

2024

**BENG  
ALURU**

**DEVRELCON**

**DEVRELCON  
BENGALURU**

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**EVENT  
SPONSORSHIP  
PROSPECTUS**

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DECEMBER • 06 - 07 • 2024

# WHAT IS DEVRELCON?

DevRelCon is the premiere global conference for Developer Relations, Developer Experience, and Technical Community Management running for over 9 years across 3 continents.

DevRelCon is a unique opportunity to hear talks from industry leaders, connect with your peers on best practices and challenges, and participate in hands-on workshops and discussions around important skills and topics.

Whether you're looking to advance your craft and career, are in-between roles, or simply want to reconnect with the wider DevRel community, DevRelCon is the place for you! Sessions will cover practical topics like metrics and ROI, managing up and down, community management, content creation, career paths, open source, improving and scaling using AI tools, and much more.



**BLR24.DEVRELCON.COM**

# WHY SPONSOR US

## AUDIENCE & CUSTOMER DEVELOPMENT

Connect and collaborate with a wide-ranging, international community of passionate developer advocates, skilled community managers, and visionary tech leaders from various backgrounds, industries, and specializations. This diverse group represents a wealth of experiences, perspectives, and expertise in the ever-evolving world of technology and software development.

## BRAND VISIBILITY

Present and highlight your company's products, and services to a focused group of professionals specifically interested in Developer Relations (DevRel) and community management. The audience, comprised of individuals actively seeking insights and solutions in these specialized fields, offers an ideal opportunity to increase your brand visibility and establish thought leadership among decision-makers and influencers in the tech industry.

# WHY SPONSOR US

## HIRING

Hire top DevRel talent at DevRelCon! Connect with diverse, international developer advocates, community managers, and tech leaders from various backgrounds and specializations. Find your next star in our pool of passionate professionals.

## COLLABORATIONS

Forge powerful partnerships at DevRelCon! Connect with innovative companies and thought leaders across the tech industry. Explore collaborative opportunities, from joint projects to strategic alliances, and expand your network in the dynamic world of DevRel and community building.

# SPONSORSHIP OPTIONS

	PLATINUM \$7,000	GOLD \$5000	SILVER \$3500	BRONZE \$2000
SPONSOR BOOTH	✓	✓	✓	✓
OPTION TO SPONSOR A MEAL	✓	✓	✓	✓
PROMO ON SOCIAL MEDIA	✓	✓	✓	✓
PUT YOUR SWAG IN OUR BAGS	✓	✓	✓	✓
SLOT FOR LIGHTNING TALK	✓	✓	✓	
SLOT FOR TRACK TALK	✓	✓		
SLOT FOR WORKSHOP	✓			
COMPANY BLURB IN PROGRAM	✓	✓		
KEYNOTE SPEAKER STATUS	✓			
FREE CONFERENCE TICKETS	4	3	2	1

\*SPONSOR BENEFITS ARE SUBJECT TO AVAILABILITY AND THE AMOUNTS ARE FLEXIBLE (OPEN TO NEGOTIATION)

# LANYARD SPONSOR (1 SLOT)

## 🎯 SPONSOR VISIBILITY

Sponsoring DevRelCon as a lanyard sponsor significantly enhances your brand's visibility. With your logo prominently displayed on all lanyards, it ensures constant exposure as attendees wear them throughout the event.

## 🎯 **\$3500** => **IMPACT**

- Exclusive Branding:
  - Your company logo prominently displayed on all conference lanyards, ensuring maximum visibility throughout the event.
- High Visibility:
  - Lanyards worn by all attendees, speakers, and staff, providing continuous exposure of your brand.
- Event Collaterals:
  - Logo inclusion in the event program, website, and mobile app, reinforcing brand presence.
- Onsite Recognition:
  - Recognition as a lanyard sponsor during the opening and closing remarks, further highlighting your support.

# MEAL SPONSOR (2 SLOTS)

## ◎ SPONSOR VISIBILITY

Sponsoring a meal at DevRelCon Bengaluru significantly boosts your brand's visibility. Customized engagement opportunities, such as themed activities and branded giveaways, create memorable interactions with attendees.

## ◎ \$1500 => IMPACT

- Exclusive Branding:
  - Your company logo prominently displayed at meal venue, ensuring maximum visibility throughout the event.
- High Visibility:
  - Branding opportunities on event signage, banners, and promotional materials related to the meals, providing continuous exposure.
- Customized Engagement:
  - Opportunity to create unique branded experiences such as themed activities, photo booths, or giveaways, offering interactive touchpoints with attendees.
- Event Collaterals:
  - Logo inclusion in the event program, website, and mobile app, reinforcing brand presence throughout the entire conference.
- Onsite Recognition:
  - Recognition as the after-party sponsor during the opening and closing remarks, further highlighting your support and association with the event's social aspect.

# SPONSOR BARISTA (1 SLOT)

## ◎ SPONSOR VISIBILITY

The Barista Sponsor at DevRelCon Bengaluru significantly enhances your brand's visibility. Customized engagement opportunities, such as interactive coffee bars and snack sampling stations, create memorable interactions with attendees.

## ◎ **\$1000** => **IMPACT**

- Exclusive Branding:
  - Your company logo prominently displayed at all snack and coffee stations, ensuring maximum visibility throughout the event.
- Customized Engagement:
  - Opportunity to create unique branded experiences such as interactive coffee bars or snack sampling stations, offering engaging touchpoints with attendees.
- Event Collaterals:
  - Logo inclusion in the event program, website, and mobile app, reinforcing brand presence throughout the entire conference.
- Onsite Recognition:
  - Recognition as the snacks and coffee sponsor during the opening and closing remarks, further highlighting your support and association with the event's refreshment breaks.



# FURTHER STEPS

## JOIN US

Sponsoring and sending your team as attendees to DevRelCon boosts brand visibility, fosters professional growth, and enhances networking opportunities. It demonstrates your commitment to the developer community, positioning your brand as a leader and supporter of industry advancement.

## CONTACT DETAILS

- Aditya Oberai
  - [adityaoberai1@gmail.com](mailto:adityaoberai1@gmail.com)
  - +91 84390 56262
- Shubham Upadhyay
  - [shubham.upadhyay@gmail.com](mailto:shubham.upadhyay@gmail.com)
  - +91 95557 26005