



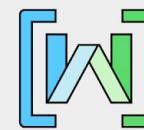
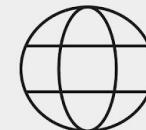
# DevFest

Chennai

Google  
Developer  
Groups  
Chennai



## Sponsorship Document



2024

Oct 5, 2024

IIT Madras Research Park

devfest.gdgchennai.in



## Contents

- About GDG Chennai
- About DevFest Chennai
- What's new?
- Theme
- Responsible AI
- Venue
- Demographics - 2023
- Demographics - 2024
- Pre conference events

- Sponsorship Opportunities
  - Why Sponsor us?
  - Platinum Sponsor
  - Gold Sponsor
  - Silver Sponsor
  - Associate Sponsor
  - Associate Sponsor - Startups
  - Custom Sponsor plans
- Sponsors of DevFest 2023 Chennai
- Partners of DevFest 2023 Chennai
- Privacy & Code of Conduct
- Contact Us

## About GDG Chennai

### What and who is GDG Chennai?

GDG Chennai is a volunteer-driven community that supports the technology ecosystem in Chennai. **Started in 2010 as GTUG** (Google Technologies User Group) Chennai by young professionals who wanted to promote the community culture and make Chennai the next technology hub, we're today **one of the oldest GDGs** of the world.

Our engagements with the ecosystem ensures that everyone gets the opportunity to learn, build, collaborate and contribute back to the community. GDG Chennai also been the home ground to various other communities and startups.

**Link:** [gdg.community.dev/gdg-chennai](https://gdg.community.dev/gdg-chennai)



## About DevFest Chennai

### What is DevFest? Why DevFest Chennai?

DevFest is one of the largest and most inclusive community-led technology conferences around the world! Every year, Google Developer Groups host DevFests, where [attendees explore developer tools, learn from Google Developer Experts](#), and connect with other tech enthusiasts from their local community.

At [DevFest Chennai](#), we are proud to embrace engineers, designers, leaders, entrepreneurs and students across cities with diverse backgrounds. This is the time of the year when our community comes together to learn from each other and also share their wisdom and projects through [talks, panel discussions, showcases and more](#). The conference is a great opportunity for attendees to [meet like minded people and collaborate to learn, build and contribute](#) to the wider ecosystem.



What's new?

- 1000+ attendees ;
- 4 track categories ;
- 6+ Panel discussions ;
- AI use cases and startup stories ;
- Dedicated hiring board & booths ;
- 6 pre-conference events ;

Theme

“The only way to be truly bold in  
the long-term is to be  
responsible from the start.”

- James Manyika, SVP, Research,  
Technology & Society

This year's DevFest explores how AI can be responsibly developed or applied to keep its users safe, from business to healthcare to education. We acknowledge AI's potential, while also recognizing the challenges it presents.

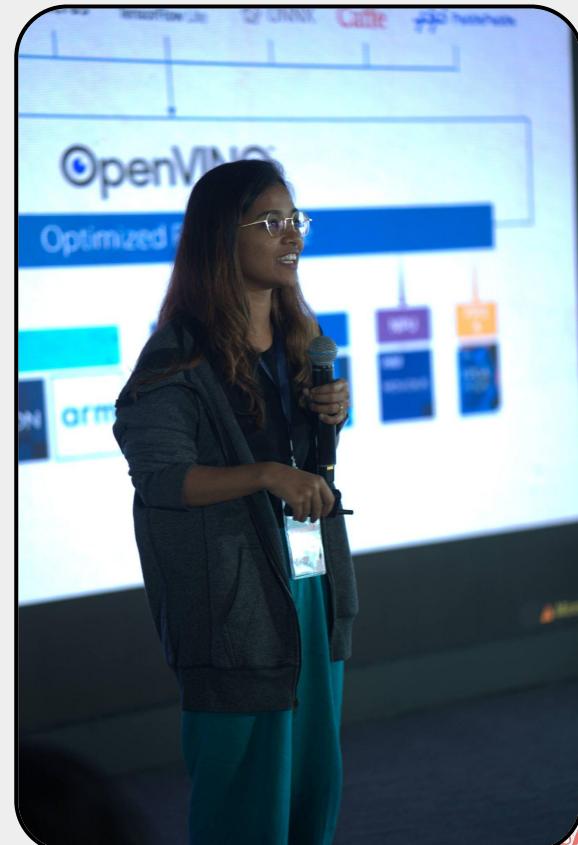
## Responsible AI

### Why discuss responsible AI at DevFest?

AI is being woven into all of the products we use in our day-to-day lives - both professionally and personally. Therefore **discussing AI at DevFest is important due to its growing complexity and impact**, requiring careful reflection of its development and application.

**Safeguarding AI systems from malicious use** is equally important, as the potential for misuse raises **concerns** about **security, privacy**, and societal well-being.

By also welcoming those new to AI, DevFest provides an accessible learning environment, empowering a broader community to contribute diverse perspectives.



Venue

## IIT Madras Research Park

IIT Madras Research Park, **India's first university-based research park** is a Sec. 8 not for profit company promoted by IIT Madras.

IIT Madras Research Park **incubates over 200+ startups** with the nodal IITM incubator and it represents the commercially successful, scalable and innovative solutions it produces.

**Link:** [respark.iitm.ac.in](http://respark.iitm.ac.in)

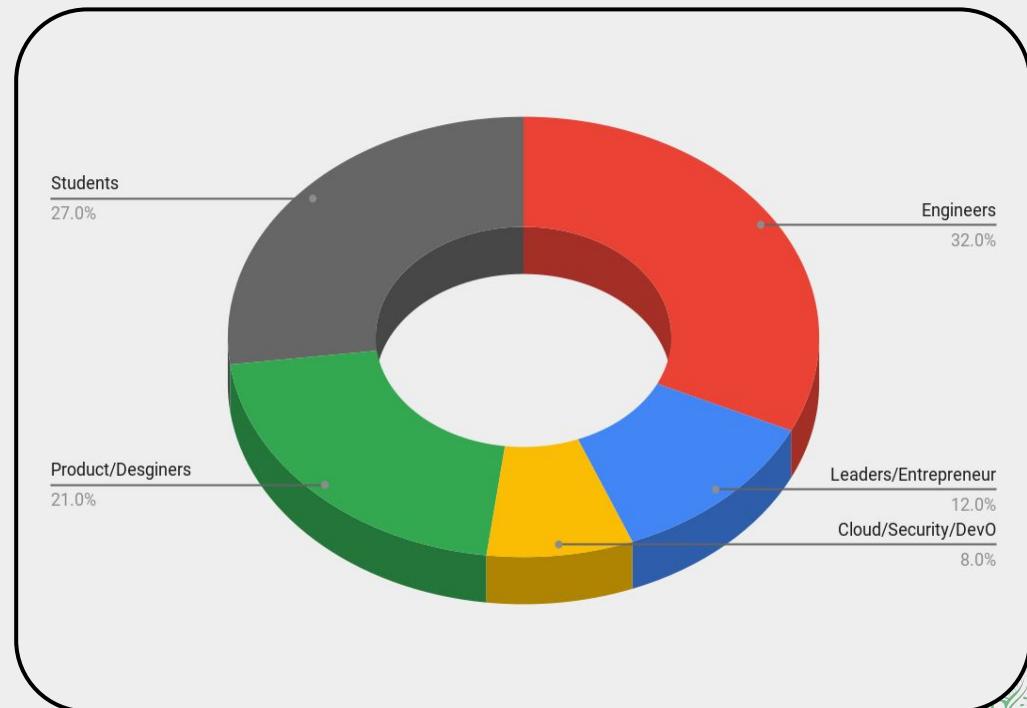


## Demographics - 2023

## Attendees' profile

A total of **951** participants attended the event last year. Here are some interesting statistics showing how DevFest 2023 was more diverse.

- Working professionals at **73%** (23% increase from 2022)
- Leaders/Entrepreneurs at **12%** (7% increase from 2022)
- Product/Designers at **21%** (20% increase from 2022)



## Demographics - 2024

### Focus, improvements, goals

- **Diversity & Inclusion**
  - Increase the **participation of women** and other **under-represented groups** by **upto 50%**
  - **Pre-conference workshops** and **competitions** including **women exclusive events** to encourage participation
  - **Women** participation in **core event committees** including marketing, **CFP**, Code of Conduct
- **Quality**
  - Improve **content moderation** to present only **relevant & high quality content** to audience and reduce common and low quality talks and workshops
  - **Mentorship** for speakers **upon request**
- **Opportunities & Collaboration**
  - Make **hiring** opportunities **accessible** by introducing **online job boards** and **hiring lounge**
  - Engage in pre-conference activities with local **communities**

v1, Aug 16, 2024

**Pre-conference events****A series of six events**

There is a lot of content and networking opportunities at DevFest which may not be fulfilled in a day. This is a reason why we are hosting a series of events. All these events are hosted in association with our community partners.

Date	Event	Hosted by
Sep 14, 2024	Cloud Native Fest	Cloud Native Chennai
Sep 14, 2024	Code, Connect, Create	WTM Chennai
Sep 21, 2024	GenAI Zero to Hero	TFUG Chennai
Sep 21, 2024	Ko-Hacks : A diverse Kotlin hackathon	Kotlin User Groups Chennai
Sep 28, 2024	Cloud Community Days	GDG Cloud Chennai
Sep 28, 2024	Namma Flutter Devcon	Namma Flutter

# Sponsorship opportunities

Sponsoring DevFest enables you to **bring your platform, tools and career opportunities closer to Chennai's tech community**. DevFest is one event where tech professionals and enthusiasts from diverse fields gather to learn, share and celebrate technology.

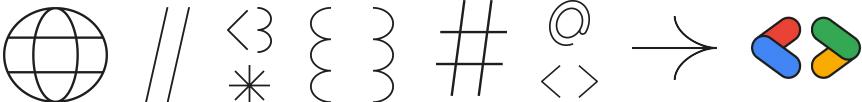
## Why Sponsor us?

- **Marketing**
  - Brand exposure to 1000+ developers, designers, executives and leaders
  - Attract potential users to your platform/products
- **Hiring**
  - Meet a diverse audience from Chennai and around
  - Engineers, designers, PMs, leadership, you may find the right person here
- **Networking & Support**
  - Get help with Google technologies you're learning or integrating with your business/product
  - Meet and talk to Googlers or Google Developer Experts
- **Networking & Support**
  - An opportunity to express your support to the community ecosystem
  - Helping us make DevFest and other meetups more affordable and accessible



Platinum Sponsor

₹ 350000 \*



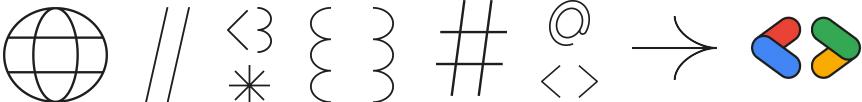
- **Visibility**
  - Logo presence in all the hall & common sponsor banner, GDG decks, event website
  - Mention during opening and closing note
- **Booth/Stall #**
  - An octanorm stall of size 18 sq. m (3m x 6m) with a desk, chairs (3 min.), TV
- **Marketing**
  - Dedicated social media mentions through posts, stories/reels
  - Special mentions in emails/newsletters to community/registered attendees
- **Talk/Panel**
  - Options to choose between one non marketing tech talk or panel discussion
  - Talk and panel acceptance is based on topic relevance and speaker/panel's expertise
- **Conference passes**
  - Upto **six** complimentary passes (working professionals ticket only. Non transferable)

\* Amount is exclusive of GST

# Backdrop is designed according to GDG design standards. Sponsors may place additional standees

Gold Sponsor

₹ 250000 \*



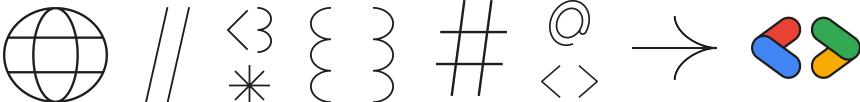
- **Visibility**
  - Logo presence in main hall & common sponsor banner, GDG decks, event website
  - Mention during opening and closing note
- **Booth/Stall #**
  - An octanorm stall of size 9 sq. m (3m x 3m) with a desk, chairs (2 min.)
- **Marketing**
  - Dedicated social media mentions through posts
  - Special mentions in emails/newsletters to community/registered attendees
- **Talk/Panel**
  - Invitation to a non marketing tech talk (subject to availability) or panel discussion
  - Talk and panel acceptance is based on topic relevance and speaker/panel's expertise
- **Conference passes**
  - Upto **four** complimentary passes (working professionals ticket only. Non transferable)

\* Amount is exclusive of GST

# Backdrop is designed according to GDG design standards. Sponsors may place additional standees

Silver Sponsor

₹ 150000 \*

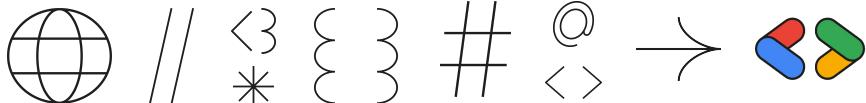


- **Visibility**
  - Logo presence in common sponsor banner, GDG decks, event website
  - Mention during closing keynote
- **Marketing**
  - Social media mention in sponsors announcement posts
  - Use networking space for marketing with one desk, two chairs (desk & chairs are subject to availability)
- **Panel**
  - Invitation to one panel discussion
  - Panel acceptance is based on topic relevance and panel's expertise
- **Conference passes**
  - Upto **three** complimentary passes (working professionals ticket only. Non transferable)



Associate Sponsor

₹ 80000 \*



- **Visibility**
  - Logo presence in common sponsor banner, event website
  - Mention during closing keynote
- **Marketing**
  - Social media mention in sponsors announcement posts
- **Panel**
  - Invitation to one panel discussion
  - Panel acceptance is based on topic relevance and panel's expertise
- **Conference passes**
  - Upto **two** complimentary passes (working professionals ticket only. Non transferable)

Associate Sponsor - Startups

Staying true to being affordable and accessible conference for everyone



For startups established after 2022 & with < 20 employees

₹ 40000 \*

- **Visibility**
  - Logo presence in common sponsor banner, event website
  - Mention during closing keynote
- **Marketing**
  - Social media mention in sponsors announcement posts
- **Conference passes**
  - Upto **two** complimentary passes (working professionals ticket only. Non transferable)

\* Amount is exclusive of GST



# Have a different sponsorship plan?

Reach out to us at [hello@gdgchennai.in](mailto:hello@gdgchennai.in). We can work together to personalize our partnership for you!

# Sponsors of DevFest 2023 Chennai



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# Partners of DevFest 2023 Chennai



S H E R O E S

mahila  
money

GitHub



## Privacy & Code of Conduct

- We respect the privacy of our conference attendees. We **will not share personal information with third parties** without the individual's explicit permission.
- Attendees may choose to share their contact information with you at your booth.
- You may use this information to contact them about future events and to provide them with information about your products and services.



**Code of Conduct:** [developers.google.com/community-guidelines](https://developers.google.com/community-guidelines)

**About GDG:** [developers.google.com/community/gdg](https://developers.google.com/community/gdg)

Contact Us

Got questions? Reach out to us. Together let's make DevFest 2024 Chennai amazing!

Email us at [hello@gdgchennai.in](mailto:hello@gdgchennai.in) / [gdgchennaiteam@gmail.com](mailto:gdgchennaiteam@gmail.com)



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Contact Us

Follow our social media for updates

 [gdg.community.dev/gdg-chennai](https://gdg.community.dev/gdg-chennai)

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 [@gdgchennai](https://www.instagram.com/gdgchennai)

 [in/c/gdgchennai](https://www.linkedin.com/in/c/gdgchennai)

 Join GDG Chennai's Discord server



#DevFestChennai



# See you at DevFest 2024 Chennai

 Oct 5, 2024 IIT Madras Research Park devfest.gdgchennai.in

In association with

