DevOpsDayLA 2023

SPONSOR PROSPECTUS

Thank you for your interest in sponsoring DevOpsDayLA!

Now in its 12th year, DevOpsDayLA is Southern California's only annual conference focused on the practice of DevOps - a proven, joint approach that emphasizes the need for collaboration between the Software Development (Dev) and Operations/IT Infrastructure (Ops) teams within an organization to continually deliver high-quality solutions. It is a part of the worldwide series of DevOpsDays events held annually, sanctioned, and supported by the DevOpsDays global core team.

The first DevOpsDay was held in Ghent, Belgium in 2009. Over 70 cities globally have hosted events, organized and delivered by volunteers dedicated to advancing DevOps practices and values. DevOpsDayLA offers opportunities to learn and share experiences about topics such as:

- Automation
- Testing
- Security
- Organizational Culture
- Continuous Integration and Deployment (CI/CD)
- Implementing DevOps practices
- and Career Development

DevOpsDayLA sponsors have the opportunity to offer job opportunities, demonstrations of the latest tools, and world-class service offerings to facilitate organizations' DevOps journey.

The conference is presented with the support of the Southern California Linux Expo (SCALE). It provides a relaxed, casual, and diverse environment where experienced professionals, evangelists, agile practitioners, developers, job seekers, business executives, educators, students, and curiosity seekers can connect and attend talks on current topics.

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

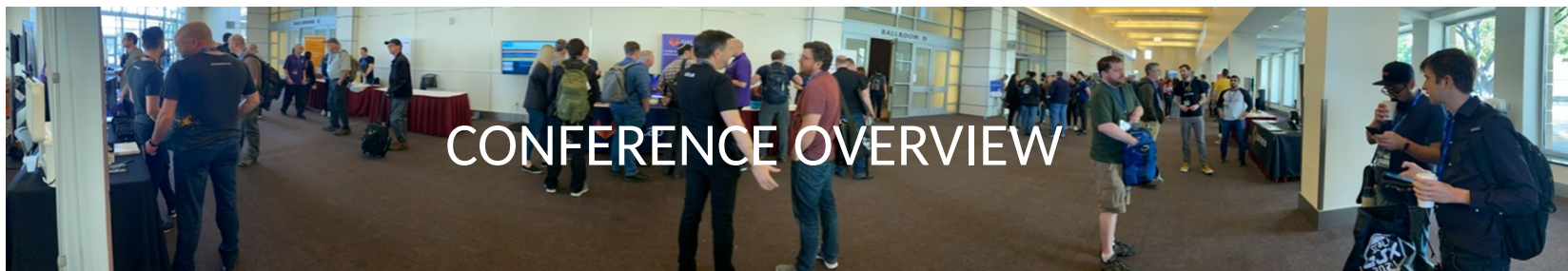**Thank you for your consideration and we look forward to partnering with you!**
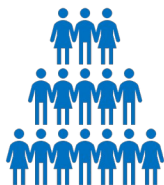
The Organizing Team

Friday March 10, 2023

9:00am – 6:00pm (Conference)

Pasadena Convention Center
300 E Green St
Pasadena, CA 91101

CONFERENCE OVERVIEW

ATTENDANCE

500-800
(2017-2022)

Engineers, Developers Technology Leaders, STEM Students & Educators

FORMAT

5 Long Form Talks (30-45 mins)

3 Lightning Talks (10 mins)

IN-PERSON & LIVESTREAM

SPEAKERS

8

3 Women per conference on Average

SPONSORS

30
(2022)

FUN FACT! 🤩 John Willis, co-author of the DevOps Handbook spoke at 2 of the last 4 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.
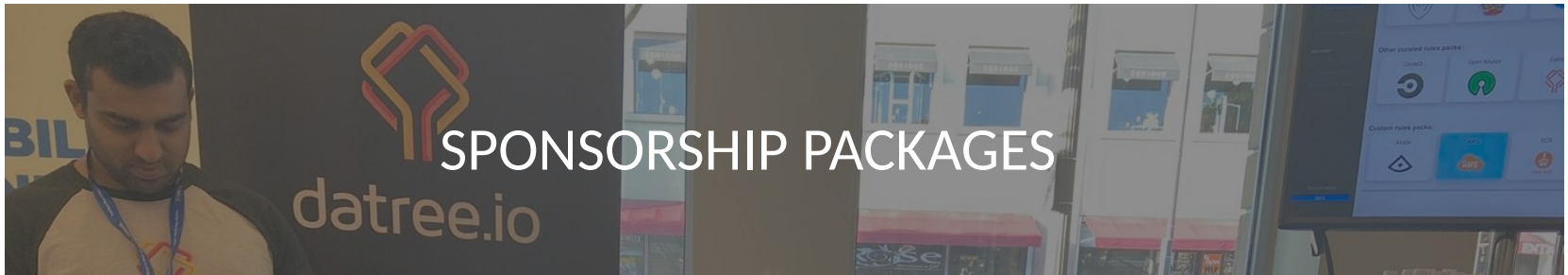
RECRUITING
DevOpsDayLA provides access to a concentrated talent pool across multiple technology disciplines and levels of experience.

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 break	●	●	
Featured sponsorship announcement on DevOpsDayLA social media (LinkedIn, Twitter, Facebook)	●	●	
Sponsorship reference in pre-event mail	●	●	
Logo on shared slide, rotating during break	●	●	●
Logo on event website	●	●	●
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 2022 conference, 21 of 30 sponsors selected Gold Level

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Gold+ sponsorships with extraordinary privileges

12TH ANNIVERSARY SPONSOR
One Time Only! A SPECIAL opportunity to immortalize your brand with commemorative apparel for conference attendees
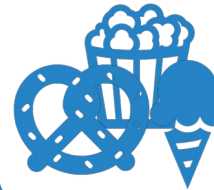
SOCIAL EVENT SPONSOR
THE highly anticipated, traditional after conference event that provides your team with opportunities for exceptional brand awareness

BREAKFAST SPONSOR
Your brand will greet conference attendees as they start their day.

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

LUNCH SPONSOR
Thrill attendees with your brand during that all important extended conference break.

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.

CONSIDERATIONS

- SCALE 20x (Southern California Linux Expo) is our gracious community sponsor - providing conference space, administration, registration processing, and resources.

- We cannot share attendee information.

- The latest conference COVID-19 compliance plans can be found [here](#).