



# **DevOpsDays Seattle 2025**

## **Sponsorship Prospectus**

**September 9 - 10, 2025**



## About the Event

In 2009 the term DevOps was created by the founders of [DevOpsDays](#). If you want to reach DevOps 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.



## About the Venue

We are please to share that we will be hosting DevOpsDays Seattle 2025 at the Meydenbauer Center on the 4th floor.

<https://www.meydenbauer.com/>



Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)



## Demographics

In previous years we expected about 150 - 200 in-person attendees each year over 2 days of events. DevOpsDays events tend to attract hands-on 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.

At past events, live demonstrations on a monitor and having technical staff has led to the highest engagement. Our attendees love seeing a solution in action instead of just hearing about it. Bonus points for making it easy for them to try it out themselves.

## Lead Collection

As a non-profit, community run conference, we do not provide the contact details of attendees. Sponsors can still do lead generation at the event using swag or prizes - see the FAQ section for more details.

## Dates

CFP: 21 March - 11 June 2025

Agenda Publication: 20 June 2025

Sponsorship

- Closes: 1 July 2025
- Payment due: 15 July 2025
- Logos due: 1 August 2025
- Event setup day: 9am - 4pm, 8 September 2025

Event: 9 - 10 September 2025

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)



## Sponsor Packages for 2025

	Bronze	Silver	Gold
Price	\$1,000	\$3,000	\$5,000
Number available	10	10	6
Expo space	Shared swag table No banners No dedicated space	Shared 6' Table (3') Banners	Full 6' Table Banners
Audience Pitch Start of each day	-	60 Seconds	120 Seconds
Audience Pitch Before Prizes on 2nd Day	-	-	60 Seconds
Exclusive Lanyard Branding *	+\$2,500	+\$1,500	+\$1,000
Custom Wifi SSID + Password for both days*	+\$1,500	+\$750	+\$500
Tickets Included	1	2	4

All sponsor packages include logo on Event Posters, Email, DevOpsDay Seattle site, and Social Media posts.

\* Lanyard and Wifi are add-on packages, each one exclusive to a single sponsor for the event.

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)



# Sponsor Packages

The following additional, stand-alone packages are available for 2025.

## 1 - Evening Social / Happy-hour

Host a social event after the first day's sessions finishes at the venue. Work directly with the venue vendor to coordinate and pay. Great way to interact with the attendees and share information about your products and services.

## 2 - Community Sponsor

Free to other communities when sharing DevOpsDays Seattle 2025 with their community. Logo added to the DevOpsDays Seattle website, and social media shout-out.

## Additional Tickets

We provide each sponsor with a discount code of 50% for bringing additional staff for the event, limited to 5 per sponsor. Additionally, we provide a discount code of 20% to use in marketing for drawing additional attendees, limited to 20.

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)



## Additional Details

The most current information is available on our website: <https://devopsdays.org/events/2025-seattle/sponsor-info/>, including shipping to the venue, renting A/V equipment for your booth, sponsorship table allocation, and the pitching schedule.

Sponsorship package quantities will be updated on the main sponsor page at <https://devopsdays.org/events/2025-seattle/sponsor/>.

Table preference is allocated on a first come, first served basis - sponsorship benefits become available once payment is received. We understand that sponsors may have preferences of the locations next to specific other sponsors. Placement requests will be accommodated to the best of our ability, but not guaranteed.

In the unlikely situation that the event cannot proceed, sponsors will be refunded after all non-refundable expenses have been deducted from the conference budget. The organizers of DevOpsDays Seattle do not receive any compensation for organizing and hosting the event. As a not-for-profit, community hosted event run by volunteers, we do not sign any sponsorship agreements.

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)





## Onboarding Process

After payment has been received, we will create a shared folder on our Google Drive with a document containing all the details of the package, and used to track action items. The main DevOpsDays website has logos from past events from a lot of sponsors, and if your logo is not there yet, or you would like a specific version for DevOpsDays Seattle 2025, it can be uploaded to this folder. We will provide a link in the shared document for the existing one.

In the past, we have had sponsors that are in the middle of a rebranding or acquisition, which required changing logos or names used. Please let us know as soon as possible if any changes are needed. These changes can be made up till the day prior to the event (8 September 2025),

The document will have the discount codes for additional tickets.

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)



## Frequently Asked Questions

**Q:** Do you provide a list of attendee contact details?

**A:** No, as a non-profit, community run conference, this is not included in sponsorship packages.

**Q:** Can we capture leads / contact details at the event?

**A:** Yes, attendees can opt-in to share their contact details with sponsors. Approaches that have worked well in the past include doing a raffle for a prize at the end of the event, handing out swag, participating in a challenge to win a prize, etc. Types of prizes that have been well received: (exclusive) Lego sets, wireless headphones, mechanical keyboards, stickers, etc. Try to make it as easy as possible for attendees to enter, a short URL or QR code they can scan to direct them to a page or form to enter.

**Q:** Where is the Expo hall positioned?

**A:** All the sponsor tables are around the room where meals are served, creating natural flow of attendees past these tables.

**Q:** What will be at the sponsor table?

**A:** We provide electricity for each table, and connectivity is provided as part of the event.

**Q:** How do I ship items to the venue?

**A:** You can ship items to arrive on 7 September 2025 to arrive for the setup day on the next day. The venue handles shipping, [see this page for details](#).

Questions? [sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)





# **Deadline for sponsorship is 2025-07-01 Don't Wait!**

Reach out to confirm your sponsorship by emailing the team with the package that makes the most sense for your company. We would like to have all sponsors identified in advance of 2025-07-01, with final payments due by 2025-07-15.

[sponsors@dodseattle.org](mailto:sponsors@dodseattle.org)

