



# DevOpsDays Austin 2025

*Your DevOps Journey*

## Sponsor Prospectus



# About DevOpsDays Austin

Thank you for your interest in sponsoring DevOpsDays Austin 2025!

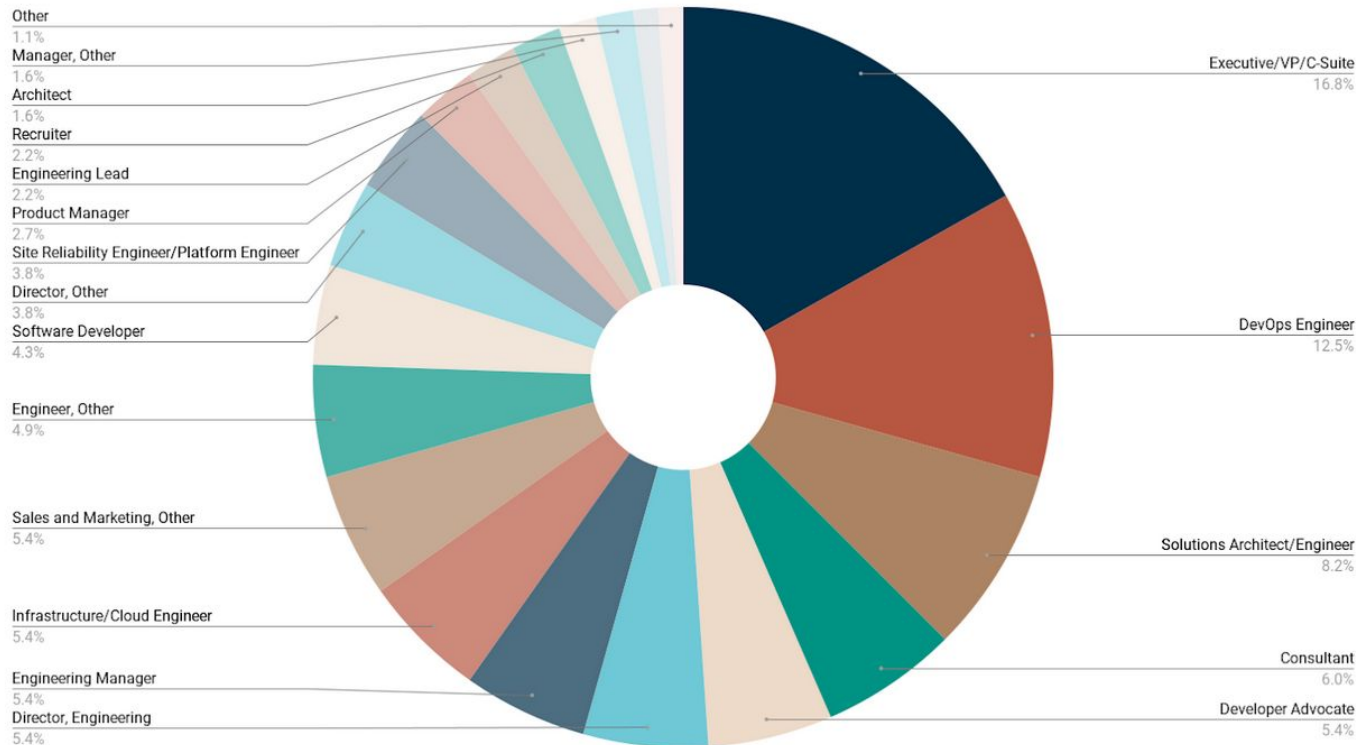
DevOpsDays Austin is now in its THIRTEENTH year, consistently one of the best attended and reviewed DevOpsDays events on the planet. Sponsor the conference and connect with leaders in the most vibrant tech community in the region. These are the people influencing decisions about security, monitoring, operations, engineering, quality, and product development at leading companies in Central Texas and beyond.

DevOpsDays Austin 2025 will be held at the Texas Computer Education Association (TCEA) from May 1-2, 2025, and will accommodate a cap of 320 attendees. Our theme this year will be “*The DevOps Journey*”—it’s about the journey, not the destination.

# Who Attends DevOpsDays Austin?



2023 DevOpsDays Austin Attendee Breakdown



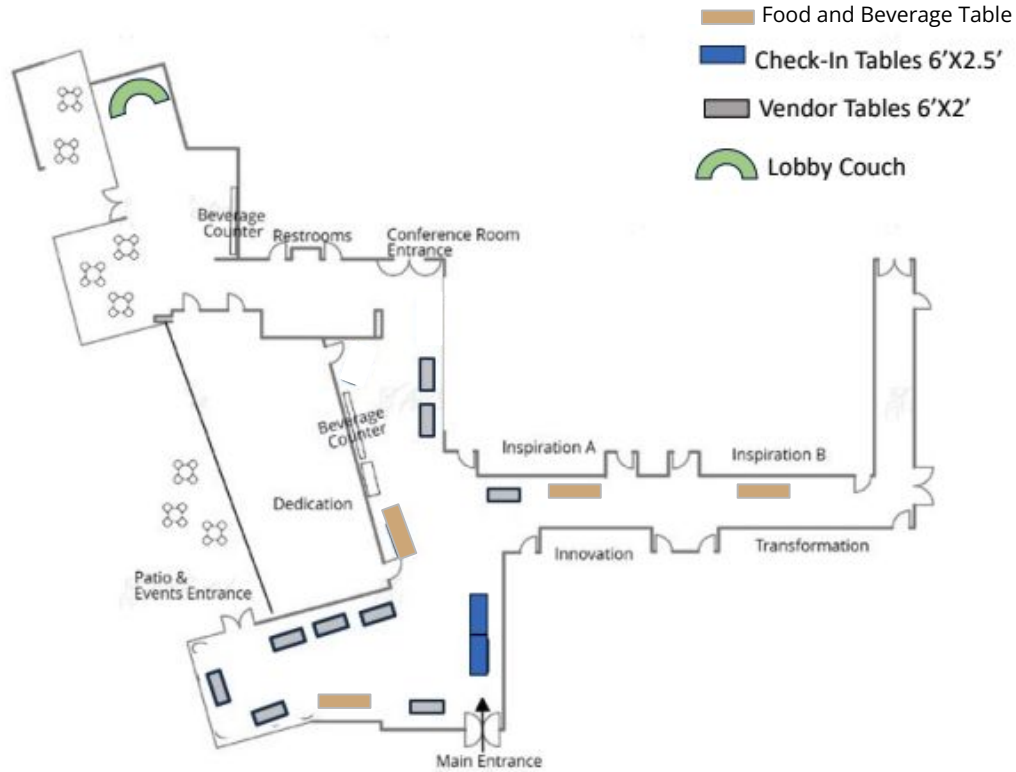
# About the Venue

The Texas Computer Education Association (TCEA) is located southeast of downtown off of Ben White Boulevard. There is ample parking and accommodation for people with disabilities.



# Venue Floorplan

(table arrangement may change during planning)





# Sponsorship Options

## Gold (\$9,000) - Limit 10



Gold sponsorships offer a 6'x2' 2-person staffed table in the main concourse right off the central rotunda. This is a great way to interact with attendees in person.

## Lanyard (\$5,000) - Limit 1



The Lanyard sponsorship is a consistent favorite, providing your company the opportunity to advertise to all attendees by way of your branding on the badge lanyard provided at registration.

## Coffee Bar Sponsor (\$5,000) - Limit 1



You can sponsor an open tab allowing attendees to get the caffeine-laden drink of their dreams.

## Food Sponsor (\$3,000) - Limit 6



Your logo will be displayed on all screens during breakfast, lunch, and snack and can put your swag in our swag bag.

## Track Sponsor (\$5,000) - Limit 3



Track sponsors get their logo on the digital signage on each track, two one minute pitches per day to their track during break, and premium logo placement on track slides.

## Happy Hour (\$8,000) - Limit 2



Happy hour sponsors have the opportunity to brand our happy hour with their logo and swag and get a two minute pitch to open the happy hour.

## Quiet Room (\$3,000) - Limit 1



Quiet room sponsors will have their logo on the digital signage and can decorate the quiet room with their swag and branding.

## Swag Bag Add-on (\$500) - Limit 20



Put your swag in our swag bag that will be handed out to all attendees.

# Sponsorship Details



Sponsor Packages	Gold	Happy Hour	Track	Lanyard	Coffee Bar	Quiet Room	Swag Bag Add-On	Food
Price (USD)	\$9,000	\$8,000	\$5,000	\$5,000	\$5,000	\$3,000	\$500	\$3,000
Included Tickets	2	2	2	2	2	1	0	1
Logo displayed on screens during breakfast, lunch, and snack								x
Can put custom swag in swag bags							x	x
Area to decorate during Happy Hour (if desired)		x						
Track room branding, one 2-minute pitch per day in the track room only, and regular callouts by room MC			x					
Staffed display table in Sponsor Hall	x							
Logo on the conference badge lanyard				x				
On-stage Raffle Giveaways at Happy Hour		x						
2 minute pitch to Happy Hour Attendees		x						
Quiet room branding and swag drop						x		
2 minute pitch to full audience during event	x	x		x	x	x		

All packages include your company logo on display rotations, social media promotion, and logo on our website.

# Sponsor Benefits

- 320-person audience of technical decision-makers from top companies, many of which will be previous year speakers—don't just collect leads, have valuable conversations with DevOps, Platform Engineering, SRE experts
- All sponsors are welcome to a hold prize drawing on stage at closing
- Branding and promotion of all sponsors on the DevOpsDays website, slide decks on displays at the event, and thanks on social media and from the stage



# Sponsor Benefits - Happy Hour

- Display table where you can interact with Happy Hour attendees
- Location TBD, but close to the conference venue
- On-stage pitch (2 min) to the full event audience
- 2 tickets to the full event
- On-stage pitch (2 min) to the Happy Hour attendees
- Hold a raffle drawing at the Happy Hour and do the give-away on Happy Hour stage
- Branding and promotion of on the DevOpsDays website, slide decks on displays at the event, and thanks on social media and from the stage