



## DevOpsDays KC 2024

Event Date: May 15-16, 2024

Venue: [The Madrid Theatre](#) [\[Map\]](#)

Email: [sponsors@devopsdayskc.org](mailto:sponsors@devopsdayskc.org)

## Sponsorship Prospectus

### About the event

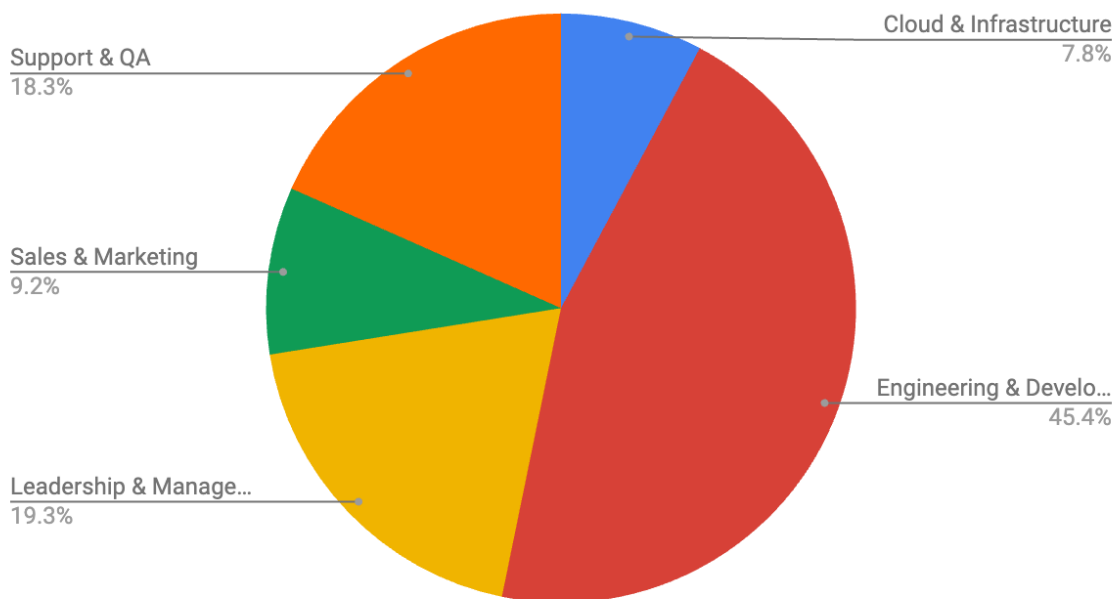
[DevOpsDays](#) is a worldwide series of technical conferences covering software development, IT infrastructure operations, and their intersection. Volunteers from the local area run each event.

[DevOpsDays KC 2024](#) will be our 5th annual conference in Kansas City and the first since 2019! Kansas City is where the fastest internet in the world, Google Fiber, fuels large enterprise software companies and a growing startup community. This event will allow you to connect with diverse stakeholders in one place, and we expect to have up to 300 attendees.

## Connecting with customers

Are you looking to connect with executives and senior technical leaders at the top companies in Kansas City? DevOpsDays KC had over 70 local companies represented in 2019, and we expect at least that number in 2024. Of our attendees, over 50% are senior technical leaders with titles ranging from Senior Technology Architect to Chief Architect. DevOpsDays KC is an excellent opportunity to connect with senior leadership and decision-makers from the top companies across Kansas City. If your target audience is more of a mix - we have students, project managers, security specialists, business analysts, and people managers.

devopsdays KC 2019 Attendee Job Roles



## Finding top talent

Are you looking for the top talent within Kansas City? Trying to find the perfect architect, senior engineer, or senior IT leader? DevOpsDays KC has you covered. Our community boasts the best candidates in the city. Our regular and rotating attendance at our [monthly meetup](#) means our community is highly engaged! We also have a Slack community with over 1400 members [and growing] that can extend your reach. You want employees who will be engaged and passionate about their work...we have those.

Let the organizers know if your primary interest in sponsorship is recruiting so we can work with you to maximize your opportunity to find your next incredible fit.

## About the Space

*Taken from the official website*

The [Madrid Theatre](#) is a beautifully renovated, multi-purpose theatre that has been home to hundreds of weddings, corporate events, fundraisers, and concerts since its opening in 1926.

Rich in history since its inception, the Madrid Theatre has been the home base to several different businesses. What started out as a Spanish revival-style silent movie house boomed until the 1930's when billionaire tycoon, Howard Hughes, bought it up and ran it as a full movie house for the next decade. In 1944, the theatre closed and sat idle until the 50's, when it was purchased, gutted, and resuscitated as a storage warehouse.

It wasn't until 1983 when Victor Patti had the vision of restoring this architectural artwork to its original grandeur and purchased it with that intention, and by the beginning of 2000, the hard work was well underway. At long last, in 2001, 75 years after its grand opening, the Madrid Theatre reopened its doors to the public.

The Madrid Theatre has been proudly hosting weddings, galas, concerts, fundraisers, and corporate events ever since. In fact, it's their pleasure to add a little touch of history to your special evening.

Centrally located between the Plaza, Westport, and Crown Center, the theatre is in the heart of Kansas City. And with a close parking lot, street, and valet parking for some events, you'll never have to worry about finding a parking spot.

There isn't a better spot to bring **DevOpsDays KC** back to Kansas City after a 4-year hiatus! We look forward to having you participate in putting on a fantastic event.



























## Sponsorship Levels

DevOpsDays KC is a self-organizing conference for practitioners that depends on sponsorships. Recruit top talent, gain exposure to new markets, or connect with existing customers. Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. We recommend sending engineers to interact with the experts on their terms during DevOpsDays. We do not distribute attendee contact lists nor provide badge scanning. Still, we encourage you to interact with attendees at the event and follow up through things like raffles, giveaways, etc.

Select from the sponsorship levels outlined, or contact us about additional sponsorship opportunities for specific amenities or to customize something from the packages below.

### All-Inclusive Sponsor Packages

BENEFITS	PLATINUM	GOLD	SILVER	COMMUNITY
PRICE	<b>\$12,000</b> <i>2 available</i>	<b>\$9,000</b> <i>6 available</i>	<b>\$4,000</b> <i>unlimited</i>	<b>Free</b> <i>unlimited</i>
Note: Paypal payments include 3% service charge. <a href="#">Email us</a> if you prefer to pay by check.				
Tickets included	4	2	1	1
Social media shout-out	 x4	 x3	 x1	 x1
Logo on DevOpsDays KC website				
Logo on marketing materials				
Logo on a dedicated slide during breaks				
Logo on shared slides during breaks				
Logo on participant emails				
Dedicated table in sponsor area (w/ 2 chairs)	 Prominent, high-profile placement, 8' table	 High traffic, 6' table		
Shout-out from MC's at kickoff and breaks				
One, 1-minute pitch between talks				
One, 2-minute pitch between talks				

## Special Sponsorships

All special sponsors will have their **logo** displayed on the DevOpsDays Kansas City website, a **tweet** before the conference, and a **thank you** during the conference. We do have some flexibility with these sponsorships, so just ask!

SPONSORSHIP	PRICE	DESCRIPTION	# AVAIL
Lanyards (incl 1 ticket)	\$2,500	Your logo, worn by every attendee	1
Live transcription (incl 1 ticket)	\$5,000	Your logo on our live transcription screen	1
Breakfast sponsor (incl 1 ticket)	\$5,000	Get the day started right for the attendees	2
Lunch sponsor (incl 1 ticket)	<del>\$8,000</del>	<del>Ensure everyone has the energy for the rest of the day</del>	2
Coffee/drink sponsor (incl 1 ticket)	\$3,500	Make sure attendees are hydrated and have coffee	2
Happy Hour / Evening Social (incl 1 ticket)	Contact Us	A great way to network with attendees after each day and get your name out there	1 or 2
Scholarships	Ad Hoc	Provide tickets to under-indexed groups to attend	Unlim

## Community sponsorships

Community sponsors are entities in our local tech community that provide opportunities for learning and connection. If you want to discuss these sponsorships with us, email us at [sponsors@devopsdayskc.org](mailto:sponsors@devopsdayskc.org).

## Refund Policy

We are glad to have you sponsor our event, but we also understand that sometimes circumstances may cause you to withdraw from the event. As such, refunds are available according to the below schedule:

Note: No refunds are available for Special sponsorships.

- Before March 1, 2024: 80% refund is available
- Between March 1 and April 15, 2024: 50% refund is available
- After April 15, 2024: No refund is available

Please email [sponsors@devopsdayskc.org](mailto:sponsors@devopsdayskc.org) with any questions about sponsoring the event or request a refund.