



# DevOpsDays Austin 2024



*The Beat Goes On*



## Sponsor Prospectus






# About DevOpsDays Austin

Thank you for your interest in sponsoring DevOpsDays Austin 2024!

DevOpsDays Austin is now in its TWELFTH year as consistently being one of the best attended and reviewed DevOpsDays events on the planet. Sponsoring DevOpsDays Austin enables you to connect with leaders in the vibrant Tech Hub that is the Austin community. These are the people influencing decisions about security, monitoring, operations, engineering, quality, and product development at leading companies in Central Texas and beyond.

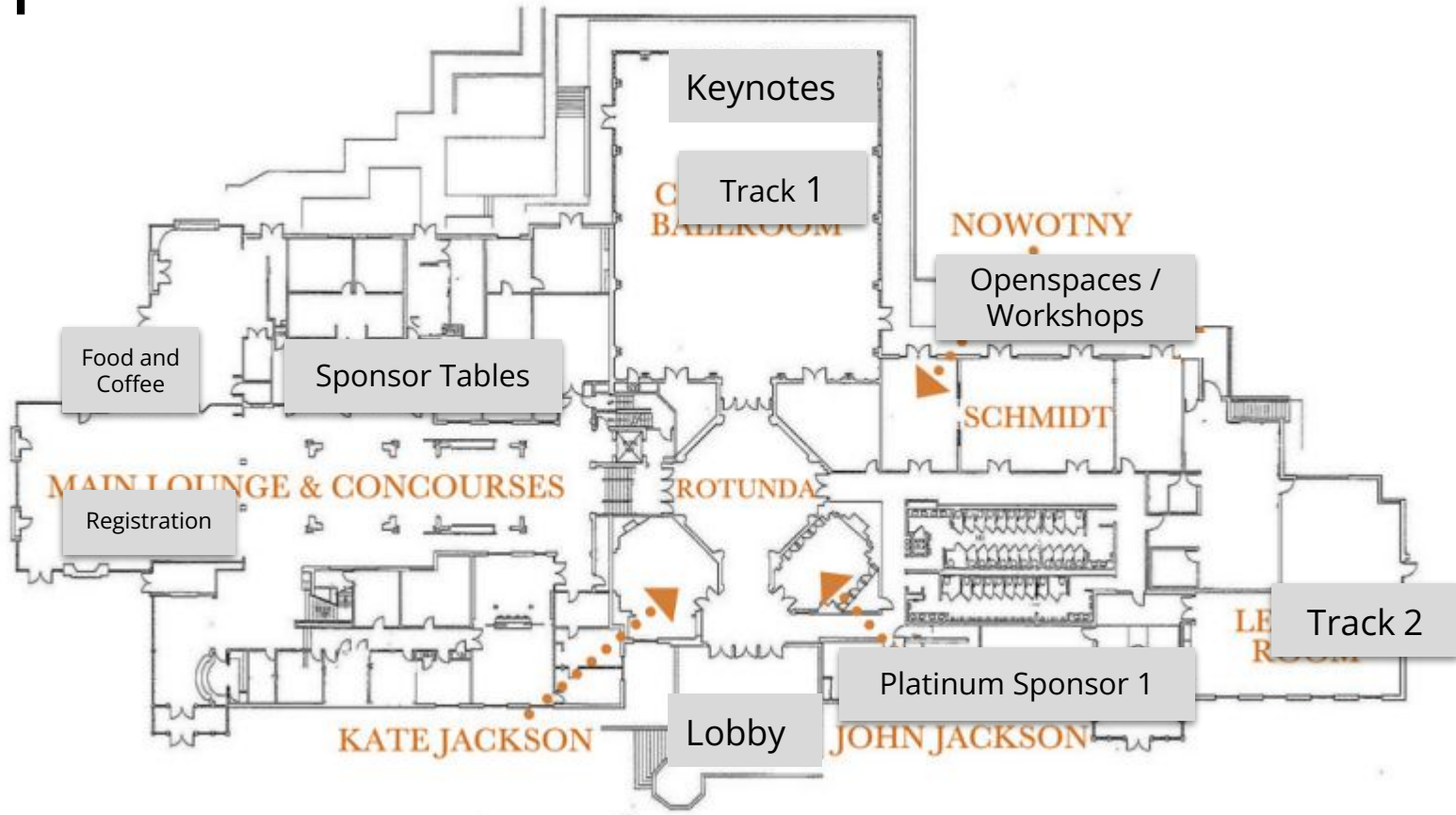
DevOpsDays Austin 2024 will be held at the UT Austin Alumni Center from May 2-3, 2024, and will accommodate a cap of 400 attendees. Our theme this year will be “*The Beat Goes On*” - combining Austin’s music culture with a mindset of pushing forward through changes with resilience. 

# About the Venue

The [Etter-Harbin Alumni Center](#) is the University of Texas at Austin's alumni center. Right across from the stadium where previous years' events have been held, this beautiful venue drips with art and sculpture and is situated in a beautiful park-like setting.



# Venue Floorplan



# Sponsorship Options

## **Platinum (\$14,000) - Limit 2**

Platinum sponsorships are a high-visibility option that includes deluxe 20-person private rooms at the entrance to the venue, the Kate and John Jackson rooms. Platinum sponsors will also have a 6'x2' 2-person staffed table in the main concourse off the central rotunda.

## **Happy Hour (\$8,000) - Limit 2**

[Details coming soon]



## **Gold (\$9,000) - Limit 12**

Gold sponsorships offer a 6'x2' 2-person staffed table in the main concourse right off the central rotunda. This is a great way to interact with attendees in person. We recommend you bring cool, smart people to engage with the community and talk about what you do

## **Lanyard (\$5,000) - Limit 1**

The Lanyard sponsorship is a consistent favorite, providing your company the opportunity to advertise to all attendees by way of your branding on the badge lanyard provided at registration.

## **Coffee Bar Sponsor (\$5,000) - Limit 1**

Texas Espresso is a cafe that sells coffee beverages in the Alumni Center; you can sponsor an open tab allowing attendees to get the caffeine-laden drink of their dreams.

# Sponsorship Details



Sponsor Packages	Happy Hour (2 available)	Platinum (1 available)	Gold (12 available)	Lanyard (1 available)	Coffee Bar (1 available)
Price (USD)	\$8,000	\$14,000	\$9,000	SOLD!	SOLD!
Included Tickets	2	4	2	2	2
Area to decorate during Happy Hour (if desired)	x				
Deluxe private room		x			
Staffed display table in Sponsor Hall		x	x		
Logo on the conference badge lanyard				x	
On-stage Raffle Giveaways at Happy Hour	x				
2 minute pitch to Happy Hour Attendees	x				
2 minute pitch to full audience during event	x	x	x	x	x
Company slide in rotation on displays	x	x	x	x	x
Social media promotion	x	x	x	x	x
Logo on DevOpsDays website	x	x	x	x	x
The thanks of the entire Austin tech community!	x	x	x	x	x

# Sponsor Benefits

- 400 person audience of technical decision-makers from top companies, many of which will be previous year speakers - don't just collect leads, have conversations with DevOps experts
- Beautiful elegant location with lots of outdoor spaces, art and sculpture
- All sponsors are welcome to hold prize drawings on stage at closing
- Branding and promotion of all sponsors on the DevOpsDays website, slide decks on displays at the event, and thanks on social media and from the stage



# Sponsor Benefits - Happy Hour

- Display table where you can interact with Happy Hour attendees
- Set at Sholz Garten - an iconic Austin Biergarten just off the University Campus (an easy walk, but we will also be providing shuttle busses)
  - <https://www.scholzgarten.com/>
- On-stage pitch (2 min) to the full event audience
- 2 tickets to the full event
- On-stage pitch (2 min) to the Happy Hour attendees
- Hold a raffle drawing at the Happy Hour and do the give-away on Happy Hour stage
- Branding and promotion of on the DevOpsDays website, slide decks on displays at the event, and thanks on social media and from the stage





# Who Attends DevOpsDays Austin?



2023 DevOpsDays Austin Attendee Breakdown

