DevOpsDayLA 2024

SPONSOR PROSPECTUS

Thank you for your interest in sponsoring DevOpsDayLA!

Now in its 13th 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.

DevOpsDayLA is volunteer-organized and offers a variety of opportunities to learn and share experiences about how the human factor enables, enhances, and optimizes technological processes, with a focus on :

- Automation
- Testing
- Security
- Platform Engineering
- Reliability
- Organizational Culture
- CI/CD
- 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.

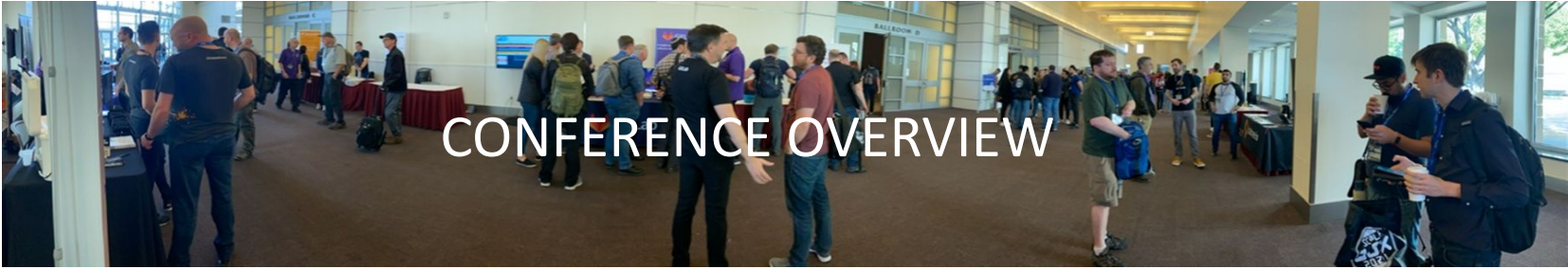**Thank you for your consideration and we look forward to partnering with you!**
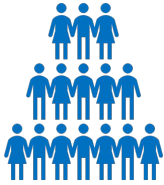
The Organizing Team

Friday March 15, 2024

9:00am – 6:00pm (Conference)

Pasadena Convention Center
300 E Green St
Pasadena, CA 91101

CONFERENCE OVERVIEW

ATTENDANCE

500-800

(2017-2023)

Engineers, Developers Technology Leaders, STEM Students & Educators

FORMAT

5

Long Form Talks (30-40 mins)

5

Lightning Talks (10 mins)

IN-PERSON & LIVESTREAM

SPEAKERS

8

3

Women per conference on Average

SPONSORS

35

(2023)

FUN FACT! 😍 John Willis, co-author of the DevOps Handbook spoke at 3 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.
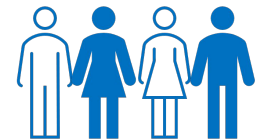
RECRUITING
DevOpsDayLA provides access to a concentrated talent pool across multiple technology disciplines and levels of experience.

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

BRAND VISIBILITY	GOLD $4,000	SILVER $2,500	STARTUP $1,000
1 minute introduction to full audience (including streaming audience) by a member of your organization	●		
Logo on its own slide, rotating during breaks	●	●	
Featured sponsorship announcement on DevOpsDayLA social media (LinkedIn)	●	●	
Sponsorship reference in pre-event mail	●	●	
Logo on shared slide, rotating during breaks	●	●	●
Logo on event websites	●	●	●
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 2023 conference, 23 of 35 sponsors selected Gold Level

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Gold+ sponsorships with extraordinary privileges

13

13TH ANNIVERSARY SPONSOR
One Time Only! A SPECIAL opportunity to immortalize your brand with commemorative apparel for conference attendees
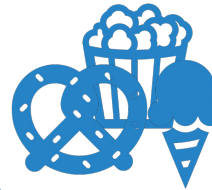
SOCIAL EVENT SPONSOR
THE highly anticipated, traditional after conference event that provides your team with opportunities for exceptional brand awareness

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 / OPEN SPACES SPONSOR
Thrill attendees with your brand during the integral extended conference break with lunch and self-organized conversations

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 21x (Southern California Linux Expo) is our gracious community sponsor - providing conference space, administration, registration processing, and resources.

- The best thing to do as a sponsor is to send engineers to interact with the experts at DevOpsDays on their own terms.

- We cannot share attendee information.

- The latest conference COVID-19 compliance plans will be updated here.