



# DevOpsDays Seattle 2024

## Sponsorship Prospectus

May 14 -15, 2024



# About the Event

In 2009 the term DevOps was created by the founders of DevOpsDays. If you want to reach DevOps practitioners, this is the place to do it.

The event is volunteer run and not-for-profit, so it's inexpensive both to sponsor and to attend. This means we're able to attract people who are not willing or able to pay for expensive commercial conferences.

DevOpsDays also uses a unique combination of curated content and attendee driven “open spaces” to ensure everyone has an opportunity to learn or teach about the subjects most important to them.

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# About the Venue

We are please to share that we will be returning to the Seattle Convention Center's Arch at 705 (floor 6) venue for May 2024 - [floor plan](#).

The Arch at 705 Pike has over 200,000 square feet of space in the heart of downtown Seattle. A gorgeous naturally lit multi-floor lobby leads you directly to the conference center, lunchroom and sponsor space.



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# Demographics and Interactions

In previous years we expected about 250-300 in-person attendees each year over 2 days of events.

DevOpsDays events tend to attract practitioners as opposed to senior management. The best way to interact with attendees at any DevOpsDays event is to engage with them at the practitioner level and we encourage folks to attend and participate in the discussions.

Scheduled: May 14 - 15, 2024

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# Platinum Sponsorship - \$12,000 - Limit 2

## 6 Event Tickets

- 5 minute Pitch fo Full Audience
- Company Sponsorship of Door Prizes (included in sponsorship)
  - Ongoing incentives to engage and retain an audience
  - Includes 1 minute of air time right before randomly selecting a winner
- 2 x 6' table
- Promotion on Social Media
- Logo on DevOpsDays Seattle website (.jpg)
- Logo on Event Posters

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# Gold Sponsorship - \$6,000 - Limit 26

## 4 Event Tickets

- 1 minute Pitch fo Full Audience
- Company Sponsorship of Door Prizes (included in sponsorship)
  - Ongoing incentives to engage and retain an audience
  - Includes 1 minute of air time right before randomly selecting a winner
- 1 x 6' table
- Promotion on Social Media
- Logo on DevOpsDays Seattle website (.jpg)
- Logo on Event Posters

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# Silver Sponsorship - \$1,000 - Limit 30

2 Event Tickets

- Promotion on Social Media
- Logo on DevOpsDays Seattle website (.jpg)
- Logo on Event Posters

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# Happy Hour Sponsorship - Limit 2

You'll work directly with the vendor to set this up, we will put you in touch with them.

Sponsor one evening happy hour social event and connect with attendees directly!

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)





# Lanyard Sponsorship - \$3,000 - Limit 1

Lanyard sponsor - lanyards are prime real estate for positioning your brand with constant visibility during the event. Attendees keep them for a long time, extending your brand recognition afterwards.

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# Wifi Password Sponsorship - \$2,000 - Limit 1

Wifi Password Sponsorship - set the Wifi password for the entire 2 day event to a catchy one of your choice.

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# Closed Captioning Sponsorship - \$4,000 - Limit 1

Join us in making this year's DevOps conference an inclusive and accessible event for all

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# Free Community Sponsorship

- Available to Meetup Groups and Communities
- Small Logo on DevOpsDays Seattle website (.jpg)

Questions? [seattle@devopsdays.org](mailto:seattle@devopsdays.org)



# Deadline for sponsorship is 2024-02-15

## Don't Wait!

Reach out to confirm your sponsorship by emailing the team with the package that makes the most sense for your company. We would like to have all sponsors identified in advance of 2024-02-15, with final payments by 2024-03-15.

[seattle@devopsdays.org](mailto:seattle@devopsdays.org)

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