

DevOpsDayLA 2026

Sponsorship Opportunities

Friday, March 6, 2026

Pasadena Convention Center • Part of SCaLE 23x



15th Anniversary Event



Sponsor SoCal's Premier DevOps Event

Welcome to DevOpsDayLA 2026: DevOps in an AI World

Welcome to DevOpsDayLA 2026

For 15 years, DevOpsDayLA has been Southern California's premier conference focused on the human side of technology delivery. We bring together practitioners, engineers, and leaders who understand that great software isn't just about tools, it's about people working together effectively.

DevOps in an AI World

AI is reshaping how teams deliver software. Whether organizations are embracing these changes or navigating the challenges, every practitioner has a story to tell. DevOpsDayLA 2026 explores how Southern California's technology community is adapting their mindsets, processes, and team dynamics in this rapidly evolving landscape.

Celebrating 15 Years of Community

This milestone year represents more than an anniversary — it's a testament to bringing together thoughtful practitioners who care about both technical excellence and human collaboration. Your sponsorship helps us continue building the authentic, valuable community that has made DevOpsDayLA essential for Southern California's technology professionals.



Sponsor SoCal's Premier DevOps Event

TLDR Why DevOpsDayLA 2026?

Celebrating 15 Years of Excellence

Southern California's only annual conference focused on DevOps practices, emphasizing collaboration between Development and Operations teams.





- **Part of the Global DevOpsDays movement** sanctioned by DevOpsDays global core team
- **Co-located with SCaLE 23x** Southern California Linux Expo
- **Volunteer-organized** with authentic focus on learning
- **Human-centered approach** to DevOps culture
- **Knowledgeable and engaged** attendees

2026 Focus: DevOps in an AI World

2025 Success Highlights

- **46% sponsor growth** (19 vs 13 in 2024)
- **Historic first:** Majority women speakers (56%)
- **Global reach:** International sponsors from 5 countries
- **SCaLE integration:** Successful 14th year as co-located event

Event Details:

 Friday, March 6, 2026 •  9:00 AM - 6:00 PM
 Pasadena Convention Center
 In-person + Livestream



Conference Overview & Audience

400+

Expected Attendees
2026 Target

15

Years of Community
Building

20+

Expected Sponsors
2026 Goal

10

Presentations
(6 Long + 4 Lightning)

5

Hours of Exclusive
Vendor Access

SoCal Technology Landscape



Entertainment
& Media



Aerospace
& Defense



E-commerce
& Consumer



Retail
& Logistics



Robotics
& AI



Emerging
Tech



Gaming
& Interactive

Our Attendees Include:

Engineers • Developers • Technology Leaders • Platform Engineers • SREs • Security Professionals •
STEM Students & Educators • DevOps Practitioners • Engineering Managers • CTOs



Sponsorship Benefits and Event Demographics

Benefits Of Sponsorship

- **Brand Recognition And Awareness** Your brand will be identified as a contributor to our community with promotional opportunities consistent with your level of sponsorship.
- **Recruiting** DevOpsDayLA provides access to a concentrated talent pool across multiple technology disciplines and levels of experience.
- **Support Diversity In Technology** DevOpsDayLA supports the data-proven reality that diverse teams are better at solving complex problems and enjoy more dynamic workplaces. Your partnership contributes to supporting diversity in the workplace.

Audience & Attendee Demographics

DevOpsDayLA 2026 will host over 400 attendees, including:

- **Developers and Engineers** from across the DevOps landscape
- **Tech Leaders and Managers** interested in DevOps transformations
- **Operations Professionals** looking to improve efficiency
- **Students and New Professionals** eager to enter the field
- **Enthusiasts** passionate about the latest DevOps practices and trends



Why Sponsor DevOpsDayLA 2026?

Reach Your Target Audience

- **High-quality leads:** Engineers and decision-makers actively seeking DevOps solutions
- **Engaged community:** Attendees who value authentic learning and networking
- **Geographic concentration:** SoCal's dense technology ecosystem
- **Industry diversity:** From startups to Fortune 500 companies

Community Impact

- **Thought leadership:** Position as industry innovator
- **Talent acquisition:** Connect with top DevOps professionals
- **Brand awareness:** Reach practitioners through multiple channels
- **Community building:** Support DevOps practice advancement



Success Metric

89% of 2025 sponsors chose Gold Level
demonstrating strong perceived value



Why Sponsor DevOpsDayLA 2026?

★ 2025 Sponsor Success

Global Sponsor Ecosystem

- **26% International:** Europe, Israel, Serbia
- **58% US West Coast:** SF Bay Area, LA, Seattle
- **High retention rate:** Sponsors return annually



Why Sponsors Return

- Quality over quantity:** Engaged, decision-making audience
- Authentic environment:** Community-focused, not vendor-heavy
- Professional execution:** Well-organized event experience
- Brand association:** Align with respected community event



2026 Growth Projections

- **Target attendance:** 400+ (20% increase)
- **Enhanced streaming:** Improved A/V quality
- **Extended networking:** More structured interaction time
- **Industry focus:** AI/DevOps integration theme
- **Deeper Engagement:** Biweekly DevOps meetup opportunities year round



Why Sponsor DevOpsDayLA 2026?

Brand Awareness & Recognition

- Position your brand as a key contributor to the SoCal tech scene. Our event attracts tech leaders, engineers, developers, and operations experts across multiple disciplines. Your sponsorship will give you visibility in front of key decision-makers.
- Exclusive branding opportunities include featured mentions during keynotes, logo placement on the event website, social media promotions, and much more.

Support Diversity in Technology

- Exclusive branding opportunities include DevOpsDayLA strongly supports diversity in the tech community. Your sponsorship contributes to programs that bring diverse voices to the table, ensuring that the next generation of DevOps leaders is more inclusive.

Recruitment Opportunities

- DevOpsDayLA's sponsors can directly access a talent pool of highly skilled professionals, making it an ideal event for attracting new hires. Use your booth to showcase job listings, conduct informal interviews, and engage attendees with giveaways or raffles. Enhance your recruitment efforts with a prominent "We're Hiring" sign and QR codes linking to open positions.

Engage with DevOps Thought Leaders

- Send your technical team to interact with attendees, participate in Open Spaces discussions, and exchange ideas with DevOps practitioners at all levels. Sponsors who engage technically are more likely to form meaningful connections with attendees and potential clients.



GOLD SPONSOR

\$4,000

Maximum visibility and engagement opportunities

- **1-minute audience introduction**

Live presentation to full in-person and streaming audience by your team member

- **Dedicated logo slide**

Your logo prominently displayed on its own slide during breaks

- **Social media spotlight**

Featured sponsorship announcement on DevOpsDayLA LinkedIn

- **Email marketing inclusion**

Sponsorship reference in pre-event communications

- **Website presence**

Logo placement on event websites and materials

- **6 conference tickets**

Bring your team to network and learn

- **Dedicated display table**

Prime placement in Conference Hall for direct attendee engagement

- **Swag bag contribution**

Include your branded materials in attendee welcome bags



Perfect for: Product Companies, Major Vendors, Industry Leaders



SILVER SPONSOR

\$2,500

Strong brand visibility with meaningful engagement

- **Dedicated logo slide**

Your logo featured on its own slide during event breaks

- **Social media promotion**

Featured sponsorship announcement on DevOpsDayLA
LinkedIn

- **Email marketing inclusion**

Recognition in pre-event communications to registrants

- **Website presence**

Logo displayed on event websites and promotional materials

- **4 conference tickets**

Send your team to connect with the community

- **Swag bag contribution**

Share your branded materials with all attendees



Perfect for: Service Providers, Consultancies, Growing Companies



STARTUP SPONSOR

\$750

Community-friendly pricing for emerging companies

- **Shared logo display**
Your logo featured alongside other startup sponsors
- **Social media promotion**
Featured sponsorship announcement on DevOpsDayLA
LinkedIn
- **Website recognition**
Listed on event websites and materials
- **2 conference tickets**
Perfect for founders and key team members



Startup Qualification Criteria

Series A/B companies with fewer than 100 employees
Supporting the next generation of DevOps innovators

 **Perfect for: Early-stage Companies, Innovative Tools, Emerging Platforms**



RECRUITING SPONSOR

\$2,000

NEW for 2026: Dedicated tier for talent acquisition focus

- **Recruiting-focused presentation**

2-minute dedicated recruiting pitch to full audience

- **Job board placement**

Featured position listings in event materials and website

- **Networking hour sponsorship**

Branded presence during dedicated networking sessions

- **Logo visibility**


Shared recruiting sponsor slide and website presence

- **3 conference tickets**

For your recruiting team and hiring managers

- **Resume collection opportunity**

Structured way to connect with interested candidates

 **Perfect for: Companies Hiring DevOps Talent,
Recruiting Agencies, HR Organizations**



Add-On Sponsorship Opportunities



Coffee Break

\$3,000



Lunch

\$30,000



Social Event

\$5,000



15th Anniversary

\$7,500



Snacks

\$2,000

🎯 15th Anniversary Special

Anniversary Commemorative Sponsor - \$7,500

One-time opportunity with commemorative items for all attendees. Includes Gold benefits plus exclusive anniversary merchandise.



Creative Sponsorships

Have a unique support idea? Let's talk! We're open to innovative sponsorships that provide community value.



Custom Options

- **Swag:** \$1,500
- **Signage:** \$1,000
- **Open Spaces:** \$5,000
- **Breakfast:** \$2,500



Package Combinations

- **Total Visibility:** Gold + Lunch + Social
- **Talent Focus:** Recruiting + Coffee
- **Startup Growth:** Startup + Signage
- **Anniversary Legacy:** 15th + Custom



Sponsor ROI & Success Metrics



2025 Performance

Sponsor Ecosystem Growth

- **46% increase** (19 vs 13 in 2024)
- **Global representation:** 5 countries
- **High retention:** Annual returns
- **100% satisfaction** with organization



Engagement Metrics

- **Session attendance:** 80-160 per session
- **Livestream reach:** Global audience
- **Social media:** High LinkedIn engagement
- **Networking quality:** All-day engagement

Ready to Event with Us?

✉ los-angeles@devopsdays.org

🌐 devopsdays.org/events/2026-los-angeles



Let's Create Something Special

Contact us for custom packages aligned with your goals.



Frequently Asked Questions (FAQs)

- **Do we get any sponsored talks?**

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

<https://devopsdays.org/events/2026-los-angeles/propose>.

Additionally, we want to emphasize that all attendees, including sponsors, can propose Open Space topics, so long as it's not a sales or product pitch. Our most satisfied sponsors think of a relevant and interesting topic, pitch it, and have an engineer on staff attend that Open Space discussion.

- **Can we do a giveaway on stage?**

Yes; If you want to do a giveaway, you will need to collect your own information (e.g., business cards, entry slips). At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

- **Do we get contact info of attendees?**

No. As a community organized and attendee-driven conference we find that ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are welcome to gather information via your sponsor table from those who wish to opt-in to your company's communications.

- **Do you work with badge scanners?**

Yes; Our badges have QR codes on them. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the event instead of scanning badges at the booth for later engagement. You are responsible to collect any information you want in person at your booth. The most effective option sponsors use is to do a raffle and have people submit business cards/write their info on a tablet or computer.



Sponsorship Timeline & Next Steps



Important Dates 2026

Key Milestones

- **November 1, 2025:** CFP deadline
- **December 1, 2025:** Speaker notifications
- **January 15, 2026:** Early bird ends
- **February 15, 2026:** Final commitments
- **March 6, 2026:** DevOpsDayLA! 🎉



Limited Availability

Gold sponsorships limited
for quality experience.
Reserve early!



How to Get Started

1

Contact

Email team

2

Discuss

Consultation

3

Secure

Agreement

4

Activate

Benefits



Early Bird Advantage

Secure by January 15, 2026:



First choice booth locations



Extended social promotion



Early marketing inclusion



Strategic consultation



DevOpsDayLA 2026 Sponsorship Packages

Friday, March 6, 2026 at
Pasadena Convention Center,
Los Angeles

For more information contact:
los-angeles@devopsdays.org

*Startup qualification: Series A/B
companies with fewer than 100
employees

Add-on opportunities available:

Coffee Break (\$3,000) • Lunch
(\$30,000) • Social Event (\$5,000) •
15th Anniversary Special (\$7,500)

Deliverables	GOLD 89% Choose \$4,000 <i>Maximum visibility</i>	SILVER \$2,500 <i>Strong brand visibility</i>	STARTUP \$750 <i>Community pricing*</i>	RECRUITING \$2,000 <i>NEW: Talent focus</i>
Audience introduction (live presentation)	1-min	—	—	2-min
Logo slide during breaks	Dedicated	Dedicated	Shared	Shared
Social media promotion (LinkedIn)	✓	✓	✓	✓
Email marketing inclusion	✓	✓	—	—
Website presence & materials	✓	✓	✓	✓
Dedicated display table	✓	—	—	—
Swag bag contribution	✓	✓	—	—
Job board & recruiting features	—	—	—	✓
Conference tickets included	6	4	2	3

Thank You

Let's Build Something Amazing Together

Ready to Sponsor DevOpsDayLA 2026?

Sponsorship Team:

✉ los-angeles@devopsdays.org

🌐 devopsdays.org/events/2026-los-angeles

📱 Follow us on LinkedIn for updates

Start Your Sponsorship Journey

 Friday, March 6, 2026

📍 Pasadena Convention Center



Celebrating 15 Years of DevOps Excellence



Southern California's Premier DevOps Community Event