



# Sponsorship Proposal



# What is DevOpsDays?

DevOpsDays is a series of technical conferences around the world covering topics such as software development, IT infrastructure and operations, software testing, security, and cooperation between teams. Each event is organized by local volunteers.

Most of these conferences contain a combination of lectures and self-organized content in open spaces.

It's the event that coined the term "DevOps".





# DevOpsDays Porto Alegre

It will take place on **May 22 and 23**, in Porto Alegre - RS, at Dom Bosco College.

In 2016 we had a participation of approximately 130 people, in 2017 of approximately 180, in 2018 there were 200 people, in 2019 we had the participation of 230 people.

**2020** we expect approximately **250** participants.

These include students, technical professionals, and managers interested in the vibrant DevOps culture.





# Goal

DevOpsDays Porto Alegre 2020 will aim to bring together those who are interested in the DevOps area in Brazil through the presentation of lectures, panels and other activities.





# Why should you sponsor it?

- Since it is still a new subject, this event is a great opportunity to recruit and connect with people that are already involved in DevOps culture or is an enthusiast on it.
- It is also an opportunity to take a strong position in this market and outperform competitors.
- Share your brand and make sure that everyone knows you are an innovative organization.







# How to sponsor?

There are 4 categories to be chosen from:

- Bronze - R\$ 600
- Silver - R\$ 1,200
- Gold - R\$ 2,400
- Platinum - R\$ 5,600

We have no exclusivity in any quota.



# Main benefits included:

Proposed Benefits	Bronze	Silver	Gold	Platinum
Maximum number of partners in group	$\infty$	6	4	3
Disclosure releases on community-maintained websites regarding sponsor attendance	Free up	Free up	Free up	Free up
Opportunity to distribute flyers in attendees' bag	No	No	Free up	Free up
Opportunity to display company logo on site (relative size)	$\frac{1}{2}$ U	$\frac{2}{3}$ U	$\frac{3}{4}$ U	1 U



# Main benefits included:

Proposed Benefits	Bronze	Silver	Golder	Platinum
Printed Materials (Relative Size) on Posters, Banners, Badge, Ecobag	Posters and banners	Posters and banners	Posters, banners and Ecobags (conditioned to have sponsor)	All printed and digital materials
Event Registration	2	4	6	10
Booth	No	No	Yes	Yes
Opportunity to receive formal thanks at the beginning of each presentation session	No	No	Yes	Yes
Sponsorship level	R\$ 600	R\$ 1,200	R\$2,400	R\$ 5,600





# Code of Conduct

All event attendees (including sponsors at booths) must follow a code of conduct that aims to avoid prejudice of any kind. This way we can provide an inviting and pleasant environment for everyone.

Source:

<https://devopsdays.org/events/2020-porto-alegre/conduct>





# Interested?

Don't waste time, we will close the sponsorship quotas on **28/02**.

Contact us as soon as possible and get your business in closer contact with this new culture.

Our e-mail:

[porto-alegre@devopsdays.org](mailto:porto-alegre@devopsdays.org)

