

DEVOPS DAYS



Thursday, 16th March - Friday, 17th March 2023

Sponsorship Prospectus

Join us at DevOpsDays Melbourne 2023

DevOps Australia is excited to announce that DevOpsDays Melbourne is back for 2023 and we are looking for key industry partners to sponsor the event. 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 events, the conference will be held at the Art Centre Melbourne.

As a sponsor you can expect to network with:

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

Whether your goals include recruiting new talent, opening new markets, or connecting with your existing customers, this event will be the place to have those conversations with experts and leaders in tech innovation.

Key reasons to sponsor DevOpsDays Melbourne 2023:

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

Key Dates

Marketing commences: **December 2022**

Call for papers: **December 2022**

Speakers announced: **February 2023**

Conference dates: **16th - 17th March 2023**

Conference 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 will be gained into future trends, developments and new technology, products and services, as well as practical advice on issues that matter most.

Marketing and communications strategy

Our marketing and communications plan supports sponsors and creates awareness for the event by combining and integrating the following aspects:

- The official DevOpsDays website promotes the event, providing delegate and sponsor information, including direct links and branding for sponsors.
- Direct event emails circulated to 500 members and past attendees, including program and sponsor details. This includes DevOps affiliated MeetUps, Slack and Google Groups.
- eMarketing with communication to registered attendees to update conference information.
- Regular Twitter and LinkedIn messaging used to create interest and excitement around the speakers and events.
- Sponsor presence onsite throughout the conference

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.

Tiered Sponsor Breakdown

	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

Additional Sponsorship Opportunities

Thursday evening event sponsor: \$ 5,000

You can sponsor the tab (food, drinks and event space) for the Thursday evening event at the conclusion of the first day of the conference. Display your banner at the event site, mingle with the delegates and chat about all things DevOps.

Lanyard: \$500

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

Coffee Cart: \$5,000 (Covers both days)

Arranged directly with the Art Centre, the coffee cart will supply awesome barista coffee for all delegates. Coffee cart sponsors can display signage on the front of the carts (dimensions will be provided). Based on the projected numbers, it is likely there will be 2 coffee carts in operation.

Community Ticket Contribution: \$150/ ticket

You can help us make this conference accessible to under-represented groups (including students, youths and those from minority or disadvantaged backgrounds) 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 beneficiaries know.

Note:

- Included tickets are full conference tickets, to encourage participation from the sponsors. We do not offer sponsor or exhibitor tickets.
- Assistance for production support is available from our preferred video producer ZERO CUBE 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 ZERO CUBE no later than two weeks prior to the first day of the conference, i.e. 2nd of March, 2023.

Video Definitions

"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.

Thank you for considering sponsoring DevOpsDays Melbourne 2023. We are thrilled that you have expressed interest in supporting our event. If you have any questions please reach out at melbourne@devopsdays.org