

A close-up photograph of a large pile of dark blue lanyards. Several lanyards are clearly visible in the foreground, each featuring the "DevOpsDays" logo in white and yellow. A single event badge is prominently displayed on the left side of the frame. The badge has a white border and a blue wavy top section. The text "DEVOPSDAYS" is written in white, bold, sans-serif letters across the center. Below it, "VITORIA, BRAZIL 2020" is written in smaller white letters. The bottom half of the badge is red.

DevOpsDays

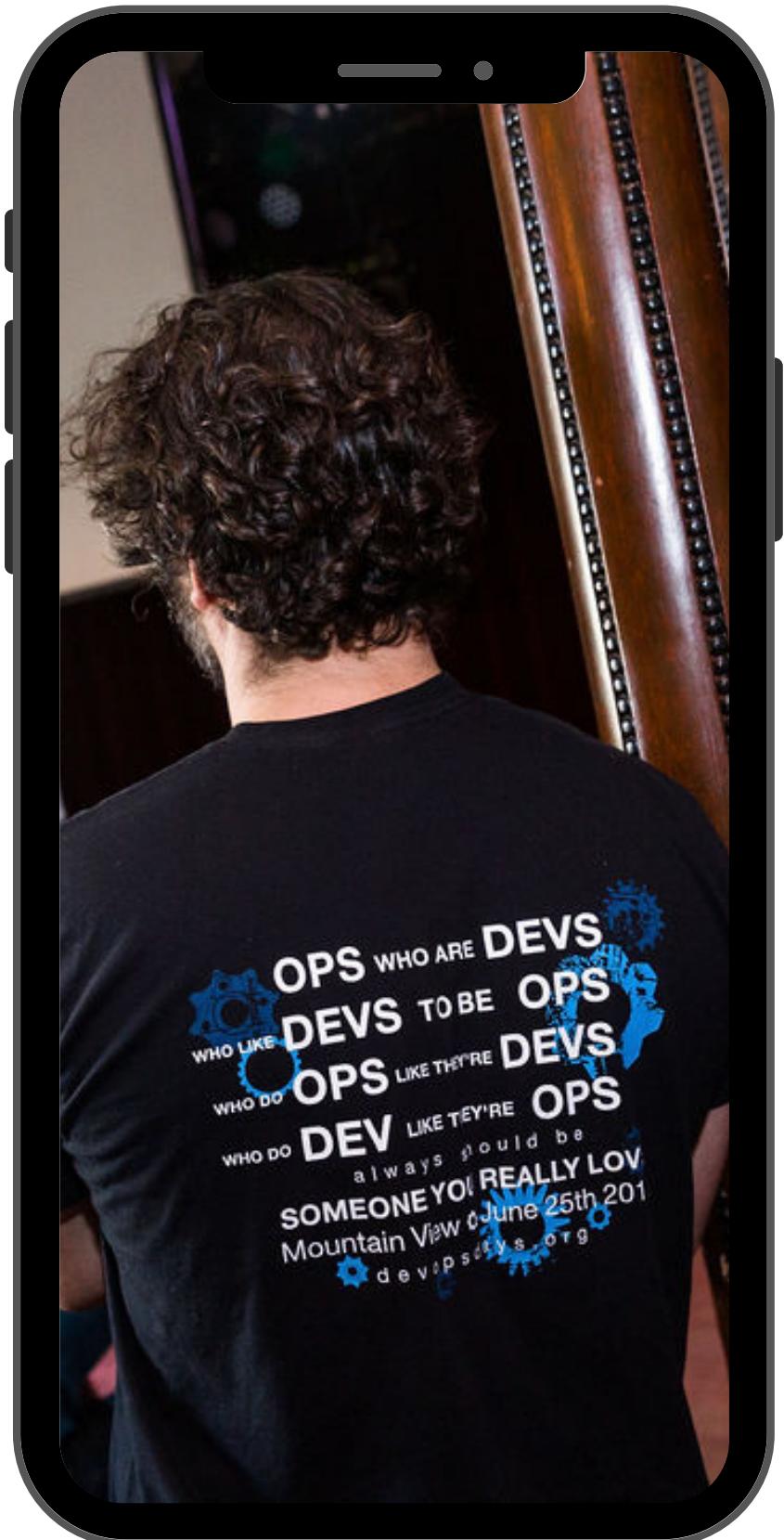
Vitória 2022

Sponsorship Proposal

DevOpsDays Vitória

Local edition of the events that take place in diverse cities around the world, to share the DevOps methodology, which has the breaking of barriers among areas of technology as its main pillar so that together we can create value for the organizations we work for.





What is DevOps?

**Find out why your company must
join the event!**

Some call DevOps a culture-transforming phenomenon of how to develop and manage applications. Others believe that it is just an agile methodology for systems administration, used by the most innovative technology companies in the market. But one thing is not to be questioned: the term DevOps was coined in 2009, in Ghent, Belgium, in an event called DevOpsDays.

Since then DevOpsDays has grown into a worldwide series of technical conferences covering topics in software development, IT infrastructure operations, and the intersection between them.

DevOpsDays Vitória is a non-profit event whose main objective is to promote the exchange of experiences among professionals about the DevOps culture in Brazil which depends on supporters for its happening.

The event is a great opportunity to network, demonstrate your products/services, and promote your brand to a qualified audience.

It's also a great place to attract and to find the best talent!



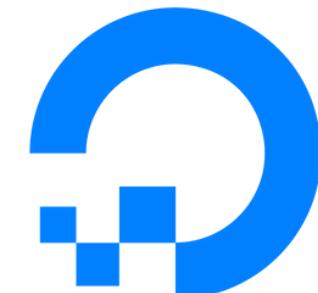
In 2020

100,000+ people reached on social networks

Tickets sold out 30 days before the event

300+ software engineers and managers from the biggest Brazilian tech companies such as PicPay, Nubank and Globo.com.

2020 Sponsors

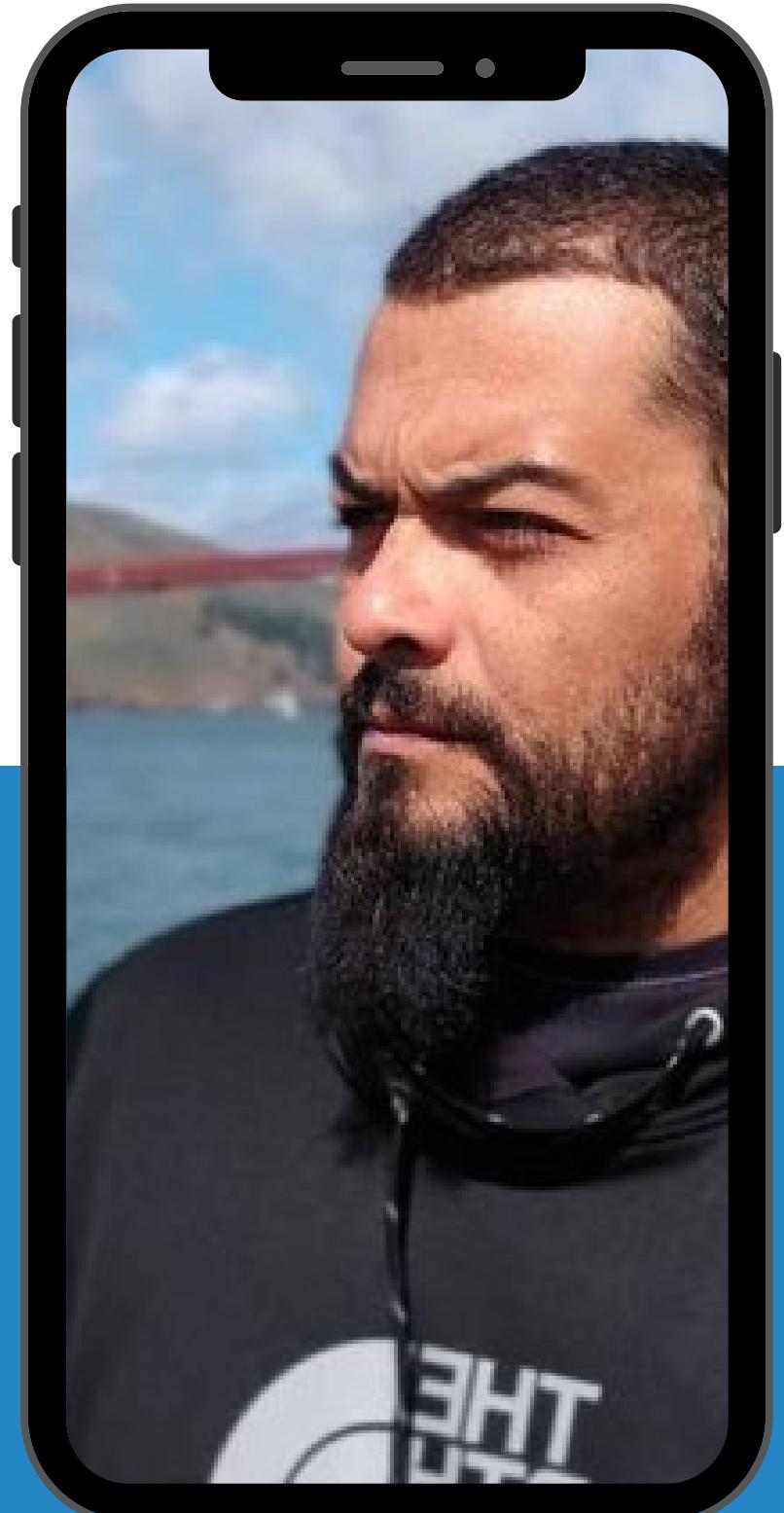
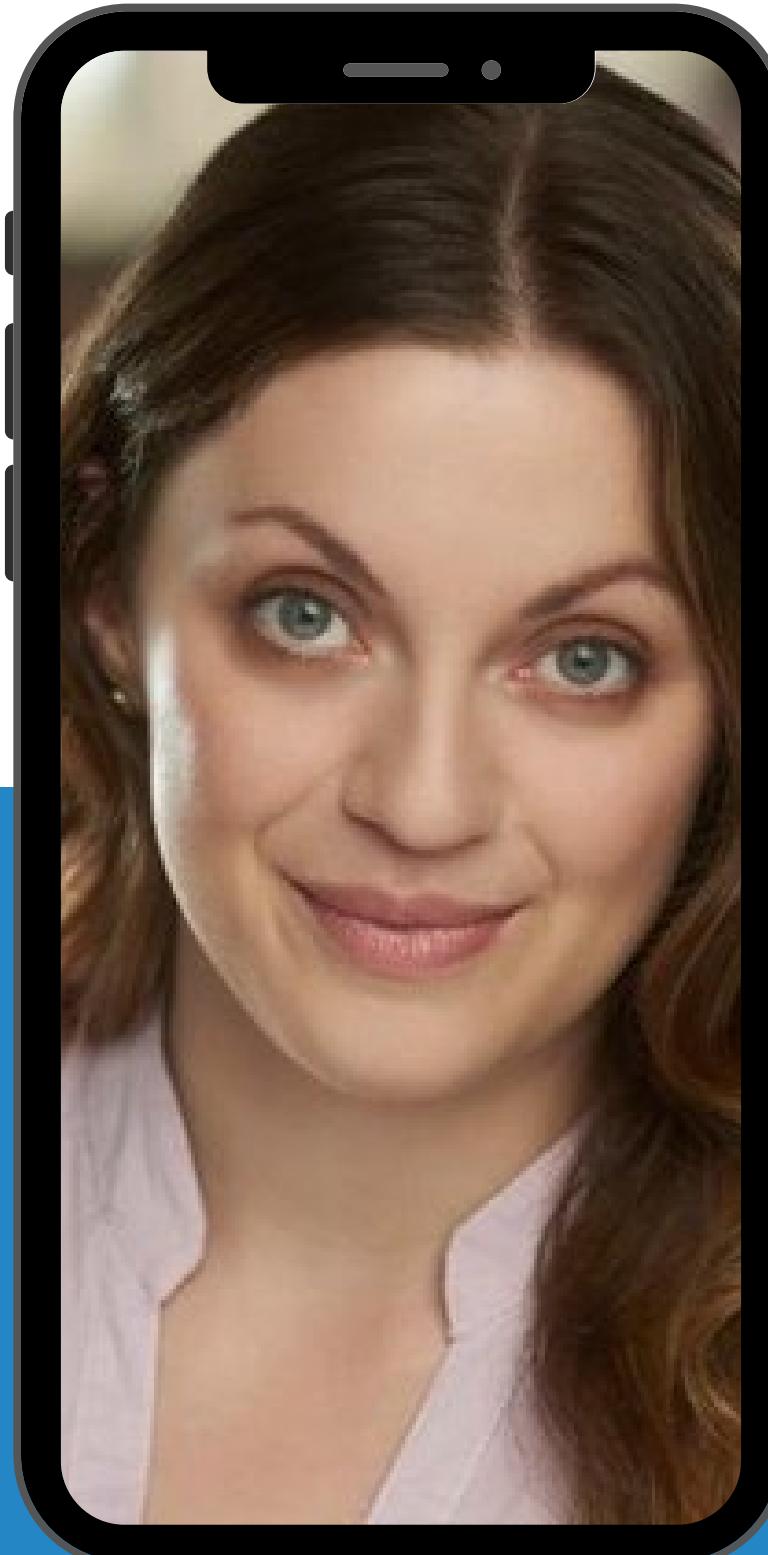


International Speakers

A unique experience

In 2020 we showed that it is not necessary to go to São Paulo or Rio de Janeiro to witness a high-tech event!

- Sasha Rosembaum, GitHub (EUA)
- Jeferson Noronha, LinuxTips (Netherlands)



DevOpsDays Vitória 2022

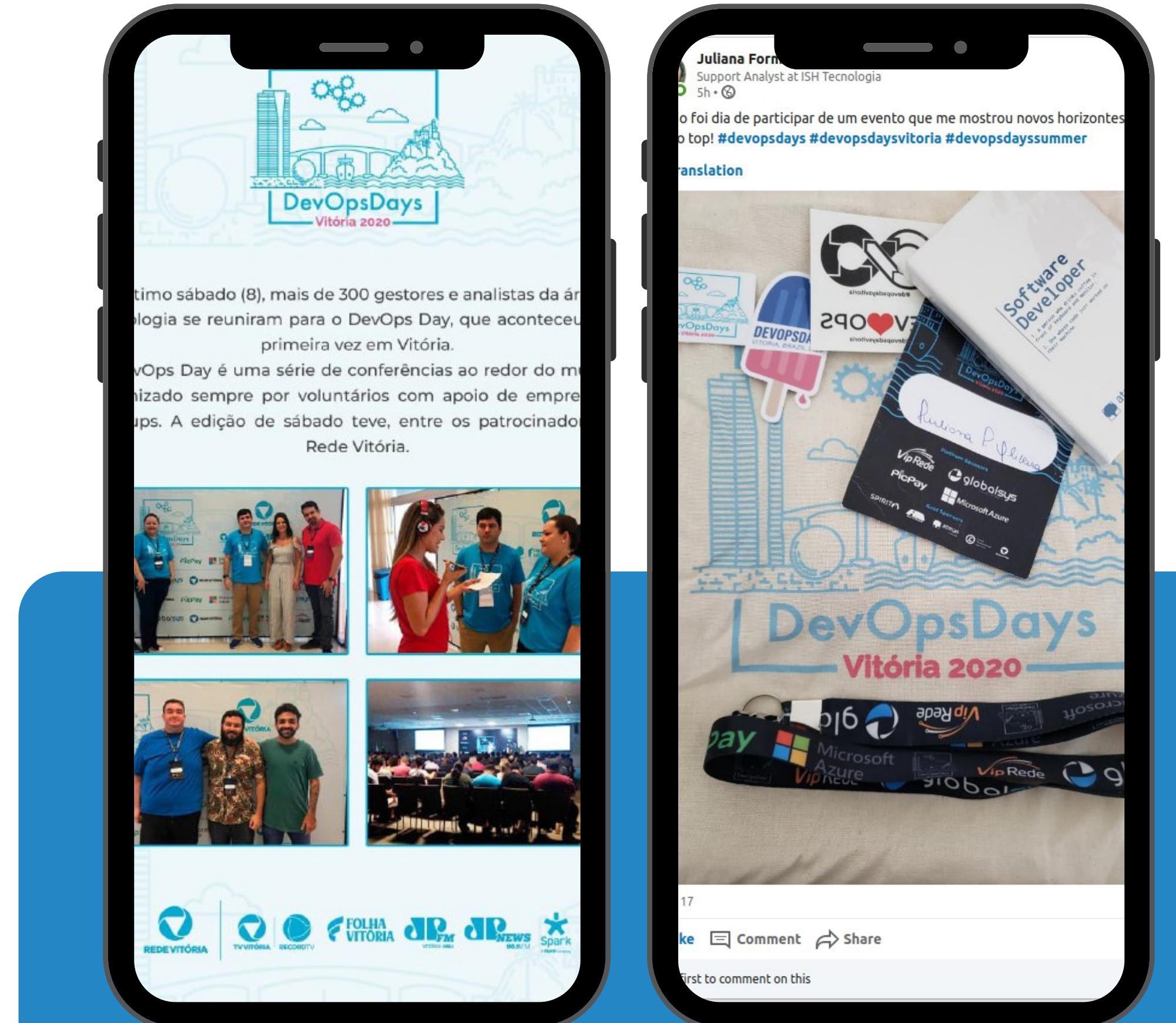
The most positive feedback!

99% approval

DevOpsDays Vitória engaged in social networks before, during, and after the event, with consistently positive feedback.

In a survey carried out after the event, 99% of the participants approved the organization, the contents of the talks and are looking forward to the second edition.

Sponsors were happy to associate their brands with those experiences and intend to continue with the partnership.



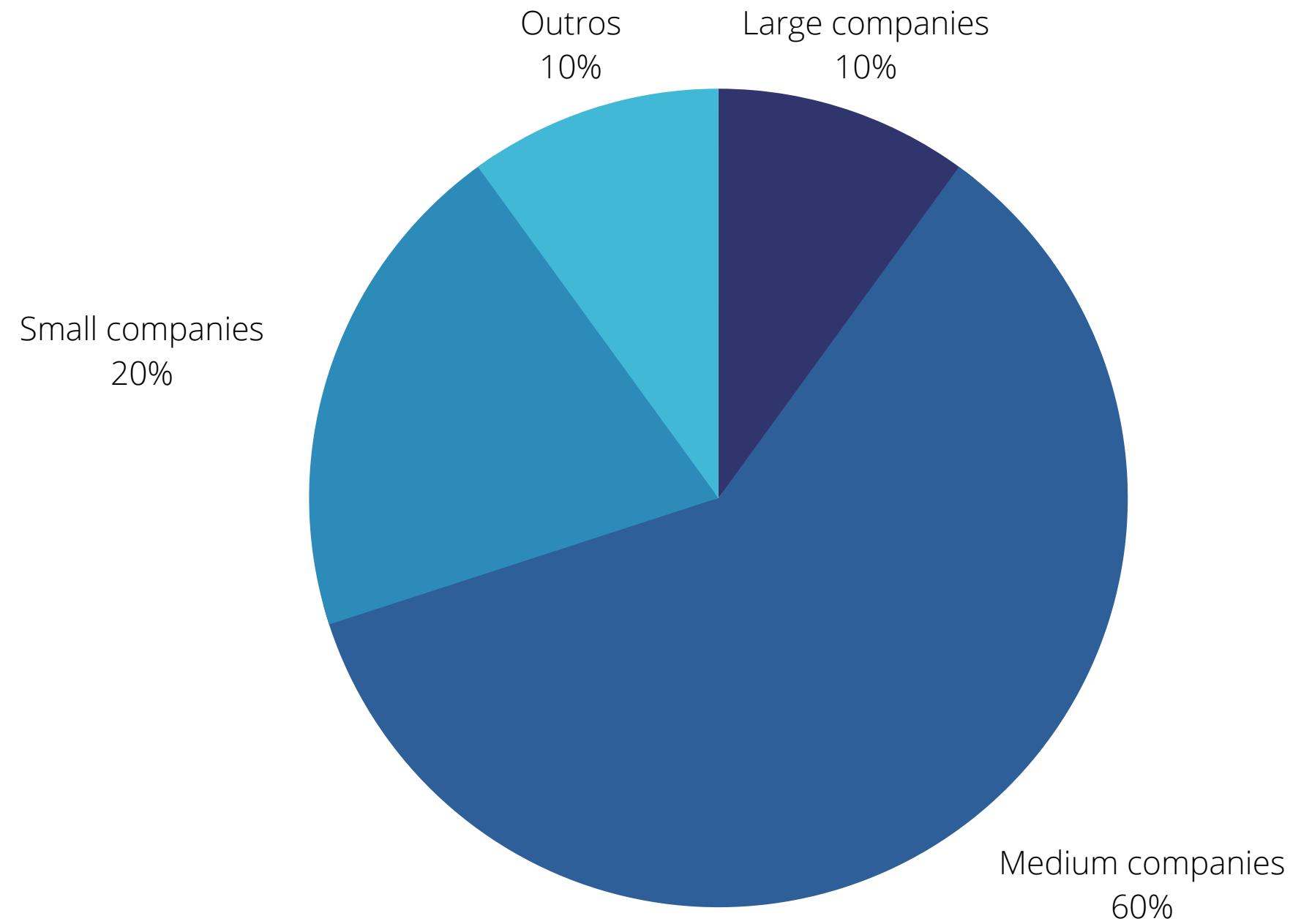
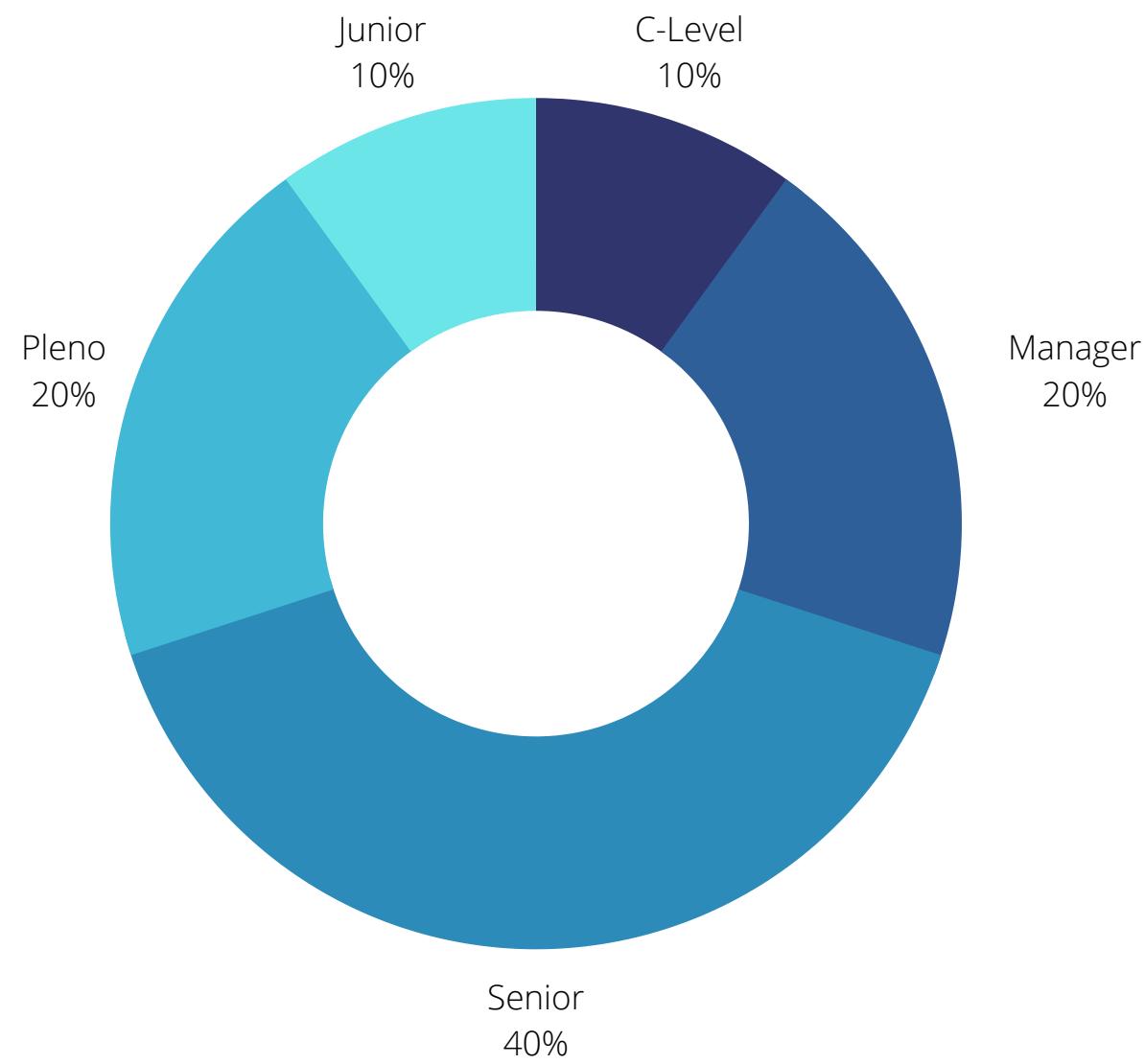
DevOpsDays Vitória 2022

Come to see the 2020 edition!



<https://www.youtube.com/watch?v=ysEJ05fB2Zs>

Audience



\$ 10 mi

Average revenue

30 y

audience mean
age

\$ 2k

Average
wage

Technology and Diversity

Relationships

Participants point to the networking and the learning opportunities as the best features of the event.

Diversity

The minorities present felt represented by the female keynote speaker and the group of diverse speakers, with successful careers in large tech companies.



2022: Time to Scale-Up

In 2022, DevOpsDays Vitória will have a hybrid format, to meet Covid-19's security protocols while scaling the incredible experience we've created for participants and sponsors.

International speakers and 200 people will be present at the Grand Hall Expo Center, from where the event will be broadcast.

10 Feb

Thursday

Exclusive event for Brazilian DevOpsDays organizers to share best practices and how to create value for our community.

11 and 12 Feb

Friday and Saturday

Two full days of talks and learning opportunities

Keynote Speakers

Scale Up!

For 2022, we invite two O'Reilly authors to talk about hot topics:

- Kris Nova: Cloud Native Infrastructure
- Michelle Ribeiro: DevSecOps

Other speakers will be selected through a Call for Papers process.

Note: In respect to the event quality and authority, DevOpsDays does not sell sponsored talks.



Marketing Opportunities



Unique experience

Associate your brand to the unique experience DevOpsDays Vitória creates.

DevOpsDays Vitória 2022



Content Marketing

Place your company alongside relevant content, in an innovative marketing strategy.

Engagement Marketing

Go beyond common publicity through advertisements and associate your brand to an relevant event within the technology market.

DevOpsDays Vitória 2022



Relationships

Build and spread your brand organically through relationships with the community and other technology companies.

Digital Presence

Reach new audiences through organic media and digital marketing actions with the event's qualified audience.

DevOpsDays Vitória 2022



Network with Talents

A large number of professionals within the DevOps community have pursued new professional challenges and DevOpsDays Vitória is a great place to start new engagements.

Sponsors and Speakers Pre-event

Sponsors have the exclusive opportunity to meet speakers and other sponsors at the pre-event dinner

Sponsorship Packages

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Institutional video broadcasting				✓
Logo on badge lanyards				✓
Promotional booth			✓	✓
Logo on stage			✓	✓
Logo on marketing materials	✓	✓	✓	✓
Swags distributed inside the participant's folders	✓	✓	✓	✓
Social media action	✓	✓	✓	✓
Featured on physical banners		Size ½ U	Size ¾ U	Size 1U
Logo on the event/releases	✓	✓	✓	✓
Social media release	✓	✓	✓	✓
Tickets*	2	4	8	10
Contribuição	US\$ 600	US\$ 1000	US\$ 1500	US\$ 2000

COMMUNITY: Supporters who have contributed with some benefit to the audience or an amount of up to US\$ 200 will be entitled to publicity on social networks and 1 ticket for the event.

DevOpsDays Vitória 2022



Want to market your company brand at the world's biggest conference series on DevOps?

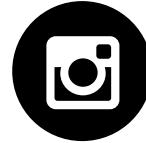
Let's scale up together!



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devopsdays.org/vitoria



instagram.com/devopsdaysvix



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