DevOpsDays Boston 2020 Virtual – Sponsor Prospectus

DevOpsDays Boston Virtual is a one-day online technology community conference that will be held this year on September 28 using a virtual conference platform.

The conference is designed to promote awareness around bridging gaps and breaking down silos between development, operations, and security teams and their related business organizations.

DevOpsDays is a grassroots event for professionals in technology to network and share ideas and challenges relating to DevOps, IT management, and technology in general. It is organized by peers who care about and believe in improving the culture of technology work, process automation, metrics, and sharing in an environment of inclusion.

Why Sponsor DevOpsDays Boston?

DevOpsDays Boston is part of a global phenomenon that is reshaping the technology industry. DevOpsDays conferences around the world bring together the highest quality speakers, subject matter experts, and contributors for two days of "Teaching and Learning."

As a DevOpsDays Boston sponsor, you will be branding your company as ambassadors to the Boston DevOps Community. Your company will be recognized as a Boston technology leader, exposing your brand, products, and services to our top tech talent. Last year we hosted 680 attendees and sold out our 2019 physical conference venue for both sponsors and attendees. We expect to achieve similarly high turnout for this year's virtual event.

Sponsorship Package	Platinum	Gold
Contribution Cost	$5,000	$2,500
# of Conference Passes	4	2
Virtual Exhibition Space (Custom Channel)	✓	✓
Company logo on DevOpsDays website	Large	Small
Company logo on digital signage / video loops	Large	Small
Mentions via social media (Twitter / LinkedIn)	✓	✓
Minutes on virtual stage during conference	*3*	-
Additional, à la carte sponsorships The following may be purchased in lieu of, or in addition to, the sponsorships above:	**# Available**	**Cost**
Live captioning	1	$8,000
Digital Graphic Recordings (Live Drawings)	1	$5,000
Videography & post-processing	1	$5,000
Pre-event Hangout	1	$2,500
StartUp Alley	4	$1,000
Donations to Underrepresentation Partners	-	$2,000

To sponsor, contact: boston@devopsdays.org

Live Captioning

Providing text captioning for the hearing impaired is a critical part of making this conference inclusive both during the event as well as afterwards in the recorded talk transcriptions that live on YouTube. Your sponsorship includes a live shout-out at the beginning and end of the event as well as 2-3 second special thanks on each video published to YouTube after the event.

Digital Graphic Recordings

Real-time hand drawn visuals of what speakers are talking about makes any event more interactive, makes social media pop, and really rounds out the final produced recordings. Your sponsorship includes special thanks during the event and on social media shares of the digital graphic recordings from the conference handles during the event.

Videography & Post-Processing

Videos are processed after the event by a 3rd party. Your sponsorship of this option will include 2-3 second special thanks on every video and a link of your choosing at the bottom of the YouTube video description.

Pre-event Hangout

This year, we'll be curating a pre-event get together online, like a social mixer, where attendees can say hi the night before and get excited for the upcoming event. There will be fun and games in chat side-rooms. Your sponsorship will include a pre-recorded video in the main area of the conference platform for the pre-event time frame (2-3 hrs).

Startup Alley

Continuing with a sponsor option we began providing last year, we are making a limited number of sponsorships available for companies in Startup mode. We define a "Startup," using the definition given by Investopedia.com, as a company in its first stage of operation: https://www.investopedia.com/terms/s/startup.asp. Your sponsorship will include Virtual Exhibition Space on our digital conference platform, your company logo presented in the Conference Sponsors section of our DevOpsDays Boston website, inclusion on digital signage during the conference, and social media mentions. It will also include 2 free conference passes.

Donations to Underrepresentation Partners

We've teamed up with a few worthy non-profits that deserve our community's attention and your financial support. Gets huge props on stage and afterward. If interested, please send an email to boston@devopsdays.org mentioning your interest.

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