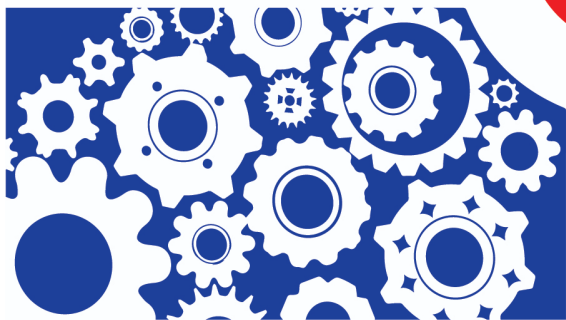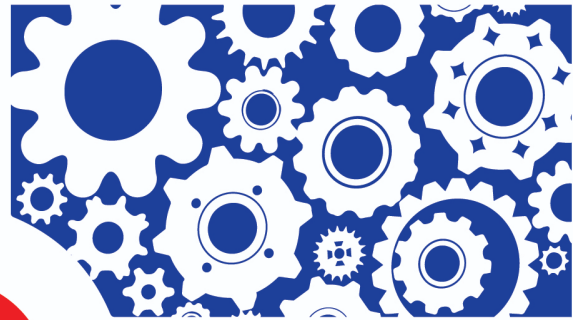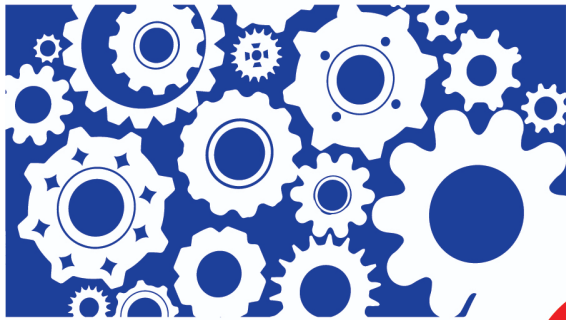DevOpsDays Indianapolis 2023

Sponsor Prospectus

October 5-6th, 2023

About the event

The term DevOps was coined by the founders of DevOpsDays. If you want to reach practitioners, this is the place to do it.

The event is volunteer run and not-for-profit, so it's inexpensive both to sponsor and to attend. This means we're able to attract people who are not willing or able to pay for expensive commercial conferences.

DevOpsDays also uses a unique combination of curated content and attendee driven "open spaces" to ensure everyone has an opportunity to learn or teach about the subjects most important to them.

Open spaces provide a great way for sponsors to introduce topics of conversation to attendees as well as participate directly with them.

Demographics and Interactions

In previous years we had **<u>200+ in-person attendees</u>** and expect the same this year.

DevOpsDays events tend to attract practitioners as opposed to senior management. The best way to interact with attendees at any DevOpsDays event is to engage with them at the practitioner level and we encourage folks to attend and participate in the discussions.

Venue

We are in a new venue this year that is a historic event center in downtown Indianapolis and close to hotels and restaurants.

Indiana Landmarks Center
1201 Central Avenue
Indianapolis, IN 46202

Main Hall

 Breakfast / Lunch / Afternoon snacks and break out rooms above.

Questions? <indianapolis@devopsdays.org>

Sponsorship levels

We will be providing tables with black tablecloths and power. Tables are in the high traffic areas and based on sponsor feedback there will not be a dedicated expo hall. We work hard to ensure traffic to the tables through table placement and breaks.

Silver sponsors will get a half table.

Gold sponsors will get a full table and also get to briefly address the crowd at the beginning of each day. We will name the rooms, as they last, after Gold sponsors and place signage with your logo outside the room.

Platinum sponsors will get naming rights to the main hall, 30 minutes to demo their product during one of the open spaces and access to use a break out room which could be used for things like recording testimonials, focus groups, UI/UX research to see how your products are used, group demo's and the like.

Naming rights are handled in the order the sponsorships are received. The first Platinum sponsor will receive naming rights to the main functional space and then subsequent Platinum sponsors will get naming rights to the break out rooms. Gold sponsors will then get naming rights to the break out rooms as they are available in the order the sponsorships are received.

Questions? <indianapolis@devopsdays.org>

	Bronze	Silver	Gold	Platinum
	$1,000	$3,500	$5,000	$10,000
Included Tickets	1	3	5	7
Promotion on social media	✔	✔	✔	✔
Promotion (logo) on web site	✔	✔	✔	✔
Mention by MC at kickoff and close	✔	✔	✔	✔
Shared swag table	✔			
Logo on physical signage		✔	✔	✔
Half table (shared)		✔		✔
Full table			✔	✔
1 minute to pitch full audience			✔	✔
3 minutes to pitch full audience				✔
Naming rights to the main function space (one available)				✔
Naming rights to a breakout room (while availability lasts)			✔	
Premium table placement				✔
Premium placement on physical signage				✔
Give a 30 minute demo in the main hall during one of the open spaces				✔
Access to a break out room for half of each day				✔
After party sponsorship from a la carte section				✔

Questions? <indianapolis@devopsdays.org>

A la carte Sponsorship opportunities

All a la carte sponsorship comes with logo on site, social media recognition and MC shout outs. If you have other sponsorship ideas or would like to put together a custom package, let us know.

Sponsorship opportunity	Amount
WiFi sponsor	$500
Exclusive lanyard sponsor	$1,000
Coffee station (both days) – Signage provided	$500
Breakfast buffet (both days) – Signage provided	$500
Day 1 Afternoon snack in expo hall – Signage provided	$500
Day 2 Afternoon snack in expo hall – Signage provided	$500
Day 1 Lunch – Signage provided, 3 minute pitch and video loop (no audio) during lunch	$1,000
Day 2 Lunch – Signage provided, 3 minute pitch and video loop (no audio) during lunch	$1,000
After party – Premium Banner placement on stage, multiple pitches and extra drink tickets	$2,000
After party with Racing Simulators – Premium Banner placement on stage, multiple pitches and extra drink tickets	$3,000
Half day access to break out room (Day 1)	$1,000
Half day access to break out room (Day 2)	$1,000

Don't wait! Deadline for sponsorship is September 15th, 2023.

Reach out to confirm your sponsorship by emailing the team <indianapolis@devopsdays.org> with the package that makes the most sense for your company. We would like to have all sponsors identified in advance of September 15th, 2023.

Questions? <indianapolis@devopsdays.org>