

DevOpsDays Boston 2022 – Sponsor Prospectus

DevOpsDays Boston is a two-day technology community conference that will return this year on September 12th-13th in its “traditional” physical form to the Boston Center for the Arts’ (BCA) Cyclorama and Calderwood Pavilion Theaters in Boston’s historic South End. The conference will also be streamed online.

DevOpsDays is a grassroots event organized and operated by technology professionals to promote networking and the sharing of ideas, challenges, and solutions related 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, and the creation of sustained value delivery 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.

Sponsorship Package		Platinum
Total Number Available		20
Contribution Cost		\$9,000
<i>Table Size</i>		6' x 2.5'
Virtual Exhibition Space (Custom Channel)		✓
# of Conference Passes		4 / on-site; Unlimited virtual
Company logo on DevOpsDays website		Large
Company logo on digital signage / video loops		Large
Mentions via social media (Twitter / LinkedIn)		✓
A la Carte Sponsorships	# Available	Cost
The following may be purchased in lieu of, or in addition to, the sponsorships above:		
Live captioning	1	\$8,000
Digital Graphic Recordings (Live Drawings)	1	\$6,000
Evening event	1	\$12,500
Wi-fi	1	\$5,000
Badges & Lanyards	1	\$5,000
Startup Alley	4	\$1000
Donations to Underrepresentation Partners	-	\$2,000

For more details on sponsorships and à la carte options, please see page 2.

To sponsor, contact: boston@devopsdays.org

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Platinum Sponsorship Details:

Virtual Booth:

- Does not have to be staffed all day, but you should check-in in case questions/discussions
- You can provide an opt-in Call to Action link for your booth and the breakout sessions
- You can have a short video rolling
- Provided in addition to your physical event space, to reach attendees present virtually.

Further details on à la carte options:

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.

Startup Alley

Continuing with a sponsor option we began providing a coupe 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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