DevOpsDays Boston 2017 Sponsorship Prospectus

What is DevOpsDays?

DevOps Days is a two day conference that will be held at the Cyclorama and Boston Center for the Arts in Boston, MA. This conference hopes to promote awareness of bridging the gaps and breaking down silos between development, operations, security and other business units. DevOpsDays is a grassroots event for professionals in Tech to network together and share ideas and challenges relating to DevOps and Technology in general. It is organized by peers who care and believe in collaboration, automation, measurement and constant improvement.

Why Sponsor DevOpsDays Boston 2017?

DevOpsDays goal is to bring the highest quality speakers, experts and contributors together for two days of "Teaching and Learning". As an event sponsor, you will be branding your company as ambassadors to the Boston DevOps Community. Your company will be recognized as a leader in the Tech community, exposing your brand, products, and services to Boston's Top Tech Talent. Last year we had 550+ attendees and expect the same this year.

SPONSORSHIP PACKAGE #	PLATINUM	GOLD	SILVER
Contribution Cost	$7500	$5000	$2500
# of Conference Passes	4	2	1
Table Space	6 x 2.5	3 x 3	
Company Logo on DevOpsDays website	✔	✔	✔
Company Logo on digital banners	LG	MED	SM
Mentions through Social Media	✔	✔	✔
Minutes on Stage	2	1	

Sponsorship Add-Ons

Add-On	Evening Event Sponsor	Lanyard Sponsor	Recruiting Sponsor
Cost	$15000	$5000	$1500
Minimum Sponsorship	Gold	Gold	Silver
Availability	2	1	(based on capacity)

Sponsorship Packages

Platinum Package

Platinum packages are the highest level DevOpsDays Boston sponsor option. Their key attributes are that they include a full size table in the sponsor expo area and two minutes on stage between sessions.

Please be aware these are not full conference booths like at a major tech conference - no large scale booths, things fastened to the ceiling, etc. can be accommodated. You can bring a table cover and have room behind your table for a couple people and a stand-up banner or two. Banners no wider than six feet can also be tacked to the wall but you will be responsible for cleaning up any large holes left at the end of the show. Each table has a power strip to it and a couple chairs. The most successful sponsor tables in past years tend to be those staffed by technical employees of the company who know the products or services well. The Platinum sponsorship comes with four tickets.

Platinum sponsors also get comprehensive branding and shout-outs throughout the show, and have the opportunity to do two minute pitches to the full conference audience between the all-hands sessions.

Gold Package

Gold packages are the next level sponsor option. They get a half-size table in the sponsor expo area and a one minute on stage between sessions.

As with Platinum, these are not full conference booths like at a major tech conference - no large scale booths, things fastened to the ceiling, etc. can be accommodated. You can bring a table cover and have room behind your table for one person and a stand-up banner. Banners no wider than three feet can also be tacked to the wall but you will be responsible for cleaning up any large holes left at the end of the show. Each table has a power strip to it and one chair. The most successful sponsor tables in past years tend to be those staffed by technical employees of the company who know the products or services well. The Gold sponsorship comes with two tickets.

Gold sponsors also get comprehensive branding and shout-outs throughout the show, and have the opportunity to do one minute pitches to the full conference audience between the all-hands sessions.

Silver Package

Silver packages are designed for sponsors who do not want to staff a table or may not be able to commit to attending, but who nonetheless want to sponsor the event and have prominent branding. A silver sponsorship comes with one free ticket to the event.

With each of these sponsor options, we will make sure the attendees know you sponsored the event by providing the opportunity to associate your brand with a high-visibility activity during the event. There will be up-front announcements of these events, social media, website promotion and, of course, your logo or pop-up banner will be incorporated in some fashion (depends on option). There is also a shared swag/giveaway table for silver sponsors to place materials on.

Silver Package Visibility Options

- Breakfast Day 1: We are serving an awesome breakfast spread and you will get our attendees attention at the top of the morning!
- Breakfast Day 2: The same, for the second day of the conference.
- Lunch Day 1 : We always serve the best local cuisine we can get at our lunches.
- Lunch Day 2: Same for day 2.
- Treat Break Day 1: During our afternoon break on day 1, we will have snacks or dessert and drinks.
- Treat Break Day 2: During our afternoon break on day 1, we will have snacks or dessert and drinks.
- Breakout Spaces: We will be utilizing an online scheduling application for this years conference which will make adding you branding a sinch.

Additional à la carte sponsorships are available:

A la carte sponsorship options are additional value for your brand but do not include tickets, table space, or time on stage. These options include:

Happy Hour

The Beehive is an amazing bar attached to the Cyclorama listed as a must see Boson venue by Travel & Leisure, Zagat, and The New York Times. There are two bars in the Beehive and each bar can be sponsored by one company. Sponsorship include signage on the bar and servers wearing the t-shirt of the sponsor. The sponsor is responsible for supplying the appropriate sized t-shirts for the staff. Happy hour will include open bar and passed out horderves as well as on stage entertainment and door prizes. Sponsorships for the bar will be $15,000 each.

Lanyard

Everyone at the event will be wearing a lanyard and this is your chance to get your name in front of all of them. The lanyard will be printed with your branding on the badge. There is only a single sponsorship available and it is $5,000.

Recruitment Package

The recruiting package is perfect for the sponsor who sees the show primarily as a way to find new candidates for employment. No table is provided but you will get time with candidates. A scheduling system with mobile app will be provided to ensure your time is used most effectively throughout the show. Small rooms will also be provided to enable quality conversations with potential candidates.

Other sponsorship options may be available. Contact us if you would like to explore other possibilities. [[email address for info organizers-boston-2017@devopsdays.org]]

The Space

We will be placing sponsors along the curved outside walls on the left and right of the bellow floor plan.
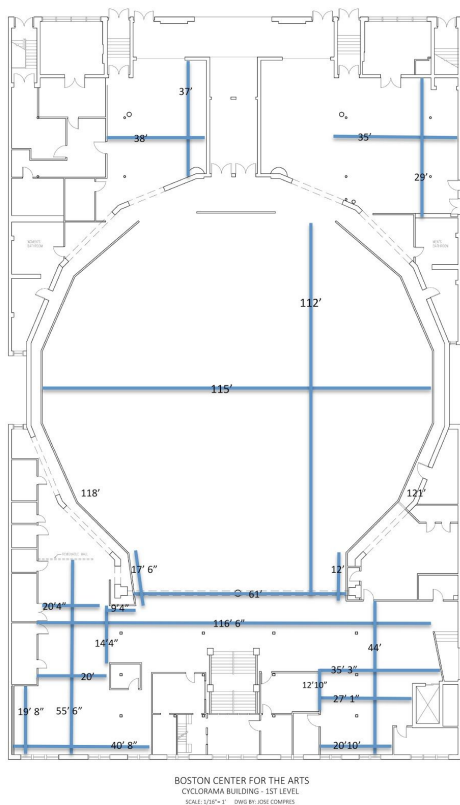
This year we will be using the Cyclorama for our main room and two theatres in the BCA for our staged talks:

The Cyclorama at Boston Center for the Arts is an impressive and historic venue located in the stylish South End neighborhood of Boston.

Featuring a dazzling copper skylight dome atop a round, brick-lined 23,000-square foot space, the Cyclorama can host from 100 to 1000 guests (up to 875 seated).

The elegant simplicity of the building, which was opened in 1884 and is included on the National Register of Historic Places, makes a stunning statement on its own and yet invites a wide variety of creativity and inspiration.