



Devopsdays Atlanta is returning to **The Historic Academy of Medicine** on **May 16<sup>th</sup> & 17<sup>th</sup> of 2023**. We're glad your organization is interested in sponsoring the thriving Atlanta-area community by sponsoring this event.

The Academy of Medicine holds 300 people. Devopsdays Atlanta has sold out of tickets and sponsorship opportunities when previously hosted at the Academy. We're hoping for another full house this May and are excited your organization is looking to be a part of it! If you have any questions, please don't hesitate to contact us.

Sincerely,

Your 2023 devopsdays Atlanta Organizers

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## 2023 Sponsorship Opportunities at a Glance

	Platinum	Gold	Silver	Bronze	Community
<b>Cost of Sponsorship</b>	\$10,000	\$5,000	\$3,000+	\$1,000	Help promote the event!
<b>Number of Tickets</b>	10	5	3	1	0
<b>Logo on Event Website</b>	✓	✓	✓	✓	✓
<b>Logo attendee email communications</b>	✓	✓			
<b>Logo on stage banners at event</b>	✓	✓			
<b>Mention by MC at kick-off &amp; close</b>	✓	✓			
<b>1 minute pitch to audience</b>	✓	✓			
<b>Premium table space near registration</b>	✓				
<b>Branding at the after party</b>	✓				
<b>Custom Branding at event (see page 7 for details)</b>			✓		
<b>Dedicated table space in vendor hall</b>	✓	✓			

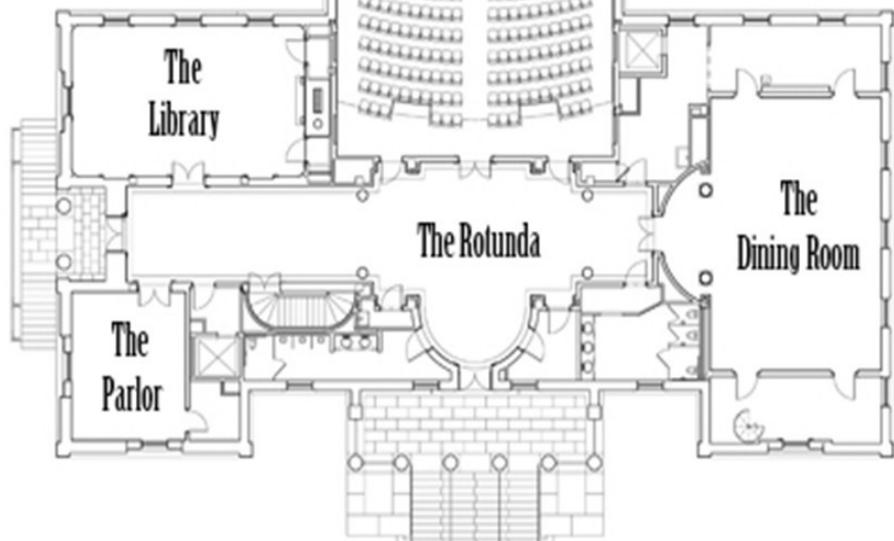
## Location & Venue



The Historic Academy of Medicine is located less than a quarter-mile from the Midtown Marta station in Atlanta, which makes it a convenient destination for folks flying into Atlanta.

**Nearly half of our previous attendees either walked, biked, or took public transit to the Academy to attend devopsdays Atlanta.**

The Academy's décor has a unique Southern ambiance that represents Atlanta well. As a historical building, complete with medical artifacts from its past on display, this location provides our 300 attendees an engaging backdrop for devopsdays Atlanta.



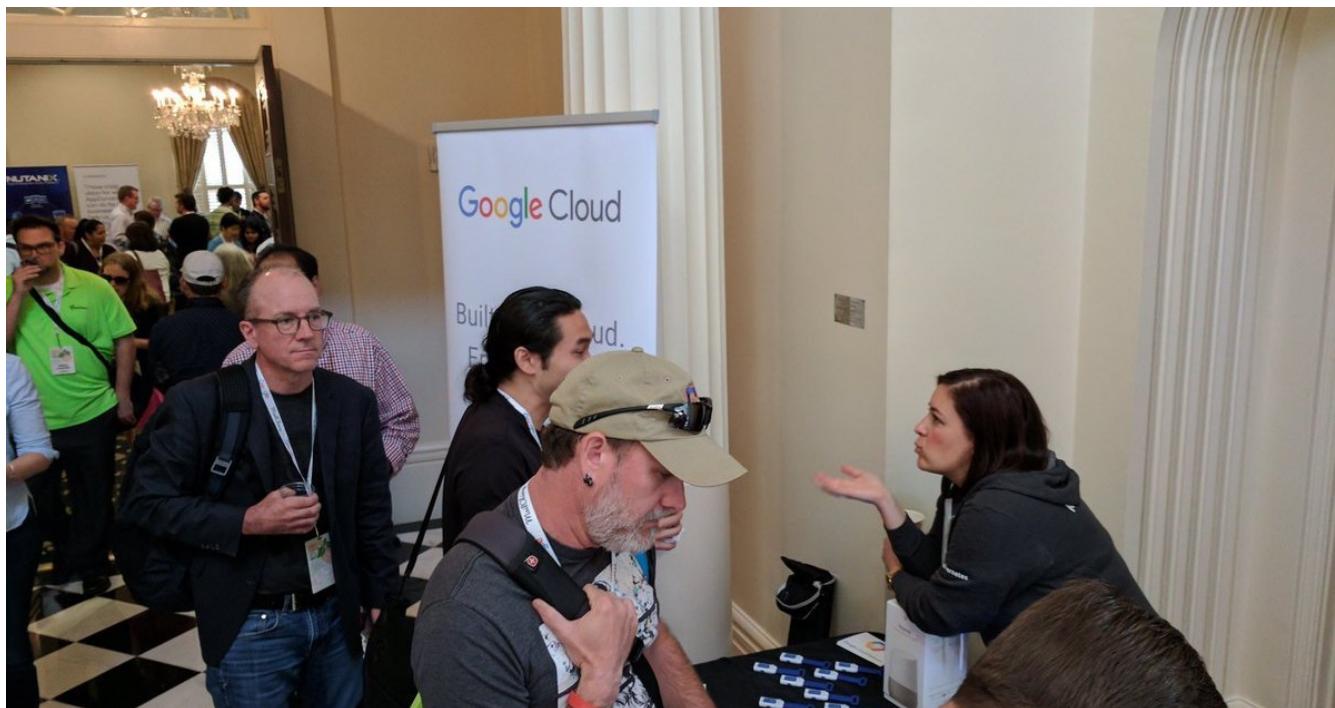
**The dining room** next to the theater **accommodates 10 gold sponsors** and is where we serve coffee and a light breakfast in the morning. We have room for **2 platinum sponsor tables** in the **rotunda** next to registration.

We serve lunch in the Magnolia Room with plenty of options for vegetarians, vegans, and other dietary restrictions. The Magnolia Room is then converted for open spaces in the afternoon.

**There are Silver sponsorship opportunities for our breakout rooms for open spaces this year, along with our quiet room. These include both the Library and the Parlor upstairs and the Cottonwood and Sugarberry rooms downstairs.**



## Platinum Sponsorship | \$10,000



### Platinum Sponsorship Includes

#### **Platinum sponsorship for devopsdays**

#### **Atlanta covers the cost of our after party.**

We've traditionally rented out a brewery or pub within walking distance of the venue, encouraged attendees to bring board games, and provided drinks, heavy hors d'oeuvres, and desserts in a sponsor-branded environment. We're glad to work with our Platinum sponsor to tailor the party to their liking.

Platinum sponsorship includes 2 tables near registration in front of the sponsor hall.

1. 10 tickets
2. Logo on website
3. Logo on all attendee email communications
4. Logo on banners at venue
5. Mention by MC at kickoff and close
6. A 2 minute pitch to full audience
  
7. 2 dedicated tables near registration
8. **Custom branding at the after party**

**We're happy to split this sponsorship between any 2 organizations that are comfortable co-sponsoring the after party.**

## Gold Sponsorships | \$5,000



**Gold sponsors provide the majority of our funding.**

We encourage you to use your 1-minute pitch to the audience to drive traffic towards your booth during the breaks.

### Gold Sponsorship Includes

1. 5 tickets
2. Logo on website
3. Logo on all attendee email communications
4. Logo on banners at venue
5. Mention by MC at kickoff and close
6. A 1-minute pitch to full audience
7. 1 dedicated table in the sponsor hall

## **Silver Sponsorships | \$3,000+**

All Silver sponsorships include 3 tickets & your logo on the website.

**There is no dedicated table space included with any Silver sponsorship.**

### **Breakout Room Sponsorship | \$4,000**

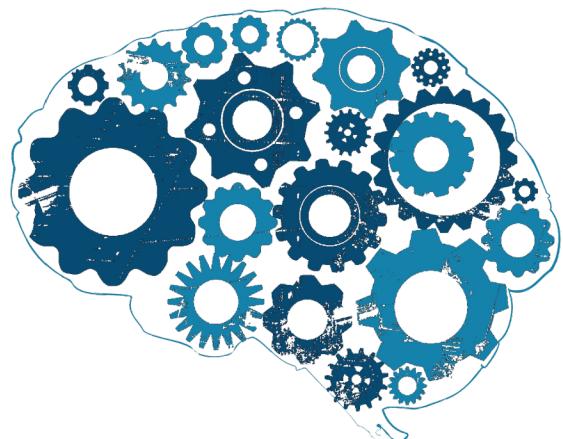
The Library and the Parlor will have **55" flat screen TVs** for overflow seating in the morning. The TVs will be raffled off to our attendees. The rooms will be converted for open spaces in the afternoon. These sponsorships let you brand the room and leave swag out. The Library is large enough to hold 2 Silver sponsors. The Parlor only has room for 1. Sponsors can choose which room to use upon payment. We encourage Silver sponsors to submit an open space topic for the room so they can participate with the group.

### **The Quiet Room | \$3,500**

The Quiet Room is a place to take a break, work, meditate, or just sit quietly with no expectation of any interaction.. This sponsorship lets you brand the room and leave some swag out.

### **Lanyards & Badges | \$3,500**

Your company name & logo on our lanyards & badges.



### **Wireless Internet | \$3,000**

Your company name will be used as the wifi passphrase.

### **Morning Breaks | \$3,000**

Signs with company logo & name at morning breaks.

### **Ignite Karaoke | \$3,000**

A devopsdays Atlanta tradition, attendees adlib a talk to randomly selected slides on stage while hilarity ensues. Your logo on slides before and after each Ignite Karaoke participant.

## Bronze Sponsorships | \$1,000

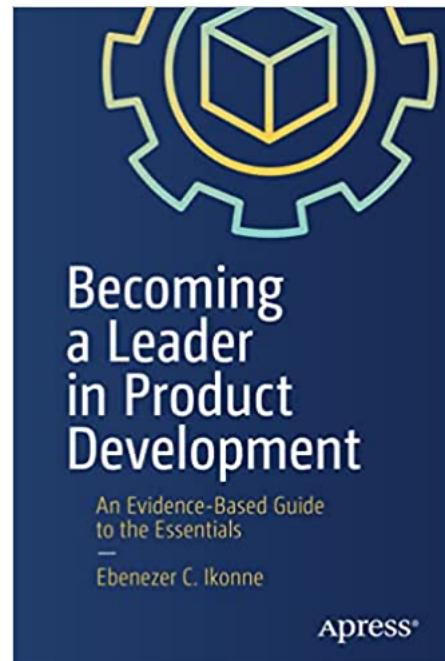
Bronze sponsorships are \$1,000 and include 1 ticket and your logo on the website.

## Community Sponsorships | Help us promote the event

We're glad to put community sponsors logos on our website for helping us spread the word.

This year's theme is "Minimum Viability". Between product, design, agile, UX, accessibility, and security, to name a few, devOps practitioners have a variety of communities and disciplines to collaborate with on our path to production. What does a minimally viable approach to these practices look like?

Atlanta's on **Ebeneezer Ikkone**, author of "**Becoming a Leader in Product Development: An Evidence-Based Guide to the Essentials**", will be joining us for an opening keynote.



## **Our CFP is Still Open!**

You can submit your talk at <https://www.papercall.io/devopsdaysatl2023>

**We always need more ignites and encourage sponsor participation!**

## **Our Code of Conduct & Anti-harassment Policy**

<https://www.devopsdays.org/events/2023-atlanta/conduct/>

## **Did We Miss Something?**

Please let us know if there's something your organization would like to sponsor that wasn't listed here.

**We appreciate your support** for devopsdays Atlanta and the growing Atlanta tech community. We look forward to seeing you in Midtown in May!