Breakfast

👉 2 sponsorships available

👉 Logos at breakfast

👉 Thanked each time we mention breakfast

👉 Exclusive row on website

🍝 Lunch

👉 2 Sponsorships available

👉 Thanked each time we mention lunch

👉 Exclusive row on website

🎬 Captions

👉 Thank you in published videos

👉 Exclusive thank you slide in intermission deck

👉 Exclusive row on website

📹 Video

👉 Thank you in published videos

👉 Exclusive thank you slide in intermission deck

👉 Exclusive row on website

🎟️ Registration

👉 Logo on badges

👉 Logo at registration desk

👉 Exclusive row on website

Contact us at new-york-city@devopsdays.org for pricing

The Startup Level

What is it?

We are excited to offer a special sponsorship aimed at supporting local entrepreneurs in our community for the first time. The startup level is essentially half of a silver sponsorship, available at a discounted price.

We have 4 of these sponsorships available for $1000. They include:

- 1 Ticket
- Shared half table (3 ft)
- Logo on website

Who Qualifies?

A lot of companies may consider themselves to be a startup, but we are specifically seeking very early stage companies. To be eligible, your company must meet the following criteria:

- Based in the greater NYC area
- Seed stage, or pre-seed
- Less than 3 years old
- Less than 25 employees
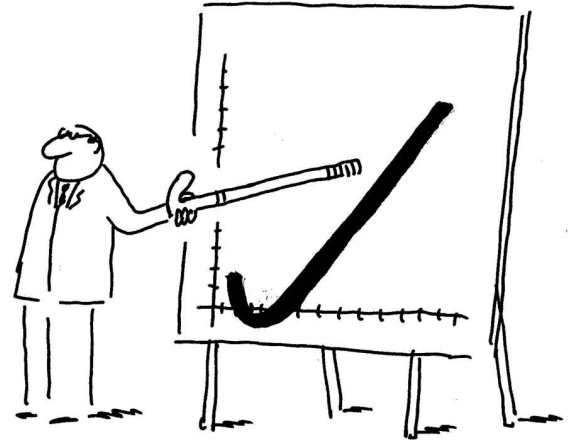
FAQ

1. CAN YOU HOLD OUR SPOT?
No, we're sorry. We usually sell out of table space, so all sponsorships are available on a first-come-first-serve basis to be as fair as possible. Sponsorships are locked in once payment is received.

2. DO SPONSORSHIP PACKAGES INCLUDE A TALK?
No, but you are welcome to submit a talk proposal for consideration. We have selected talks submitted by employees of sponsor companies in the past. These proposals stood out because they displayed expertise about the problem space and didn't pitch a particular product or solution.

3. WHOM SHOULD I SEND TO THE CONFERENCE?
The past years have shown a clear trend towards staffing booths with technologists who can interact with our attendees during the event and engage with technical questions.

4. WHAT ARE THE DEMOGRAPHICS OF THE ATTENDEES?
Our attendees historically fill a number of roles that could be considered 'dev', 'ops', or management. It skews more towards modern 'ops' (devops, SRE), but each event we see more IC roles reported that fit even less neatly into the traditional 'dev' or 'ops' divide (platform, etc.).

5. CAN YOU SHARE ATTENDEE DATA OR CAN WE SCAN BADGES?
No. We will not share attendee data, and we do not implement a scannable badge. Sponsors wishing to collect personal information are allowed to ask attendees to provide such information in a raffle or other giveaway.

6. HOW DO WE REGISTER OUR SPONSOR TICKETS?
Once your payment has completed, we send you a unique code to register the number of tickets associated with your tier.

7. DO YOU HAVE A CODE OF CONDUCT?
Yes, please find it on the event page. The organization is dedicated to providing a great experience to all groups attending the event and thus requires everyone, including sponsors, to take note of and adhere to these guidelines.

8. WHAT KIND OF SWAG SHOULD I PUT IN THE BAG?
The choice is yours to make, but we, the organizers, prefer sustainable goodies. If you need help, please don't hesitate to ask us.

9. IS IT POSSIBLE TO DONATE MONEY TO CHARITY INSTEAD OF PUTTING SWAG IN THE BAG?
Yes! We would love to encourage you to do that. We will make sure that you will be noticed with such an amazing gift.

10. CAN WE SHIP STUFF AHEAD?
Yes, you can. Please contact us to make arrangements.
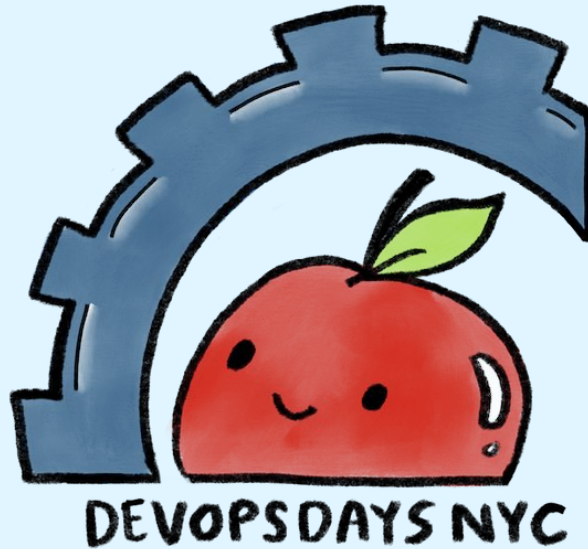
11. HOW DO WE GET OUR STUFF BACK?
Please make sure that at the end of the event that all of your stuff is packed into boxes and labeled with a shipping address. Contact us for making arrangements with regards to shipment.

12. WHAT ARE THE PAYMENT OPTIONS?
We accept a variety of payment options through our service provider including ACH, wire, and credit card.

Thank you for supporting Devopsdays NYC 2023

If you have more questions or would like to purchase a sponsorship, please contact us via email:

new-york-city@devopsdays.org