

DevOpsDayLA 2025

SPONSOR PROSPECTUS

Date: March 7, 2025

Location: Pasadena Convention Center, Pasadena, CA

Thank you for your interest in sponsoring DevOpsDayLA!

Now in its 14th year, DevOpsDayLA is Southern California's only annual conference focused on the practice of DevOps—a collaborative approach that emphasizes the critical need for alignment between Software Development (Dev) and Operations/IT Infrastructure (Ops) teams to continually deliver high-quality solutions.

As part of the global DevOpsDays series, DevOpsDayLA is a volunteer-organized, community-driven event supported by the DevOpsDays global core team. The conference offers a unique platform for sharing experiences, learning new techniques, and understanding how the human element drives the optimization of technology, with a focus on:

- Automation
- Testing
- Security
- Platform Engineering
- Reliability
- Organizational Culture
- CI/CD
- DevOps Practices
- Mental Health in Tech
- Career Development

As a sponsor of DevOpsDayLA, you have a unique opportunity to connect with a diverse audience, including experienced professionals, developers, operations experts, agile practitioners, job seekers, educators, and business executives. Sponsors can promote job opportunities, showcase cutting-edge tools, and present world-class service offerings to help organizations on their DevOps journey.

Presented with the support of the Southern California Linux Expo (SCaLE), DevOpsDayLA provides a casual and welcoming environment for attendees to engage with thought leaders, gain insights into the latest industry trends, and explore new solutions to advance their work.

For additional information, please contact us at los-angeles@devopsdays.org.

Thank you for your consideration and we look forward to partnering with you!

The Organizing Team



Friday March 7, 2025

9:00am – 6:00pm (Conference)

Pasadena Convention Center
300 E Green St
Pasadena, CA 91101

Why Sponsor DevOpsDayLA?

Brand Awareness & Recognition

- Position your brand as a key contributor to the SoCal tech scene. Our event attracts tech leaders, engineers, developers, and operations experts across multiple disciplines. Your sponsorship will give you visibility in front of key decision-makers.
- Exclusive branding opportunities include featured mentions during keynotes, logo placement on the event website, social media promotions, and much more.

Recruitment Opportunities

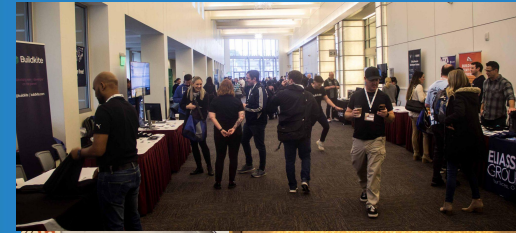
- DevOpsDayLA's sponsors can directly access a talent pool of highly skilled professionals, making it an ideal event for attracting new hires. Use your booth to showcase job listings, conduct informal interviews, and engage attendees with giveaways or raffles. Enhance your recruitment efforts with a prominent “We’re Hiring” sign and QR codes linking to open positions.

Engage with DevOps Thought Leaders

- Send your technical team to interact with attendees, participate in Open Spaces discussions, and exchange ideas with DevOps practitioners at all levels. Sponsors who engage technically are more likely to form meaningful connections with attendees and potential clients.

Support Diversity in Technology

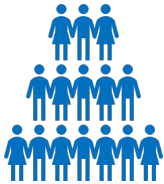
- DevOpsDayLA strongly supports diversity in the tech community. Your sponsorship contributes to programs that bring diverse voices to the table, ensuring that the next generation of DevOps leaders is more inclusive.





CONFERENCE OVERVIEW

ATTENDANCE



500-800
(2017-2024)

Engineers, Developers
Technology Leaders,
STEM Students &
Educators

FORMAT



5	5
Long Form Talks (30-40 mins)	Lightning Talks (10 mins)

**IN-PERSON &
LIVESTREAM**

SPEAKERS



10

3
Women per
conference on
Average

SPONSORS



35
(2023)

FUN FACT!



John Willis, co-author of the DevOps Handbook spoke at 3 of the last 5 conferences





BENEFITS OF SPONSORSHIP

BRAND RECOGNITION AND AWARENESS

Your brand will be identified as a contributor to our community with promotional opportunities consistent with your level of sponsorship.



RECRUITING

DevOpsDayLA provides access to a concentrated talent pool across multiple technology disciplines and levels of experience.



SUPPORT DIVERSITY IN TECHNOLOGY

DevOpsDayLA supports the data-proven reality that diverse teams are better at solving complex problems and enjoy more dynamic workplaces. Your partnership contributes to supporting diversity in the workplace.





SPONSORSHIP PACKAGES

GOLD \$4,000 SILVER \$2,500 STARTUP \$1,000

BRAND VISIBILITY			
1 minute introduction to full audience (including streaming audience) by a member of your organization	●		
Logo on its own slide, rotating during breaks	●	●	
Featured sponsorship announcement on DevOpsDayLA social media (LinkedIn)	●	●	
Sponsorship reference in pre-event mail	●	●	
Logo on shared slide, rotating during breaks	●	●	●
Logo on event websites	●	●	●
TICKETS			
Included with each level of sponsorship	6	4	2
IN PERSON PRESENCE			
Dedicated table in Conference Hall	●		
Branded contribution to swag bag		●	

FUN FACT! 🌟 At the 2023 conference, 23 of 35 sponsors selected Gold Level

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Gold+ sponsorships with extraordinary privileges



14TH ANNIVERSARY SPONSOR

One Time Only! A SPECIAL opportunity to immortalize your brand with commemorative apparel for conference attendees



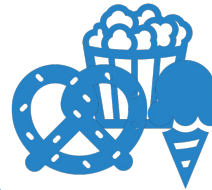
SOCIAL EVENT SPONSOR

THE highly anticipated, traditional after conference event that provides your team with opportunities for exceptional brand awareness



BREAKFAST SPONSOR

Your brand will greet conference attendees as they start their day, and keep them on point through morning sessions.



COMFORT SPONSOR

Every participant will appreciate the sponsor that supports those important fuel up and break time indulgences throughout the day

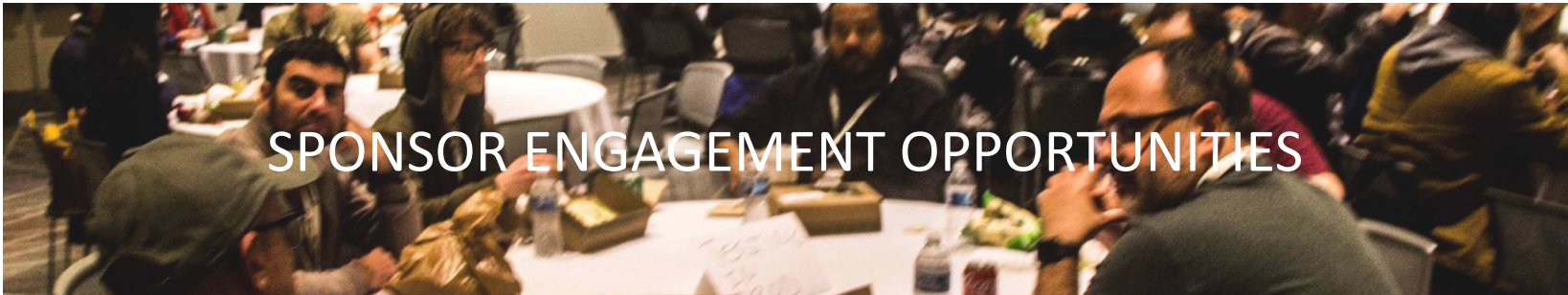


LUNCH / OPEN SPACES SPONSOR

Thrill attendees with your brand during the integral extended conference break with lunch and self-organized conversations



If you are interested in one of these exclusive opportunities or have a creative idea about how you can support the event, please reach out to us at los-angeles@devopsdays.org.



SPONSOR ENGAGEMENT OPPORTUNITIES

Exclusive access to top DevOps talent in SoCal

SPONSOR ENGAGEMENT OPPORTUNITIES

Opportunities to engage with attendees include:

- **Open Spaces & Discussions:** Have your team join or even lead technical discussions during Open Spaces sessions, demonstrating your brand's thought leadership.
- **Hands-on Demos:** Bring your team to showcase your technology or services in demo sessions, creating a more interactive experience with attendees.
- **Recruitment at Your Booth:** Engage directly with attendees for recruitment by conducting on-the-spot interviews, displaying job opportunities, and collecting résumés or contact information for potential candidates.

AUDIENCE & ATTENDEE DEMOGRAPHICS

DevOpsDayLA 2025 will host over 500 attendees, including:

- **Developers and Engineers** from across the DevOps landscape
- **Tech Leaders and Managers** interested in DevOps transformations
- **Operations Professionals** looking to improve efficiency
- **Students and New Professionals** eager to enter the field
- **Enthusiasts** passionate about the latest DevOps practices and trends



Do we get any sponsored talks?

No, but you are welcome to submit a talk proposal for consideration via <https://devopsdays.org/events/2025-los-angeles/propose>. Additionally, we want to emphasize that all attendees, including sponsors, can propose Open Space topics, so long as it's not a sales or product pitch. Our most satisfied sponsors think of a relevant and interesting topic, pitch it, and have an engineer on staff attend that Open Space discussion.

Can we do a giveaway on stage?

Yes; If you want to do a giveaway, you will need to collect your own information (e.g., business cards, entry slips). At the closing session we will give you a short time slot on stage for your giveaway activity. Just let us know.

Do we get contact info of attendees?

No. As a community organized and attendee-driven conference we find that ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are welcome to gather information via your sponsor table from those who wish to opt-in to your company's communications.

Do you work with badge scanners?

Yes; Our badges have QR codes on them. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the event instead of scanning badges at the booth for later engagement. You are responsible to collect any information you want in person at your booth. The most effective option sponsors use is to do a raffle and have people submit business cards/write their info on a tablet or computer.

Conference Details

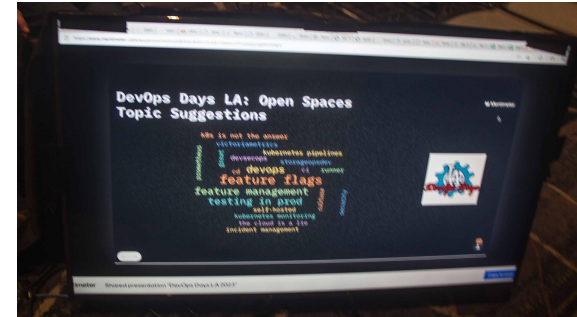
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Format: In-Person & Livestream



Contact Information

CONTACT INFORMATION

Ready to join us? Contact us to confirm your sponsorship tier, secure your custom sponsorship packages, and start preparing for DevOpsDayLA 2025 at:

Email: los-angeles@devopsdays.org

Website: <https://devopsdays.org/events/2025-los-angeles/welcome/>



We look forward to partnering with you to make this year's event a success!