



# DevOpsDays India '22

## Sponsorship Prospectus



# About the event

DevOpsDays India is a global event complementing other DevOpsDays events across the world. It is a non-profit, community event which sees volunteers from the tech community come together to share and discuss DevOps practices & trends and the impact it has on the technology world.

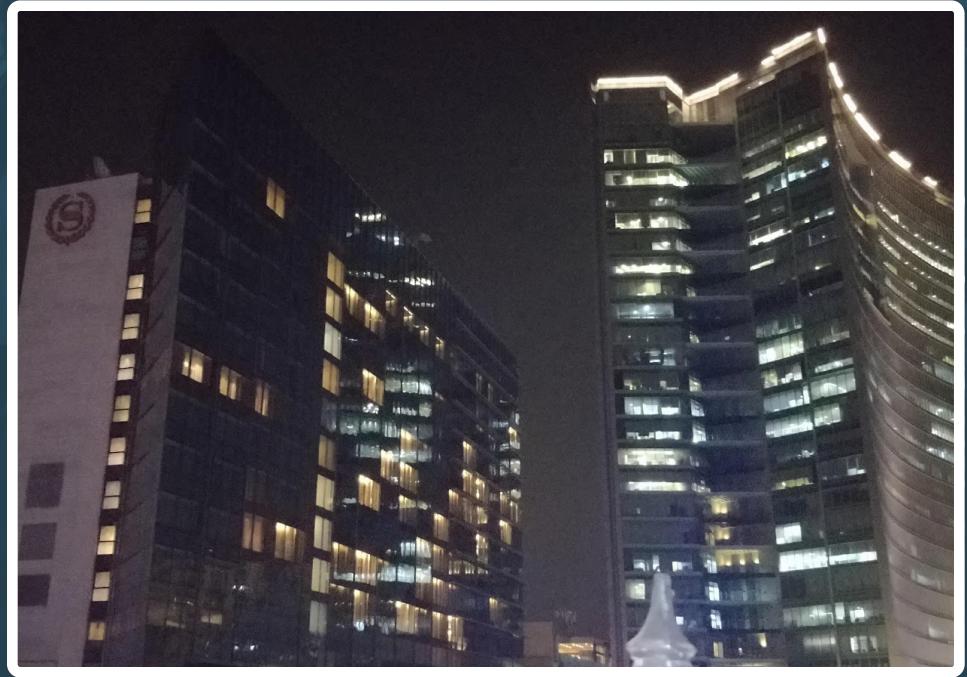




# Event Dates and Location

**Date:** November 18 - 19, 2022

**Venue:** Radisson Blu Bengaluru



[sponsorships@devopsdays.org](mailto:sponsorships@devopsdays.org)

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# Why Sponsor Us?



## Targeted Audience

Opportunity to showcase your product to the growing community of engineers & developers



## Branding

Product/Company logo at the venue, on all marketing collaterals & invites to delegates, 3 Minute speaking slot to each sponsor



## Networking

Opportunity to meet and connect with the top tech talents from across the globe



## Showcase/Launch

A display booth for sponsor to showcase their products, organise product demos and engage with the attendees



# DevOpsDays India 2019 Highlights



330+

Total Attendees



105

Companies Represented



45+

Female Attendees

## Top 10 Represented Companies:

Cerner, Gojek, RedHat, Thoughtworks, F5, Target,  
Atlassian, Global Edge Software, CDK Global, ServiceNow



# DevOpsDays India 2019 Highlights

DevOpsDays India 2019 Sponsors:



Site24x7

MAYDATA

sumo logic

GitLab

babuda  
developing for developers

new relic



# Sponsorship Packages

**Standard sponsorships:** These are the main sponsorship packages that are designed to suit all your needs!

- Platinum    - Gold
- Silver       - Bronze

**À la carte sponsorships:** These are additional sponsorships that are available with/without standard packages

- Party      - Video Recording
- Swag



# Sponsorship Packages at a glance

Package	Logo	Display booth	Delegate giveaway	Conference passes	Speaking slot	Sponsor's emails	Twitter mentions
<b>Platinum</b> INR 8,00,000 USD 13,500	Videos + Slides + Website + Venue	✓	2 giveaways	12 passes & 20% off on additional	5 minute speaking slot	Two emails + newsletter mentions	✓
<b>Gold</b> INR 5,00,000 USD 8,500	Videos + Slides + Website + Venue	✓	1 giveaway	8 passes & 15% off on additional	3 minute speaking slot	Two emails + newsletter mentions	✓
<b>Silver</b> INR 3,00,000 USD 5,100	Videos + Slides + Website + Venue	Optional (INR 10,000 /USD 169)	1 giveaway	5 passes & 10% off on additional	✗	Newsletter mentions	✓
<b>Bronze</b> INR 1,50,000 USD 2,576	Slides + Website + Venue	✗	✗	✗	✗	Newsletter mentions	✓



# Sponsorship Packages

**Platinum**

1 available

INR 8,00,000 / USD 13,500

- Company logo at venue (**registration area + stage + backdrop**)
- Company logo in **videos, presentations and website**
- Display Booth - **6 ft × 6 ft** (with 1 table + 2 chairs + power connection)
- **2 delegate giveaways**
- **5 minute** sponsor's speaking slot on stage
- **12 conference passes + 20% off** on additional tickets
- **Pre** and **post-conference** emails to attendees explaining your **company/product**
- **Twitter** and **newsletter** mentions

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# Sponsorship Packages

**Gold**

1 available

INR 5,00,000 / USD 8,500

- Company logo at venue (**registration area + stage + backdrop**)
- Company logo in **videos, presentations and website**
- Display Booth - **6 ft × 6 ft** (with 1 table + 2 chairs + power connection)
- 1 delegate giveaway
- **3 minute** sponsor's speaking slot on stage
- **8 conference passes + 15% off** on additional tickets
- **Pre** and **post-conference** emails to attendees explaining your **company/product**
- **Twitter** and **newsletter** mentions

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# Sponsorship Packages

**Silver**

1 available

INR 3,00,000 / USD 5,100

- Company logo at venue (**registration area + stage + backdrop**)
- Company logo in **videos, presentations and website**
- Display Booth - **6 ft × 6 ft** (with 1 table + 2 chairs + power connection) for an additional **INR 10,000 / USD 169**
- 1 delegate giveaway
- **5 conference passes + 10% off** on additional tickets
- **2 roll-up standees** (designed by sponsor) (max. height 82")
- **Twitter** and **newsletter** mentions

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# Sponsorship Packages

Bronze

1 available

INR 1.50,000 / USD 2,576

- Company logo at venue (**registration area + stage + backdrop**)
- Company logo in **presentations** and **website**
- Display Booth - **6 ft × 6 ft** (with 1 table + 2 chairs + power connection) for an additional **INR 10,000 / USD 169**
- 1 roll-up standee (designed by sponsor) (max. height 82")
- Company branded DevOpsDays India T-shirts for scholarship recipients
- **Twitter** and **newsletter** mentions

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# À la carte sponsorships:

## Swag sponsor

INR 1,50,000 / USD 2,576

- Sponsor the **swag item** that is given out to all attendees
- Company **logo** will be displayed on the swag item
- Special **Twitter mentions**

## Video Recording Sponsor

INR 1,50,000 / USD 2,576

- Sponsor the **video recording** for our conference
- **Footer bar** in each recorded video (Sponsored by **your logo**)
- Recognition on our **website** and special **Twitter mentions**

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# À la carte sponsorships:

**Party Sponsor**

INR 1,50,000 / USD 2,576

- Sponsor the **post-conference party**
- Company **logo and branding** at the party
- Special **Twitter mentions**
- Recognition on our **website** and special **Twitter mentions**

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# Contact the Organisers

If you have any questions regarding sponsorship packages or want to discuss how your company can benefit from being a sponsor of DevOpsDays India, you can reach out to us at:

Email ID: **[sponsorships@devopsdays.org](mailto:sponsorships@devopsdays.org)**

Website: **[devopsdaysindia.org](http://devopsdaysindia.org)**

Twitter: **@DevOpsDaysIN**