



# **SPONSORSHIP PROSPECT**



# DevOpsDays

- DevOpsDays are worldwide series of technical conferences covering topics of software development, IT infrastructure operations, engineering culture and the intersection among them.
- The first DevOpsDays was held in Ghent, Belgium in 2009. Since then, DevOpsDays events have multiplied, and we have managed to bring this special conference to the Czech Republic as well for the first time in May 2022.
- With this fourth event, we would love to continue with the tradition of DevOpsDays in the Czech Republic and help develop a strong and sharing DevOps community.





# Community

- DevOpsDays Prague is unlike many tech events: we are run by volunteers and not profit-oriented. By keeping our ticket prices low, we make it possible for professionals and also enthusiasts to attend.
- The patronage of partners like you helps us produce the kind of event our community deserves. To make this worthwhile for you, we offer several perks.







# Benefits of sponsorship

## **Brand awareness**

- Booth, pitch talk, logo placements and much more

## **Recruitment opportunities**

- Access concentrated talent pool across multiple technology disciplines

## **Support community and diversity**

- Identify as contributor to the community
- Help us bring diverse voices to the table



	Gold	Silver	Bronze	Exclusive Lanyard
Price (excluding VAT)	€4,500	€2,750	€1,400	€3,500
Max. available sponsorships	6	10	∞	1
Free tickets	6	4	2	4
Discount on next tickets	20%	20%	20%	20%
Booth	Big	Small		
Banner/roll-up on main stage	Optional for additional 400( limited to 3)			1
On stage pitch talk	1 min			
Logo on dedicated slide rotating during the conference	X			X
Logo on shared slide rotating during the conference		X	X	
Logo on the Lanyard				X
Logo in newsletters	X			X
Sponsorship announcement on social media	X	X	X	X
Logo on event page	X	X	X	X
Swags bag inserts	X	X	X	X

We are open to other exclusive tiers. Let us know what is on your mind!

# FAQ 1/2

## **Do sponsorship packages include a talk?**

No, but you are welcome to submit a talk proposal for consideration.

## **Who should staff our booth?**

If your goal is recruiting, consider sending engineering managers. If you are a vendor, send sales engineers or technical marketing. Generally, it is best to send technologists who can interact with our attendees during the event and do not have to dodge the technical questions.

## **What are the attendee demographics?**

DevOpsDays conferences typically attract software, operations, infosec, QA, and build engineers leaning slightly to more senior levels, as well as architects and technology managers.

DevOpsDays Prague targets 300+ mainly Czech-based professionals.

## **Can we ship stuff ahead?**

Yes, you can. Please contact us to make arrangements. Please avoid last minute deliveries. You are responsible to remove everything you brought by the end of the conference.



# FAQ 2/2

## **What are the payment options?**

We accept payments via bank transfer. All sponsors must make payments within 30 days to avoid the cancellation of the contract. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits will be available until complete payment (logo on the website, etc.).

## **Do we get lead scanners or list of attendees?**

No. The booth is a place to interact with people during breaks. Sponsors benefit most when they actively participate. You are responsible for collecting any information in person.

## **Who organizes DevOpsDays Prague?**

Your DevOpsDays Prague organizers are Prague-based technology enthusiasts who volunteer their time for this event.

## **How are booths assigned?**

Booths are assigned according to the sponsor level, prioritized by when payment is received. We will try to accommodate any requests.

# Become a Sponsor?

- Becoming a sponsor is easy: email us at [sponsor@devopsdays.cz](mailto:sponsor@devopsdays.cz) and we will get back to you with the information you need as soon as possible.
- Please reach out to us if you have any questions or need something clarified at [sponsor@devopsdays.cz](mailto:sponsor@devopsdays.cz). There is some flexibility in the packages so we are happy to work with you to craft a package that fits your budget and needs.





# Get In Touch



**DevOpsDaysPrague**



**@DevOpsDaysPrg**



**DevOpsDays Prague**

**Our website:**

