

DevOpsDays Melbourne 2021



Thursday, 28th October - Friday, 29th October 2021

Sponsorship Prospectus

Join us at DevOpsDays Melbourne 2021

DevOps Australia is delighted to offer the opportunity to become a sponsor for DevOpsDays Melbourne 2021, Australia's DevOps conference. With over 200 delegates expected, this two day, multidisciplinary conference brings together passionate practitioners, providing the opportunity for your company to promote your products, services and brand to a wide range of delegates.

Building on the success of previous year's events, the conference will be held at the Art Center Melbourne.

As a sponsor you can expect to network with:

- Technologists
- Technical Managers
- Infrastructure Managers
- Developers
- Industry experts

Key Dates

Marketing commences: July 2021

Call for papers: July 2021

Speakers announced: September 2021

Conference dates: Thursday, 28th October 2021 - Friday, 29th October 2021

Key reasons to sponsor with us:

- Increase exposure to a diverse industry
- Demonstrate your organisation's alignment and support of DevOps
- Promote your company to delegates
- Build brand profile and awareness in within the industry
- Network and build new relationships with key industry figures

Marketing and communications strategy

Our marketing and communications plan will create awareness by combining and integrating the following aspects:

- The official DevOpsDays website promotes the event, providing delegate information and sponsor acknowledgement, including direct links and branding for sponsors.
- Direct event emails circulated to 500 members and past attendees including program and sponsor details. (Google group/meetups groups)
- eMarketing with communication to registered attendees to update conference information.
- Twitter and LinkedIn will be used to create interest and excitement around the speakers and events.

Program Highlights

From the best minds in the field, this highly interactive educational event will include a program of guest speakers, panel discussions and open spaces. Valuable insights into future trends, developments and new technology, products and services as well as practical advice on issues that matter most will be gained.

Sponsor Opportunities

DevOpsDays are community-focused, self-organising conferences for DevOps practitioners that depend on sponsor support. However, because of the nature of the event, we do not have large vendor booths or book product pitches. Attendees, including sponsors, will have the opportunity to host a 5 minute product demo as part of an open space session during the program.

Gold sponsors get a table they can use for technical and promotional material for interested people to come visit during breaks. All attendees, including sponsors, are welcome to propose any subject they want

during the open spaces, however this is a community focused conference and heavy marketing will probably work against you when trying to make a good impression on the attendees. The best thing to do is send engineers, managers etc. to interact with the community at DevOpsDays on their own terms.

Payments via credit card or bank transfer are available.

Become a sponsor now by emailing melbourne@devopsdays.org

| | Gold | Silver | Bronze |
|--|---------------------------------|------------------------------------|----------------------------|
| Logo on DevOpsDays Website | ✓ | ✓ | ✓ |
| Mentioned on all email communications | ✓ | ✓ | ✓ |
| Demo a product (5 minute max) during Open Spaces | ✓ | ✓ | ✓ |
| Included conference tickets | 5 | 2 | 1 |
| Available Sponsorships | 3 | 7 | Unlimited |
| Priority access to Addon packages | 1st | 2nd | 3rd |
| Display of your rollup/popup banner in high traffic areas and allocation of booth space with table | ✓ | | |
| During Show - Single timed ad spot before main track presentation - TVC format, static graphic(s) or silent animation | 5, 15 or 30 sec | 5 sec | |
| - Frame or animated frames in pre-show loop | Dedicated Tier 1 | Shared Tier 2 | Shared Tier 3 |
| Uploaded Video (Post Production) - Prominent name and logo Tiered in credit reel under "sponsors" at end of uploaded video | Tier 1: Logo, single line | Tier 2: No logo, single line | Tier 3: Shared lines |
| - Links to webpages at the end of video description where supported (e.g. YouTube) | ✓ | | |
| Price (AUD) | \$6500 | \$3500 | \$1500 |

Note:

- Included tickets are full conference tickets, to encourage participation from the sponsors. We don't offer sponsor or exhibitor tickets.
- Assistance for production support is available from our preferred video producer ZEROCUBE at a cost to the sponsor
- Video requirements:
 - TVCs:
 - 1920 x 1080 @ 25fps
 - Pre-roll: 1 second
 - Post-roll: 1 second
 - Logos:
 - Plain vector graphic (e.g. EPS, SVG), or large transparent PNG (500px x 500px or larger)
- All assets for live production must be received by ZEROCUBE no later than two weeks prior to the first day of the conference, i.e. 14th of October, 2021.

Vocabulary / Definitions

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|--------------------|--|
| "ad spot" : | A single video advertisement, that typically includes sound |
| "Frame": | A single image |
| "Pre-show loop": | A looping video that plays before the show begins, and during intermissions, typically containing event information, and light advertising |
| "TVC": | Television Commercial |
| 'animated frames': | refers to an animated transition in / out, and optional adjustments during the logo's appearance on-screen |

Addons**Lanyard \$500**

Provide branded lanyards for all 250+ attendees, required to be delivered 1 week before the event.

Coffee Cart

Arranged directly with the Art Centre, the coffee cart will supply awesome barista coffee for all delegates.

Details on this option are yet to be confirmed if you are interested in being a coffee cart sponsor please let us know.

Community Ticket Contribution:

You can help us make this conference accessible to under represented groups (including youths) or people that cannot afford the cost of the event. You can offer to cover for several tickets (anonymously or not). If you choose to have your name known, we will display your name and logo on our website, as well as let the beneficiary(ies) know.