



SPONSOR DevOpsDays Raleigh 2027!

Empowering the **People, Practices,**
and **Culture** of DevOps



Community



Collaboration



Continuous
Learning



Innovation



WHEN:

Tuesday, April 27 –
Wednesday, April 28, 2027



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 paths, 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.

Attending Companies Often Include:



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Our Audience: Who Goes to DevOps Days?

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 nerf, collaborate, and engage with their peers. They also learn more about DevOps, improving their skills and advancing their organization's capabilities.

App Development Manager	DevOps Engineer	IT Architect	Risk Manager
App Architect	Delivery Engineer	App Developer	Lead Developer
Sales Engineer	Programmer	Business Analyst	Scrum Master
Cloud Architect	Test Engineer	Network Engineer	Security Engineer
Operations Manager	QA Engineer	Software Architect	Data Scientist
Database Admin	UX Engineer	Platform Engineer	Software Engineer
Product Manager	Help Desk Manager	Solution Architect	Consultant
Systems Administrator	Release Coordinator	Product Owner	Technical Lead



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Our Program

Our two-day program is a mix of presentations from practitioners and DevOps thought leaders. Previous speakers include John Willis, Nathen Harvey, Ken Mugrage, and other DevOps community leaders. Keynotes, ignites, and workshops are presented by peers and colleagues who face similar obstacles and roadblocks. An estimated 250-350 DevOps community members attend the conference, sharing experiences and exchanging ideas.

Keynotes:

Keynote presentations are approximately 30 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. Visit devopsdays.org to find Raleigh's Call for Speakers.



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All Sponsor Packages Comparison

Benefit	Community	Media	Silver	Gold	Platinum	Diamond
Cost	\$0	\$500	\$2,000	\$5,000	\$7,500	\$12,500
Included Tickets	0	1	2	5	7	10
Table	No	No	No	Yes	Yes	Yes
Bag Insert Included	No	No	Yes	Yes	Yes	Yes
Logo Inclusion (website, email, other marketing)	Yes	Yes	Yes	Yes	Yes	Yes
Passport Participation	No	No	No	Yes	Yes	Yes
3 Minute Pitch to All Attendees	No	No	No	No	Yes	Yes
Logo on Lanyards & Bags	No	No	No	No	No	Yes

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."

Sponsor Package Summary

Community Sponsorship

The community and non-profit sponsorships is ideal for local meetups, co-working spaces, and other non-commercial communities who support DevOps. These sponsorships are free, but we ask that you share information about DevOpsDays Raleigh with your members in order to become a Community Sponsor. Speakers can also add their company as a Community Sponsor.

- 15% discount code for twenty (20) tickets to share with your audience
- Logo on a shared slide, rotating during breaks
- Logo on the event website as a Community Sponsor

Media Sponsorship

The media sponsorship is ideal for podcasts, blogs, news outlets, and other media who support DevOps. This sponsorship is \$500 but we ask that you share information about DevOpsDays Raleigh with your audience in order to become a Media Sponsor.

- One ticket for both days of the event
- 15% discount code for ten (10) tickets to share with your audience
- Logo on a shared slide, rotating during breaks
- Logo on the event website as a Media Sponsor

Silver Sponsorship

Silver sponsorship is the perfect entry point for organizations looking to establish their presence within the Raleigh DevOps community. It provides meaningful brand exposure before and during the event while giving your team the opportunity to network with hundreds of practitioners, engineers, and technology leaders.

- Two tickets for both days of the event
- Bag insert included
- Logo on website and event signage along with social media mentions

Gold Sponsorship

Gold sponsorship is designed for organizations that want a more active presence at DevOpsDays Raleigh. In addition to increased attendee access, Gold sponsors receive exhibit space and participation in the attendee passport program, encouraging meaningful interactions and driving traffic directly to your team.

- 5 tickets for both days of the event
- Sponsor table/exhibit space
- Bag insert included
- Logo on website, signage, social posts, and email communications
- Passport participation program

Sponsor Package Summary Continued

Platinum Sponsorship

Platinum sponsorship elevates your company into a highly visible leadership position during the conference. In addition to premium exposure and attendee engagement opportunities, Platinum sponsors are given dedicated time to address the entire audience, creating a unique opportunity to share their story and strengthen brand recognition. This package is ideal for organizations looking to position themselves as thought leaders in the DevOps ecosystem.

- 7 tickets for both days of the event
- Sponsor table/exhibit space
- Bag insert included
- Logo on website, signage, social posts, and email communications
- Passport participation program
- 3-minute pitch to all attendees

Diamond Sponsorship

Diamond is the premier sponsorship package and delivers maximum visibility before, during, and after the event. In addition to every benefit offered at lower tiers, Diamond sponsors receive exclusive branding opportunities throughout the conference, ensuring their company is front and center with attendees from registration through the closing networking events. This package is designed for organizations seeking the highest level of engagement and brand impact.

- 10 tickets for both days of the event
- Sponsor table/exhibit space
- Bag insert included
- Logo on website, signage, social posts, and email communications
- Passport participation program
- 3-minute pitch to all attendees
- Happy Hour banner recognition

Other Sponsor Opportunities

These opportunities are available without a sponsorship package purchase.

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	\$5,000
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	\$5,000
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	\$5,000
Happy Hour Sponsor (Limit 1)	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). Offsite options available as well.	TBD by Sponsor & Organizers
I Support DevOpsDays Small	These 3 sponsorships is designed for organizations that believe in the DevOps community and want to help make DevOpsDays Raleigh possible. Your contribution directly supports conference essentials such as meals, refreshments, and venue expenses, helping keep ticket prices accessible and the event experience exceptional for everyone.	\$225
I support DevOpsDays Medium		\$529
I support DevOpsDays Large		\$1089



DevOpsDays Raleigh 2027 – 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 below.

Company Name: _____

Street Address: _____

Contact Email: _____

City, State, Zip: _____

Contact Phone: _____

Contact Name: _____

Company X (Twitter): _____

Job Title: _____

Company URL: _____

Sponsor Level

- ☐ Diamond - \$12,500
- ☐ Platinum - \$7,500
- ☐ Gold - \$5,000
- ☐ Silver - \$2,000
- ☐ Media - \$500
- ☐ Community - \$0
- ☐ I Support DevOpsDays - \$225
- ☐ I Support DevOpsDays - \$529
- ☐ I Support DevOpsDays - \$1,089

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: _____

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.