Thursday 10th October 2019 - Friday 11th October 2019

DevOpsDays Sydney
Sponsorship Prospectus

Overview

Join Us at DevOpsDays Sydney 2019!

DevOpsDays is a worldwide series of technical conferences with each event run by volunteers from the local area. DevOps Australia is delighted to offer the opportunity to become a sponsor for [DevOpsDays Sydney 2019](#), Australia's DevOps conference. With over 200 delegates expected, this two-day, multi-disciplinary conference brings together passionate practitioners, providing the opportunity for your company to promote your products, services and brand to a wide range of delegates.

Building on the success of past events, the conference will be held at the [Hilton Sydney, Sydney Australia.](#)

Key Dates

- **Marketing Commences:** July 2019
- **Speakers & Schedule Announced:** August 2019
- **Sponsorship Packages Close:** 1st October 2019
- **CFP Closes:** 1st August 2019
- **Conference dates:** Thursday 10th October 2019 - Friday 11th October 2019

Key Reasons to Sponsor with Us:

- Increase exposure to a diverse industry

- Demonstrate your organisation's alignment and support of devops

- Promote your company to delegates

- Build brand profile and awareness within the industry

- Network and build new relationships with key industry figures

- Participate in and contribute to the community through open spaces

Marketing and Communications Strategy

Our marketing and communications plan will create awareness by combining and integrating the following aspects:

- The official DevOpsDays website promoting the event, providing delegate information and sponsor acknowledgement, including direct links and branding for sponsors.

- Direct email campaign circulated to 500+ members and past attendees including program and sponsor details. (Meetups groups)

- e-Marketing with communication to registered attendees to update conference information.

- Twitter / LinkedIn will be used to create interest & excitement around the events.

Contact

If you're keen to be a sponsor, please get in contact with us at [organizers-sydney-2019@devopsdays.org](#)

Details

About DevOpsDays

[DevOpsDays](#) is a world-wide, community-organized, not-for-profit conference series for [DevOps](#) practitioners. It is a series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Each event is run by volunteers from the local area.

Most DevOpsDays events feature a combination of curated talks and self-organized [open space](#) content. Topics often include cloud, development, operations, automation, testing, security, and organizational culture.

Who Will Attend DevOpsDays Sydney?

This is a conference for software developers, IT system administrators, technology roles, open source contributors, and all other members of the wide DevOps community.

Sponsoring DevOpsDays conferences gives your organisation an opportunity to speak with some of the most active and diverse DevOps practitioners, managers, and executives from companies of all sizes and industries across Australia.

Additionally, some of the attendees are helping to shape the culture and practice of DevOps world-wide, while others are representing organisations invested in open source DevOps tools both locally and internationally.

Why Sponsor DevOpsDays Sydney?

Sponsorship of this event not only gives you a marketing presence but shows your willingness to give back to this fundamentally important global community.

Funding from sponsorships also helps us to set a fair ticket price and support attendees who may come from far away. The DevOps community is diverse and inclusive and by keeping ticket prices low we're able to remove some barriers for under-represented attendees.

Importantly, this is a not-for-profit event organised by volunteers. Funding for DevOpsDays Sydney is used to cover event costs. Any surplus is committed as funding for future DevOpsDays Australia events.

What Happens at DevOpsDays Sydney?

From the best minds in the field, this highly interactive education event will include a program of guest speakers, panel discussions and open spaces. Valuable insights into future trends, developments and new technology, products and services as well as practical advice on issues that matter most will be gained.

The conference is formally a two-day event, with the first half of each day featuring curated talks or panels and the second half of each day featuring "unconference" style open space discussions that are self-organised on the day by the attendees. As an example, the program from Sydney 2016 DevOpsDays can be viewed here.

On the evening of the first day we will host a social gathering. This is a great place for attendees to get to know one another better. We'll be providing food, drink (non-alcoholic) and other fun activities to participate in.

Respect and empathy are core DevOps values. DevOpsDays is dedicated to providing an environment where everyone in the DevOps community can learn and share in respectful, considerate collaboration. The event operates under a code of conduct available here:
https://devopsdays.org/events/2019-sydney/conduct/

Sponsor Opportunities

DevOpsDays are community-focused, self-organising conferences for devops practitioners that depend on sponsor support. However, because of the nature of the event, we do not have large vendor booths or book product pitches.

Platinum & Gold sponsors get a table they can use for technical and promotional material for interested people to come visit during breaks. Attendees, including sponsors, are welcome to propose any subject they want during the open spaces, but this is not 'that kind of conference' and marketing may work against you when trying to make a good impression on the attendees.

- We **do not** offer speaker slots in return for sponsorship.
- We **do not** ever sell or provide contact details of attendees.

The best thing to do is send engineers, managers etc. to interact with the community at Devopsdays on their own terms. The following packages are available:

Package	Platinum	Gold	Silver	Bronze
Included conference tickets	4	3	2	1
Logo on DevOpsDays Website	✔	✔	✔	✔
Mentioned on all email communications	✔	✔	✔	✔
Acknowledge at opening/closing sessions	✔	✔		
Display of your roll-up/pop-up banner in high traffic areas	✔			
Dedicated booth space with table	✔	✔		
Shared table (for stickers, flyers, etc.)			✔	
Five-minute pitch to full audience	✔			
One-minute pitch to full audience		✔		
Availability	3	5	Unlimited	Unlimited
Price (AUD)	$10,000	$7000	$5000	$2500

Note: Included tickets are full conference tickets, to encourage participation from the sponsors.

Special Sponsorships

Lanyards and T-Shirts - $2000 (One available)

- Provide your own lanyards with your logo - required 2 weeks before the event.
- Extra funding will go towards providing a Devopsdays Sydney t-shirt for all attendees.

Coffee Cart - $2000 (One available)

- Cover the cost of a coffee cart and barista for the duration of the event.
- Sign with sponsor's logo will be posted at the barista cart.

Evening Event Contribution - $1500

- Contribute to the costs of the evening event – will go towards food, non-alcoholic beverages and entertainment.
- Pop up banner can be displayed at evening event and sponsors will be named as evening event sponsors.

Community Ticket Contribution

You can help us make this conference accessible to under-represented groups (including youths) or people that cannot afford the cost of the event. You can offer to cover for several tickets (anonymously or not). If you choose to have your name known, we will display your name and logo on our website, as well as let the beneficiary(ies) know.

Contact and Payments

Payment via credit card or bank transfer are available.

Become a sponsor now by contacting the team:
organizers-sydney-2019@devopsdays.org

Sponsorship Coordinators: Molly Rowe and Jordan Simonovski

Team:
- Lindsay Holmwood – Advising as part of the previous Core DevOps Organiser Group
- Artem Yakimenko - Site Reliability Engineer at Google
- Molly Rowe - Community Manager at Vibrato
- Michael Sverdlik - Systems Engineer at Atlassian
- Peter Viertel - DevOps Practitioner at NAB
- Jess Belliveau - Senior Infrastructure Engineer at Apptio
- Jamie Wilkinson - Site Reliability Engineer at Google
- Jordan Simonovski - Senior Cloud Engineer at Lendi