



# Sponsor DevOpsDays Raleigh 2026!

**When:** Thursday, April 30 - Friday, May 1, 2026

**Where:** The McKimmon Conference and Training Center, 1101 Gorman Street,  
Raleigh, NC 27606

## About DevOpsDays

DevOpsDays is a technical conference for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing paths, DevOps is a movement that rapidly spread through the technical community along with the adoption of Agile techniques. DevOpsDays take place all over the world as self-organized events which community members who are passionate about their work attend. Presentations in the format of keynotes, ignites, workshops and open spaces is unique to this event. It is highly interactive and invigorating for attendees.

## Why Sponsor DevOpsDays Raleigh?

Raleigh continues to be a top-performing and fast-growing location in the tech community. With many companies in the technology industry headquartered or planning to move their operations here, it's a beacon for DevOps. This is your company's chance to meet these people, gain their attention, and interact with people who are or will become leaders in the DevOps community. The McKimmon Center is located just 13 miles from RDU International Airport and Research Triangle Park (RTP), the largest research park in the country. It is also conveniently located just four miles from downtown Raleigh, 20 miles from downtown Durham, and 26 miles from Chapel Hill.

## Attending Companies Often Include:



citrix

Deutsche Bank



Microsoft



Lenovo



NC STATE  
UNIVERSITY

Red Hat

TOSHIBA

verizon<sup>✓</sup>

sas

bandwidth

GitLab

RALEIGH

## Our Audience: Who Goes to DevOps Days?

This audience believes development, operations and every specialty involved in the pipeline should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who attend, and all add value to explore DevOpsDays to network, collaborate, and engage with their peers. They also learn more about DevOps, improving their skills and advancing their organization's capabilities.



## Our Program

Our two-day program is a mix of presentations from practitioners and DevOps thought leaders. Previous speakers include John Willis, Nathon Harvey, Ken Mugrage, and other DevOps community leaders. Keynotes, ignites, and workshops are presented by peers and colleagues who face similar obstacles and roadblocks. An estimated 350-500 DevOps community members attend the conference, sharing experiences and exchanging ideas.

### **Keynotes:**

Keynote presentations are approximately 25 minutes in length. From previous years' feedback, the audience likes presentations which are entertaining, but also give them something learned to apply for their future projects. Case studies, how-to's, and failed lessons are preferred.

### **Ignites:**

Presenters have 20 slides which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. If you want to see a few examples of the format, you can find a few at <http://igniteshow.com/>. Make sure to visit our ignite karaoke where conference attendees can volunteer to participate. We provide them with 5 slides that automatically advance every 10 seconds – improvise!

### **Workshops:**

Workshops take place concurrent with open space and/or keynote sessions. They are approximately 90 minutes, and are chosen based on merit and expected interest level from attendees.

### **Open Spaces:**

Most DevOpsDays events are a combination of curated talks and self-organized conversations. The self-organized content is known as "open spaces." Open spaces give attendees the opportunity to talk about anything they'd like; for instance, a person might suggest a topic they want to learn about, or one they feel like they can help others with. The topics range widely from highly technical, to pure culture, to board games for networking.

All speakers are selected by merit and there is no guarantee that being a sponsor secures a presentation slot. However, we encourage sponsors to have their employees submit talks that relate to DevOps. Presentations are not a forum to pitch a product or service. Visit [devopsdays.org](http://devopsdays.org) to find Raleigh's Call for Speakers.

## All Inclusive Sponsor Packages

Benefits	Silver	Gold	Platinum	Diamond
Cost	\$2,000	\$5,000	\$7,500	\$12,500
Included Tickets	2	5	7	10
Table		✓	✓	✓
Bag Insert Included	✓	✓	✓	✓
Logo on Website, Event Signage, Social Posting, Email Communication	✓	✓	✓	✓
Passport Participation		✓	✓	✓
3 Minute Pitch to All Attendees			✓	✓
Logo on Lanyards				✓
Logo on Conference Bags				✓
Happy Hour Banner				✓

A reminder from DevOpsDays.org: "DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. Sometimes company affiliation is on the badges, and sometimes it's not. If you want to collect leads, you'll have to talk directly with individuals and request their contact info. Vendors also often raffle off prizes ranging from large Lego sets to tablets and other desirable items, collecting contact info in the process."

## A La Cart Sponsor Opportunities

These opportunities are available without a sponsorship package purchase.

Bag Inserts	Provide coupons, promo offers and more for attendees to share with their team!	\$1,000
Lanyard Sponsor (Limit 1)	Let's be honest. You keep these in your office forever and they will too! We will print your logon on our event lanyards along with the DevOpsDays Raleigh logo.	\$2,500
Bag Sponsor (Limit 3)	Make an impression with branded bags for attendees to take home!	\$5,000
Breakfast Sponsor (Limit 2)	Guarantee that everyone is full and ready for a day of professional development! <ul style="list-style-type: none"><li>• Logo in printed program</li><li>• Display signs on breakfast tables</li><li>• Logo displayed on event break slides</li><li>• Social media mentions before and during event</li></ul>	\$5,000
Refreshment and Snack Sponsor (Limit 2)	Everyone's favorite time of the day, so become their favorite sponsor! <ul style="list-style-type: none"><li>• Logo in printed program</li><li>• Display signs on breakfast tables</li><li>• Logo displayed on event break slides</li><li>• Social media mentions before and during event</li></ul>	\$5,000
Lunch Sponsor (Limit 2)	We're halfway through the day, time to refuel everyone! <ul style="list-style-type: none"><li>• Table allowed in lunch room during lunch hour</li><li>• Logo in printed program</li><li>• Display signs on buffet serving tables</li><li>• Logo displayed during lunch</li><li>• Social media mentions before and during event</li></ul>	\$5,000
Happy Hour Sponsor (Limit 1)	Let's toast! Provide an opportunity for everyone to mingle and unwind after Day 1! This is a chance to speak to all in attendance and mingle. Past year costs have been \$7,500-\$10,000 at the McKimmon Center including food and drinks (alcoholic and non-alcoholic).	TBD by Sponsor & Organizers



# DevOpsDays Raleigh 2026 – Sponsorship Agreement

Please fill out and return the Sponsorship Agreement along with the logo you'd like us to use on the website and in print materials. Signature signifies you have read and accepted the Cancellation Policy below.

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Contact Email: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company X (Twitter): \_\_\_\_\_

Job Title: \_\_\_\_\_

Company URL: \_\_\_\_\_

## Sponsor Level

- Diamond - \$12,500
- Platinum - \$7,500
- Gold - \$5,000
- Silver - \$2,000
  
- A La Carte - Type: \_\_\_\_\_ \$\_\_\_\_\_

Monitors can be added at an additional cost. You will need to request and pay for them by March 29. Limited availability. If you would like to secure your monitor now, please indicate below and we will send you a separate payment link.

- 50" for \$115
- 32" for \$90
- 24" for \$85

Total cost of sponsorship: \_\_\_\_\_

Company Representative Signature: \_\_\_\_\_

## Cancellation Policy

Sponsors may cancel participation in the event and/or terminate the agreement by giving written notice to the organizers of the event.

Signature of your sponsor agreement acknowledges acceptance of this cancellation policy. Exhibitor is liable for the following amounts:

- 100% if cancellation notice received less than 60 days before the event
- 50% if cancellation notice is received 61-120 days before the event
- 20% if cancellation notice is received 121+ days before the event

For more information and questions regarding our sponsorships, please contact [raleigh@devopsdays.org](mailto:raleigh@devopsdays.org).