



DevOps
INSTITUTE

ADVANCING THE HUMANS OF DEVOPS

Sponsorship Prospectus

DevOps Institute Works to Advance the Human Elements of Technology



60,000+

DevOps Practitioners



200+

Ambassadors

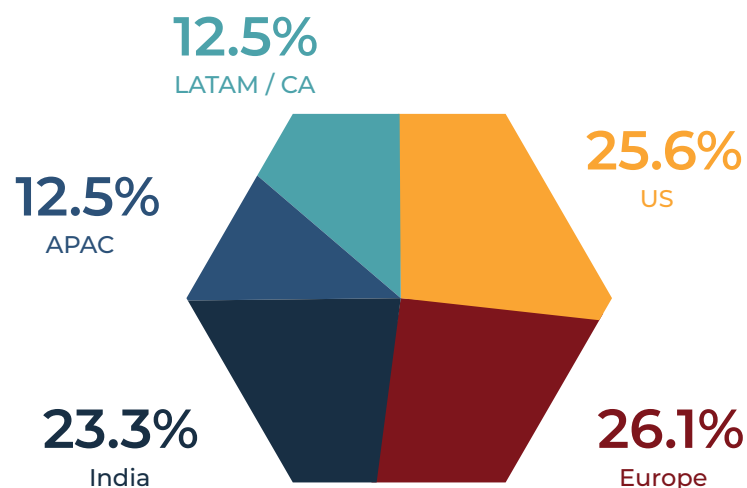


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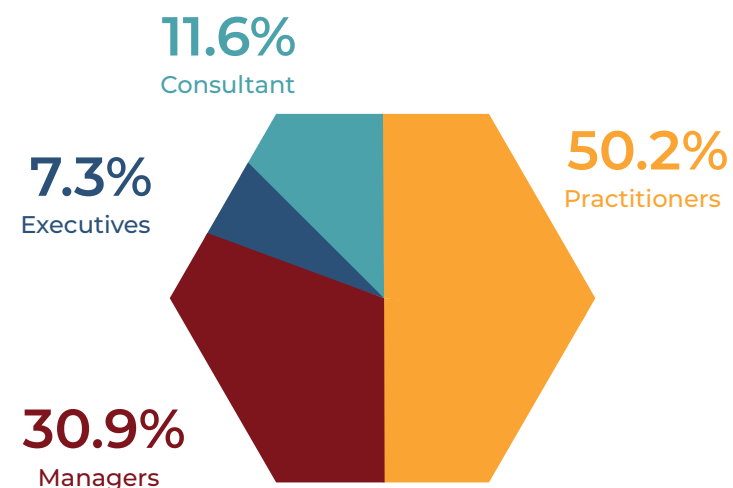
Opportunities to
Engage and Connect
with the Community

Community Members engage and collaborate in a safe and interactive environment to network, gain knowledge, grow careers, support enterprise transformation, and celebrate professional achievements on a global scale.

Community Demographics



Community Job Title



Why Sponsor?

1 Demand Generation

Engage with the DevOps Institute Global Community of over 60,000 members

Generate targeted leads to grow your business

2 Brand Awareness

Demonstrate your commitment to UpSkilling the Humans of DevOps

Brand & Logo Treatment Opportunities:

- DOI Website & Various Landing Pages
- Virtual Conferences
- Consumed Content
- Webinars, Reports, SKILbooks, SKILup Minutes, etc...

Benefits

Organizations collaborate with DevOps Institute as they want to demonstrate commitment to the DevOps community and take an active role in Contributing and Connecting with the Humans of DevOps

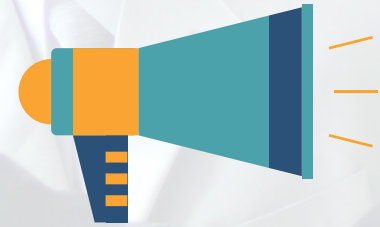
Engagement with DevOps Institute provides opportunities for:



**Thought
Leadership**



**Community
Participation**



**Recognition
in the Industry**

Recognition in the Industry

Demonstrate your organizational commitment to Upskilling & Reskilling



Participate in Annual UpSkilling DevOps Survey/Report



Highlight Organizational Culture in the Career Resource Center



Speaking Engagements



Participate at Career Fair Events



Conference Participation



Participate in Podcasts & Webinars

Community Participation

Actively participate in the global community of over 60,000 members:



Chapter Meetings



Ambassador Program



Speaking Engagements



Slack Channel



Conference



Webinars



Contribute to the Certification Hub



Podcasts

An opportunity to contribute, also an opportunity to support Upskilling & Reskilling initiatives

Thought Leadership

Contribute knowledge and expertise to shape the direction of the IT Market, through:



Collaborative Body of Knowledge (SKILbooks)



UpSkilling & Reskilling expertise as Part of the Career Resource Center



Sharing End-User Case Studies



DevOps Capability Assessment Model (DOCA)



Future Direction of Learning Paths



Annual UpSkilling DevOps Survey/Report

An opportunity to contribute and share the latest emerging trends in the market.

Demand Generation & Brand Awareness

1 SKILup Days

Monthly conferences focused on a specific topic

2 Upskilling DevOps Survey/Report

Annual community based research project

3 Global SKILup Fest

Annual event week of Dec 6

4 Enterprise Membership

Engage with the community and demonstrate thought leadership

5 Career Fair

Participate in various career fairs throughout the year

Benefits



Receive Discounts on Sponsorship & DOCA Licensing



Display Your Logo on the DOI Website



Participate in Community & Thought Leadership



Highlight Being a DevOps Institute Member on your Website



Receive 30% Discount on Courseware/Exam Licensing



Offer your Certifications on the Certification Hub

Overview: Upskilling 2021 DevOps Skills Survey

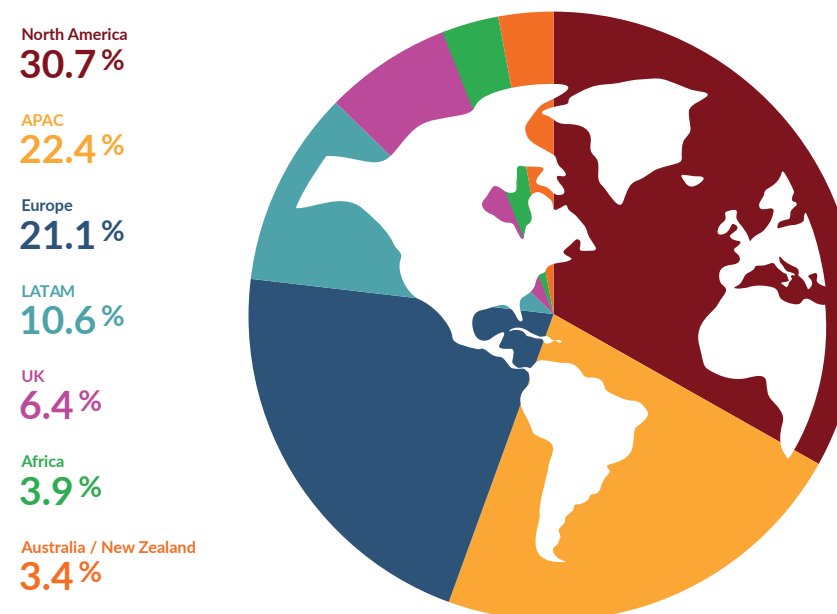
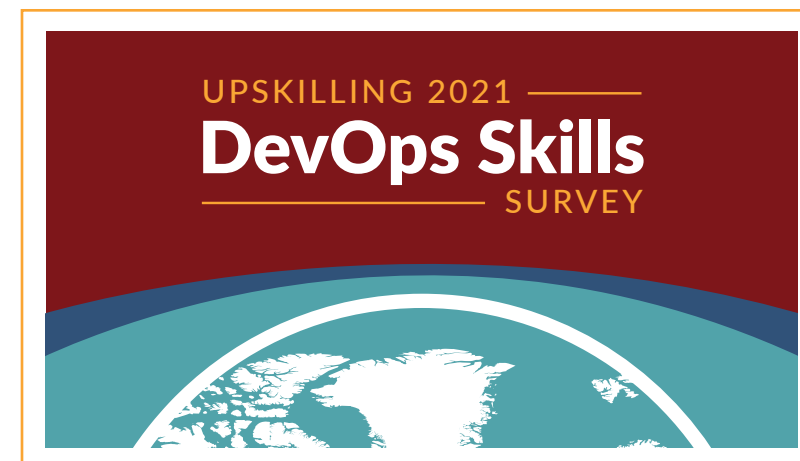
- What**
- Annual Community Based Research Survey/Report
 - In-Depth 40+ Question Survey
 - Focused on the Human Side of DevOps Adoption
 - Only Vendor Neutral DevOps Report in the Market
- Who**
- Engineers, Developers, Managers, C-level, VP, Director, HR
- When**
- Available for 2021 Report until Feb 21
 - 2022 Survey Opens July, Closes Dec 21
- Where**
- Global Participation
- Why**
- Give your Community a Voice to Express Opinions & Feedback
 - Brand Alignment with the Human Elements of DevOps

Survey/Report #'s 2020

>1,800 Survey Respondents

>4,000 Report Downloads (March-December)

[Complete the 2021 Prospectus Here](#)



Overview: SKILup Days

What

- SKILup Days are One Day Micro Conferences with Singular Focus
- Vendor Neutral in Nature
- “How-To” Focused

Who

- DevOps Engineers / Developers, Managers / Directors, & Executives

When

- Monthly Basis

Where

- Top Notch Virtual Conference Platform

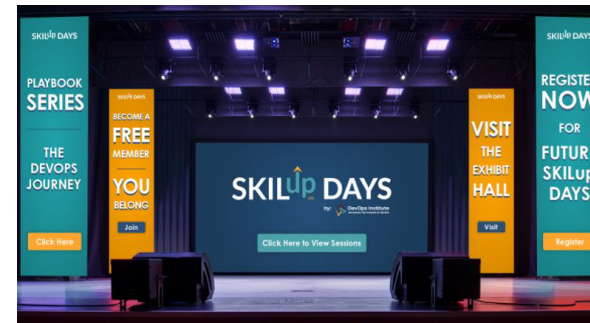
Why

- Support and Engage with the DOI Community
- >1,500 Registrations (& Growing) at each SKILup Day

Reach

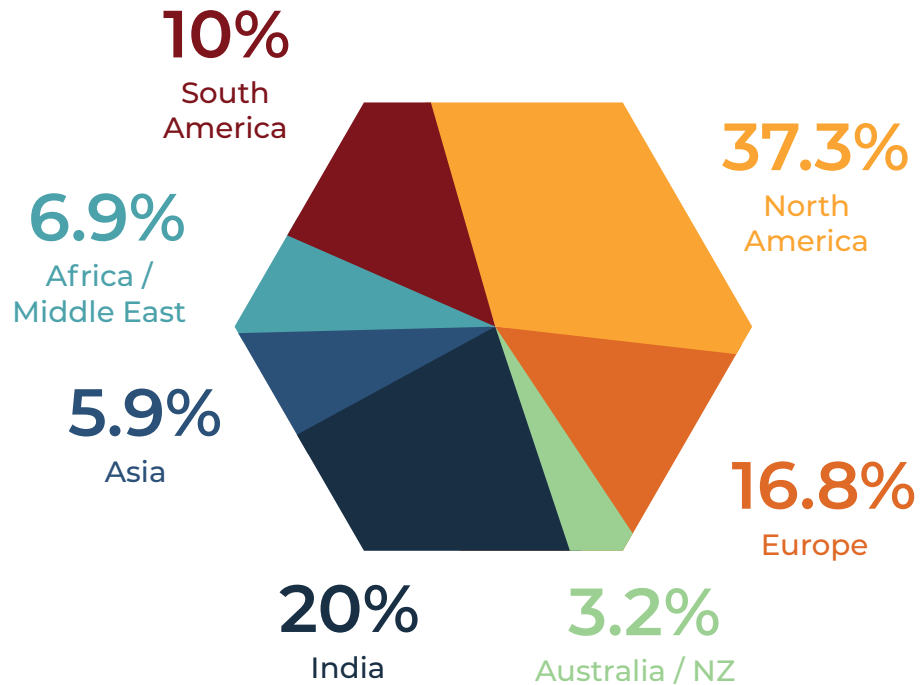
>60,000 Community Members

>200 Ambassadors with greater than 700,000 contacts

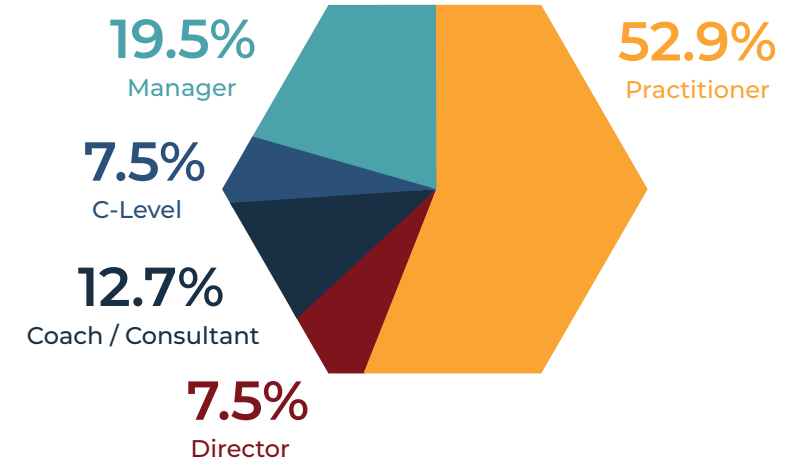


SKILup Day Demographics

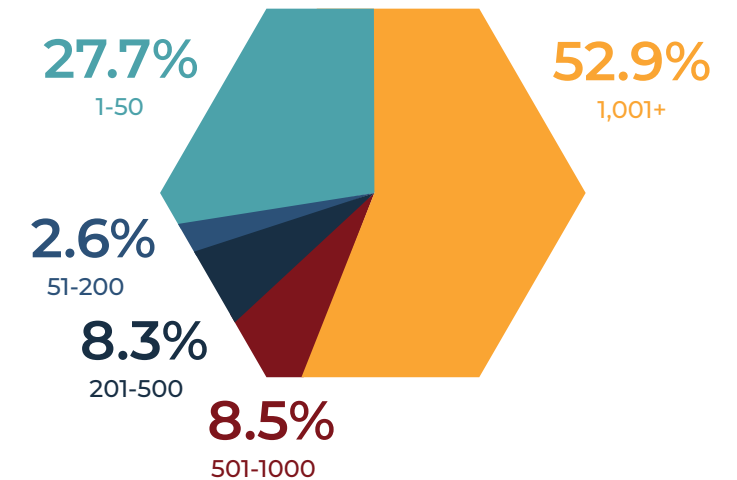
Geographics



Job Titles



Company Size



2021 SKILup Day Topics

February 25

Cloud Native
& Serverless

March 18

Value Stream
Management

April 22

Agile
Transformation

May 20

SRE

June 24

Low Code / No Code

July 22

CI / CD

August 12

SKILup Day
for Government
1/2 Day

August 19

DevSecOps

September 23

Observability

October 21

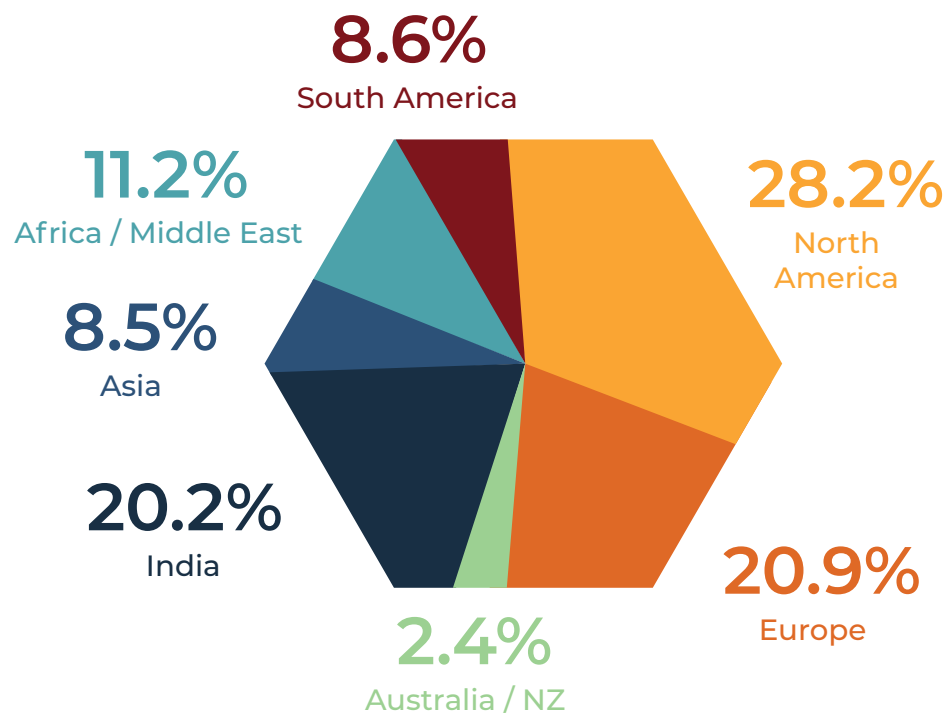
Container Orchestration

December 1-2

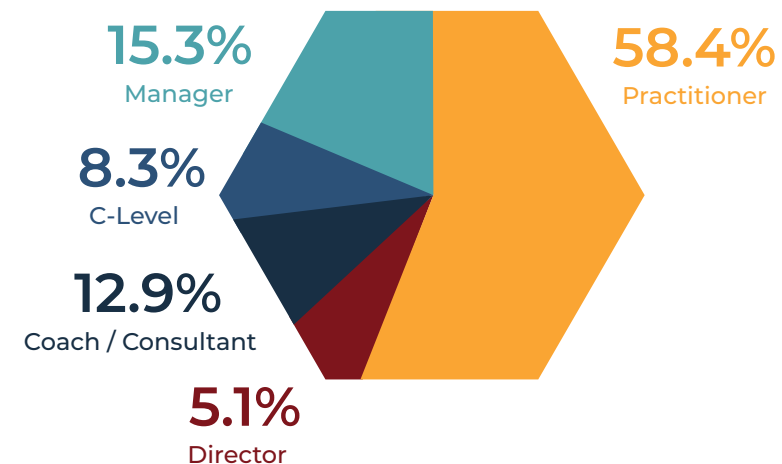
Global SKILup Fest

Global SKILup Festival Demographics

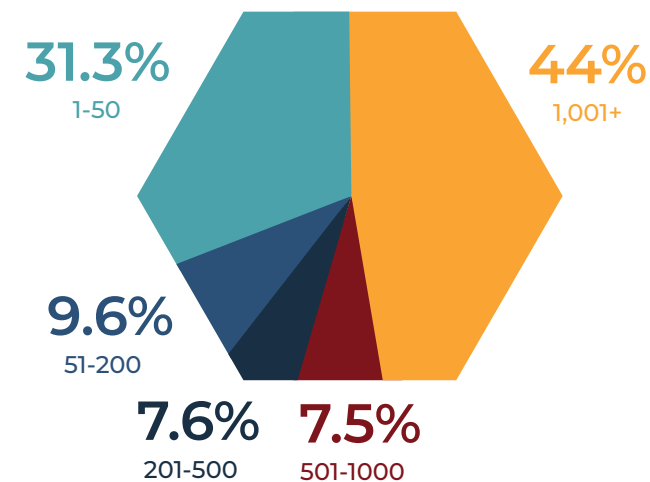
Geographics



Job Titles



Company Size



Overview: Global SKILup Festival

What - Jam-packed, 5-day virtual festival with a career fair, certification and course opportunities, hackathons, and a full Global SKILup Day.

Conferences focus on celebrating the Humans of DevOps, offering career tips / advice, and learning / career opportunities. SKILup with workshops, trainings, and hackathons. Conference day with Pre-Recorded & Live Speaker Sessions

Who - Engineers, Developers, Managers, C-level

When - December 6 - 10, 2021

Where - Virtual

Why - To support & Engage with the DevOps Community
- >6500 Registrations



Promotional Reach

>60,000 Community Members

>200 Ambassadors with greater than 700,000 Contacts

A Few of Our Sponsors

“Good engagement at our booth and Adrian’s talk had incredible feedback. Seems to be unanimous among attendees that this was a great event overall and everyone learned a lot. Great job!”

“I’m glad I could be a part of such a great event. Loved seeing all the interaction during yesterday’s event.

We’re definitely excited to be a part of future SKILup Day events.”

“I think the day went pretty well! The chat was more engaging than most virtual events I’ve been to so kudos for that!

Can’t wait to see the results! Great job to the team. :) Cheers.”



Lightstep



JFrog



harness



honeycomb.io



epsagon



RANCHER



moogsoft



Compuware
a BMC company



BLAMELESS



TRICENTIS

PLUTORA



DATADOG



CD.FOUNDATION



CloudBees



INSTANA



GitLab

digital.ai



APPDYNAMICS
part of Cisco

Enterprise Membership - Service Providers

Benefits



Receive 15% Discount on Sponsorship & DOCA Licensing



Display Your Logo on the DOI Website



Participate in Community & Thought Leadership



Highlight Being a DevOps Institute Member on your Website



Receive 30% Discount on Courseware/Exam Licensing



Opportunity to Identify One (1) Ambassador



Speaking Engagement at One (1) Chapter Meeting of Choice

Annual 12 Month Membership = \$40,000

SKILup Days (per event)

	Platinum	Gold	Silver
Receive Complete Registration Report	X		
Receive Attendee Report	X	X	
Lead Guarantee - Minimum	1,250	600	400
SKIL-Up Minute - Leading Up to the Session	2	1	
Sponsor Speaking Session	20 min	20 min	
Amount of Collateral at the Booth	Unlimited	20 assets	10 assets
Engagement Data from Booth, Session, & Other Conference Assets	X	X	X
Live Chat Functionality with Attendees	X	X	X
Branding Throughout Conference, DOI Website, & Landing Pages	X	X	X
Booth Location (Relative)	1st	2nd	3rd
Personalized Booth Avatar	Yes		
	\$25,000	\$15,000	\$10,000

Upskilling Survey/Report

	Platinum	Gold	Silver	Bronze
	Max 2	Max 4	Max 10	Unlimited
Largest Logo Treatment on Survey and Report Covers	X			
Quote in Press Release Announcing Survey Results	X			
Speaker Hosting at Event of Choice to Share the Results	X			
Quote in the Upskilling Report	X			
Participate in Webinar Announcing the Survey Results	X			
Dedicated Newsletter Sends with Mention of Sponsorship	X			
Participate on a Panel Discussion at One (1) SKILup Day	X			
Lead Guarantee Minimum	Yes	Yes		
Second Largest Logo Treatment on Survey & Report Cover		X		
Social Media Mentions	X	X		
Press Release Announcing Sponsorship	X	X		
Quote in Press Release Announcing Sponsorship	X	X		
Dedicated Results Webinar with DevOps Institute	X	X		
News Release about Sponsorship	X	X	X	
Custom Link for Survey Respondents - Will Receive Report of Contacts who have Completed and Downloaded the Survey/Report	X	X	X	
Custom Link for Report Download	X	X	X	X
Logo Treatment of Report Back Cover				X
	\$55,000	\$22,000	\$11,000	\$5,000

Global SKILup Festival

	Platinum	Gold	Silver
	Max 1	Max 6	Max 8
SKIL'd Up Training Days	2	1	
Receive Complete Registration Report	X		
Receive Attendee Report	X	X	
Lead Guarantee - Minimum	Yes	Yes	Yes
SKIL-up Minute - Leading Up to the Session	2	1	
Sponsor Speaking Session	30 min	25 min	
Amount of Collateral at the Booth	Unlimited	20 assets	10 assets
Engagement Data from Booth, Session, & Other Conference Assets	X	X	X
Branding on Conference, DOI Website, & Relevant Landing Pages	X	X	X
Live Chat Functionality with Attendees	X	X	X
Booth Location (Relative)	1st	2nd	3rd
Discount for Booth at Career Fair	50%	25%	10%
Personalized Booth Avatar	Yes		
	\$55,000	\$35,000	\$10,000