DEVOPSDAYS
ROCKIES

2026 SPONSOR PROSPECTUS

Contact Us at denver@devopsdays.org

What is DevOpsDays?

DevOpsDays Rockies in Denver is back for its 10th year!

DevOpsDays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Each event is run by volunteers from the local area.

Sponsoring DevOpsDays connects your company to local technical and business minds who influence decisions in security, monitoring, operations, engineering, quality, and product development.

DevOpsDays Denver 2026 will be held [TBD] at [TBD] in downtown Denver.

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By The Numbers

250+
Avg Attendees

200+
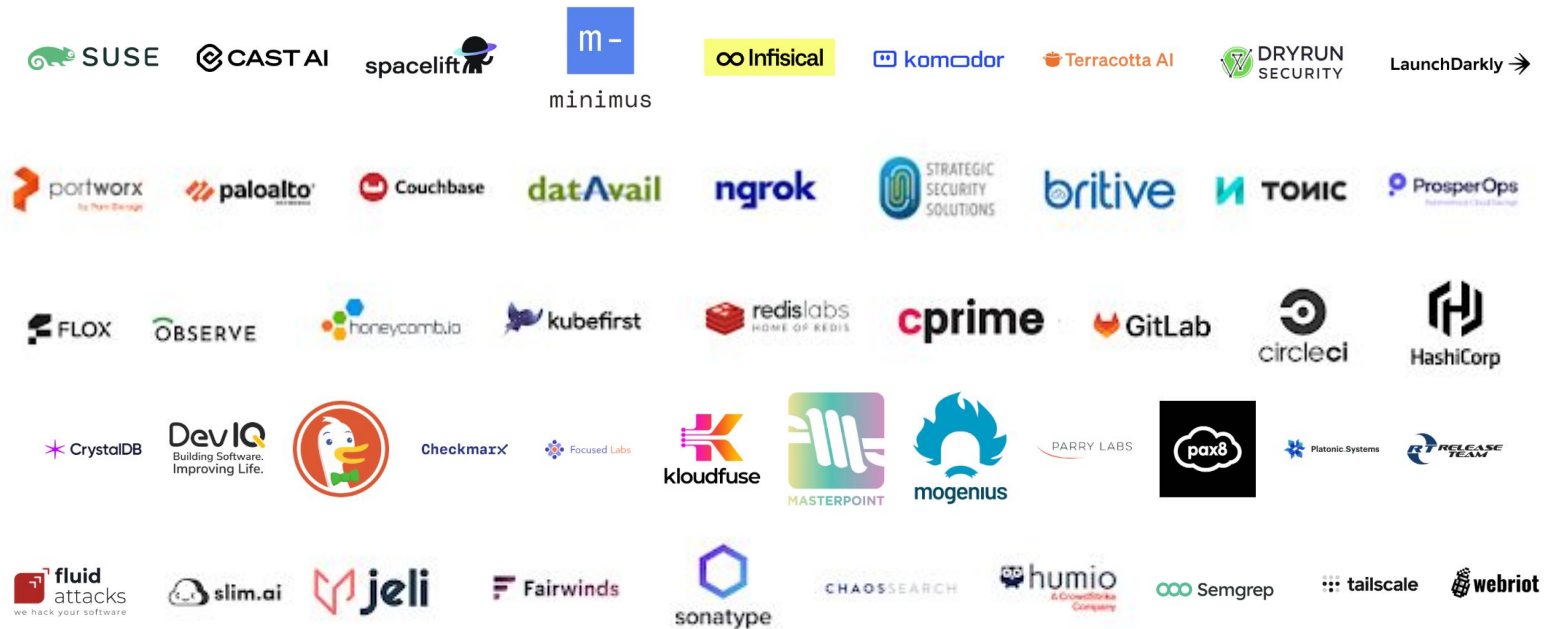Companies at
Past Events

20+
Sponsors

250+
Avg CFP
Submissions

Global &
Local
Colorado
Speakers

10
Years of
DevOpsDays
In Denver

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Previous Sponsors

SUSE CAST AI spacelift m- minimus ∞ Infisical komodor Terracotta AI DRYRUN SECURITY LaunchDarkly →

portworx paloalto Couchbase datAvail ngrok STRATEGIC SECURITY SOLUTIONS britive TONIC ProsperOps

FLOX OBSERVE honeycomb.io kubefirst redislabs HOME OF REDIS cprime GitLab circleci HashiCorp

CrystalDB DevIQ Building Software. Improving Life. DuckDuckGo Checkmarx Focused Labs kloudfuse MASTERPOINT mogenius PARRY LABS pax8 Platonic.Systems RELEASE TEAM

fluid attacks we hack your software slim.ai jeli Fairwinds sonatype CHAOSSEARCH humio A CrowdStrike Company Semgrep tailscale webriot

+ MORE!

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Exciting Venue

We expect to be back at Bierstadt Lagerhaus in downtown Denver!

We will have volunteers and staffers on site the night before to help you setup your booth and get familiar with the area.

More details to come!

Code of Conduct

We expect participants of DevOpsDays Denver to adhere to the code of conduct at all conference venues and conference-related social events. This includes those participating solely by running your booth and any other representatives you have attend.

The full Code of Conduct can be found at
https://devopsdays.org/events/2026-denver/conduct

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INCLUDED FOR ALL SPONSORS

✓ Logo on the DevOpsDays website

✓ Mention in social communications*

✓ Mention in email communications*

✓ Ticket discounts

We're committed to giving our sponsors maximum ROI from the event, please let us know if you have ideas on how we can all get the most from DevOpsDays Denver.

*Gold level sponsors get dedicated shoutouts on communication channels. If you're a gold sponsor and have something specific you want us to highlight - let us know!

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Sponsorship Levels

	Gold	Silver	Supporter
Price	$7,500	$5,000	$1000
Table Size	8' Banquet	8' Banquet	Shared Swag Table
Booth Tickets	2	2	0
Attendee Tickets	2	0	2
Logo on DevOpsDays Website	✅	✅	✅
Dedicated Social/Email Promos	✅		
1-Minute Full Audience Pitch	✅		
Preferred Table Selection	✅		
Additional Attendee Discounts	15% Off	10% off	5% off
Reserve Your Spot	PayPal	PayPal	PayPal

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Add-on Sponsorship Opportunities

We have a number of additional opportunities for sponsorship. These opportunities are on a first come first serve basis as availability allows. Each add-on will allow for space for you to bring sponsor banners and promotion materials to keep at the relevant station. You will also get a special slide on the event presentation.

Monday Evening Social: $5K

Bring your branding to decorate the venue. We have an awesome evening planned with fun, food, drinks, and more!

Lunch: $5K
2 Available- 1 Sponsor per day

Take credit for energizing and fueling the crowds!

Coffee/Tea Bar: $2K
2 Available- 1 Sponsor per day

Everyone needs a little pick me up! Be top of mind with a coffee bar sponsorship!

Snack Station: $2K

We love food! Grab and go snacks are always available!

Transportation Code: $1K

Sponsor the rideshare code to ensure participants make it home safely each day and night!

On Call Room: $1K

We know work happens even on conference days! Provide the quiet space to take those important calls.

Other: $2k+

Have another creative idea? We'd love to help you make it a reality!

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Other Sponsorship Opportunities

In the past we've had some sponsors suggest creative interactions with our attendees. We're always willing to discuss any ideas which can help sponsors get their name out there!

All paying sponsors are also added to the Sponsor Passport and we have attendee prize giveaways on the last day of the event. You're always welcome and encouraged to bring raffle prizes.

If you have any ideas, we'd love to discuss making them a reality!

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Community Partner Opportunities

Community groups are at the core of our tech communities. and we need your help to put on the best conference we can. If you can help us with one of the following, we'll recognize you as a Community Partner and have your group's logo on the DevOpsDays Denver website.

- You help us find 10+ submissions to our Call for Proposals
- A member of your group volunteers with the conference
- You help us find 5+ attendees

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Sponsor FAQ

How big is our booth space?

All Sponsors silver and above will receive a 8' table and two chairs

Who should I send to staff our booth?

It is always good to have sales and marketing people on staff but also make sure to send your techy geeks that can interact with the attendees during sessions, Open Spaces, and breaks. Sponsor personnel are encouraged to attend the sessions and participate in the group conversations and Open Spaces process as part of the community.

When can we pick our booth spot?

Gold sponsors will be contacted for preferential booth selection once the venue is confirmed.

Will the event provide attendee contact information or badge scanners?

No. The booth is a place to talk to people during breaks. This conference is not a typical conference or convention. We have a strong community of senior individual contributors and and have seen that sponsors benefit the most when they bring engineers to the conference and interact directly with the attendees. You are responsible to collect any info you want in person.

Can we do a giveaway on stage?

Yes! If you want to do a giveaway, you can either collect your own information (example: business cards, entry slips, etc.) for whatever drawing / mechanism you want to use or you may add your giveaway to the existing raffle at the end of the event. At the closing session, we will give you a short time slot on stage for your giveaway activity. Just let us know.

Can we bring 1m roll-up as our back wall?

Whatever you bring must fit behind or on your table. Keep in mind, this conference is not about the booth! We recommend focusing on organic interactions with attendees.

Do you provide flat-screen displays?

No, you can ship one to the location, we can also have our AV company rent one to you for a fee but need two weeks prior notice.

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Sponsor FAQ (cont.)

Will there be a company sign at our booth? When do you need graphics?

You must bring your own signage and all signage must either fit on the table or behind it. Silver and Gold sponsors will have their logos rotating on available screens in the sponsor hall.

How many people can we send?

All sponsorship packages provide 2 booth and/or attendee tickets to the event. Any additional people you wish to attend, even solely to run your booth, must purchase additional tickets

Do we get any sponsored talks?

No, but you are welcome to submit a proposal during our CFP.

Do we get electricity connection for our booth?

Yes. You'll get a power strip.

Will wifi connection be good enough for showing demos?

Yes, that is always our intent, always bring a backup device if you have concerns.

Do we get an ad in the program? When do you need graphics?

When payment for your sponsorship is confirmed, we will need one logo graphic. That will be what we use in all materials. If you are a gold sponsor and have a special promo graphic you would like to use for communication channels and sponsor event slides, just let us know.

What are the demographics of the attendees?

DevOpsDays Rockies typically attracts technologists, architects, and technology managers. These folks are attending to learn and to share learnings about the DevOps movement. They most appreciate sponsors who engage with them with that in mind. For more questions on sponsorships, please email us at: denver@devopsdays.org

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Thank You!

Thanks in advance for your support and we hope you can help make DevOpsDays Rockies a successful event for the community and your organization! We look forward to seeing you in September!

Please reach out with any questions to denver@devopsdays.org.