Conference That Brings Development and Operations Together
DevOpsDays Raleigh 2025 - Sponsor Information

When: Wednesday, April 16 - Thursday April 17, 2025

Where: The McKimmon Conference and Training Center, 1101 Gorman Street, Raleigh, NC 27606

ABOUT DEVOPSDAYS

DevOpsDays is a technical conference for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing over expertises, DevOps is a movement that rapidly spread through the technical community along with the adoption of Agile techniques. DevOpsDays take place all over the world as self-organized events which community members who are passionate about their work attend. Presentations in the format of keynotes, ignites, workshops and open spaces is unique to this event. It is highly interactive and invigorating for attendees.

WHY SPONSOR DEVOPSDAYS RALEIGH?

Raleigh continues to be a top-performing and fast-growing location in the tech community. With many companies in the technology industry headquartered or planning to move their operations here, it's a beacon for DevOps. This is your company's chance to meet these people, gain their attention, and interact with people who are or will become leaders in the DevOps community. The McKimmon Center is located just 13 miles from RDU International Airport and Research Triangle Park (RTP), the largest research park in the country. It is also conveniently located just four miles from downtown Raleigh, 20 miles from downtown Durham, and 26 miles from Chapel Hill.

YEAR OVER YEAR ATTENDING COMPANIES INCLUDE:

Apptio	Avanade	AWS	BB&T	Charles Schwab	Cisco
Citrix	Dell	Deutsche Bank	Dude Solutions	Epic Games	Fidelity
GitLab	IBM	Lenovo	Microsoft	NetApp	NC DOT
NC State	RedHat	SAS	Toshiba	Verizon	

WHO GOES TO DEVOPSDAYS?

This audience believes development, operations and every specialty involved in the pipeline should work closely together to make each other's lives easier. Therefore, there are a wide variety of professionals who attend, and all add value to explore DevOpsDays to network, collaborate, and engage with their peers. They also learn more about DevOps, improving their skills and advancing their organization's capabilities.

App Development Manager	IT Architect	Risk Manager
Application Architect/Developer	Lead CDS Developer	Sales Engineer
Business Intelligence Analyst	Net Developer	Scrum Master
Cloud Architect	Network Engineer	Security Engineer
Community Architect	Operations Manager	Software Architect
Data Scientist	Platform Engineer	Software Engineer
Database Administrator	Product Manager	Solutions Architect/Consultant
Database Manager	Product Owner	System Administrator/Analyst
Delivery Engineer	Programmer	Technical Lead
Development Advocate/Manager	Project Manager	Test Engineer
DevOps Engineer	QA Engineer	UX Engineer
Helpdesk Manager	Release Coordinator	Web Developer

DevOpsDays Raleigh Highlights

❖ Presentations from DevOps thought leaders – previous speakers include John Willis, Nathen Harvey, Ken Mugrage, and other other DevOps community leaders
❖ Keynotes, ignites, and workshops presented by peers and colleagues who face similar obstacles and roadblocks
❖ Estimated 400-500 devops community members sharing experiences and exchanging ideas

Keynotes:
Keynote presentations are approximately 25 minutes in length. From previous years' feedback, the audience likes presentations which are entertaining, but also give them something learned to apply for their future projects. Case studies, how-to's, and failed lessons are preferred.

Ignites:
Presenters have 20 slides which automatically advance every 15 seconds. The result is a fast and fun presentation which lasts just 5 minutes. If you want to see a few examples of the format, you can find a few at http://igniteshow.com/. Make sure to visit our ignite karaoke where conference attendees can volunteer to participate. We provide them with 5 slides that automatically advance every 10 seconds – improvise!

Workshops:
Workshops take place concurrent with open space and/or keynote sessions. They are approximately 90 minutes, and are chosen based on merit and expected interest level from attendees.

Open Spaces:
Most DevOpsDays events are a combination of curated talks and self-organized conversations. The self-organized content is known as "open spaces." Open spaces give attendees the opportunity to talk about anything they'd like; for instance, a person might suggest a topic they want to learn about, or one they feel like they can help others with. The topics range widely from highly technical, to pure culture, to board games for networking.

All speakers are selected by merit and there is no guarantee that being a sponsor secures a presentation slot. However, we encourage sponsors to have their employees submit talks that relate to DevOps. **Presentations are not a forum to pitch a product or service.**

All Inclusive Sponsor Packages

Benefits	Silver - $2,000	Gold - $5,000	Platinum - $7,500	Diamond - $12,500 (Limit 2)
Included Tickets	2	5	7	10
Table		✔	✔	✔
Bag Insert Included	✔	✔	✔	✔
Logo on Website, Event Signage, Digital Communication	✔	✔	✔	✔
Passport Participation		✔	✔	✔
3 Minute Pitch to Full Audience			✔	✔
Logo on Lanyards				✔
Logo on Conference Bag				✔
Happy Hour Banner				✔

A reminder from DevOpsDays.org: "DevOpsDays does not ever distribute attendee contact information. Do not expect badge scanning of any sort. Most events don't even collect information about job title. *Sometimes* company affiliation is on the badges, and sometimes it's not.

If you want to collect leads, you'll have to talk directly with individuals and request their contact info. Vendors also often raffle off prizes ranging from large Lego sets to tablets and other desirable items, collecting contact info in the process."

A la Carte Opportunities (Available without package purchase)		
Bag Inserts	*Provide coupons, promo offers and more for attendees to share with their team!*	$1,000
Lanyard Sponsor (Limit 1)	*Let's be honest, you keep these in your office forever and they will too! We will print your logo on our event lanyards along with the DevOpsDays Raleigh logo.*	$2,500
Bag Sponsor (Limit 3)	*Make an impression with branded bags for attendees to take home!*	$3,500
Breakfast Sponsor (Limit 2)	*Guarantee that everyone is full and ready for a day of professional development!* ● *Logo in printed program* ● *Display signs on breakfast tables* ● *Logo displayed on event break slides* ● *Social media mentions before and during event*	$4,500
Refreshment and Snack Sponsor (Limit 2)	*Everyone's favorite time of the day, so become their favorite sponsor!* ● *Logo in printed program* ● *Display signs on breakfast tables* ● *Logo displayed on event break slides* ● *Social media mentions before and during event*	$4,500
Lunch Sponsor (Limit 2)	*We're halfway through the day, time to refuel everyone!* *Table allowed in lunch room during lunch hour* *Logo in printed program* *Display signs on buffet serving tables* *Logo displayed during lunch* *Social media mentions before and during event*	$6,500
Happy Hour Sponsor	*Let's toast! Provide an opportunity for everyone to mingle and unwind after Day 1! This is a chance to speak to all in attendance and mingle. Past year costs have been $7,500-$10,000 at the McKimmon Center including food and drinks (alcoholic and non-alcoholic).*	TBD by Sponsor and Organizers

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redhat.

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DevOps INSTITUTE

DevOpsDays Raleigh 2025 – Sponsorship Agreement

Please fill out and return the Sponsorship Agreement along with the logo you'd like us to use on the website and in print materials. Signature signifies you have read and accepted the Cancellation Policy on the following page.

Company Name: _____ _____

Street Address: _____   Contact Email: _____

City, State, Zip: _____   Contact Phone: _____

Contact Name: _____   Company Twitter: _____

Professional Title: _____   Company URL: _____

Sponsor Level
○Diamond - $12,500   ○Platinum - $7,500   ○Gold - $5,000   ○Silver - $2,000   ○A La Carte - Type: _____$_____

Monitors can be added at an additional cost. You will need to request and pay for them by March 29. Limited availability. If you would like to secure your monitor now, please indicate below and we will send you a separate payment link.

○50" for $115   ○32" for $90   ○24" for $85

Total cost of sponsorship: _____

Company Representative Signature: _____

DevOpsDays Raleigh 2025 – Cancellation Policy

Cancellation Policy: Sponsors may cancel participation in the event and/or terminate the agreement by giving written notice to the organizers of the event. Signature of your sponsor agreement acknowledges acceptance of this cancellation policy. Exhibitor is liable for the following amounts:

- 100% if cancellation notice received less than 60 days before the event
- 50% if cancellation notice is received 61-120 days before the event
- 20% if cancellation notice is received 121+ days before the event

For more information and questions regarding our sponsorships, please contact raleigh@devopsdays.org.