



BazelCon 2024

October 14-15, 2024 | Mountain View, CA
Computer History Museum

2024 SPONSORSHIP PROSPECTUS



About BazelCon

October 14-15, 2024 | Mountain View, CA

Hosted by the Bazel Community, in partnership with The Linux Foundation, BazelCon is the premier annual event to connect Bazel build enthusiasts, the Bazel team, maintainers, contributors, users, and friends in an inclusive and welcoming environment.

At this year's event, we'll showcase a number of new and interesting talks, share the Bazel State-of-the-Union, provide opportunities to collaborate with peers, as well as have a live Q&A with the Bazel team.

Why Sponsor BazelCon 2024?

Support the growth of the Bazel community:

A thriving Bazel community benefits everyone. Sponsoring BazelCon demonstrates your commitment to the technology's growth and strengthens the overall Bazel ecosystem.

Attract top talent: BazelCon attracts skilled developers who are passionate about building software. Sponsoring the event allows you to connect with potential hires and showcase your company culture to a valuable talent pool.

Reach a targeted audience: BazelCon gathers developers who are actively using and interested in building software with Bazel. Sponsoring this event puts your company directly in front of potential customers and partners who value Bazel's capabilities.

Showcase your expertise: Sponsorship opportunities include a booth where you can demonstrate your knowledge of Bazel and how your products or services complement it. This establishes you as a thought leader in the Bazel community.

Build brand awareness: Sponsorship increases your visibility among Bazel users. Branding at the event and in promotional materials can build brand recognition and position your company as a key player in the Bazel ecosystem.

Sponsorships At-a-Glance

Sponsorship Deadline: August 30, 2024

CATEGORY	DELIVERABLES	PLATINUM	GOLD	SILVER
		3 SOLD OUT	3 2 AVAILABLE	5 1 AVAILABLE
Speaking Opportunity	Lightning Talk: 10 minute talk to be given on the main stage. Content to be approved by program committee.	●	●	●
On-Site Experience	Reception: Exclusive branding on all food and drink stations and prominently placed signage.	●		
	T-Shirt: Logos will be placed on shirt along with event branding. Size and placement subject to design and committee approval. Logos will be black or white solid color only.	●	●	●
	Collateral Distribution: Company's collateral prominently displayed on table near registration desk.	●	●	●
	Recognition on Event Signage: Sponsor logo on conference signage. Logo placement in order of sponsorship tier.	●	●	●
	Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	●	●	●
	Exhibit Booth: Includes (1) 6ft table, (2) chairs, power, and conference wifi. Location selected in order of sponsorship tier.	●	●	●
	Lead Retrieval App: Live scans, real time reporting, and ability to take notes on captured leads.	●	●	●
Marketing / Brand Exposure	BoF Session: Sponsor logo prominently displayed outside of room.	●	●	
	Social Media Recognition: Pre-determined number of "Thank You" posts.	(1) PRE AND (1) DURING	(1) PRE AND (1) DURING	(1) PRE
	Recognition on Event Website: Prominent logo display on event homepage. Logo placement in order of sponsorship tier.	●	●	●
	Session Recordings: Sponsor recognition slide with logo at the beginning of each video recording. Logo placement in order of sponsorship tier.	●	●	●
Email Promotion	Pre-Event Email Blast: 1 email to opt-in list to be sent by event organizers.	●		
	Pre or Post-Event Email Recognition: 50-word entry in attendee email.	●	●	
	Post-Event Email Recognition: Sponsor logo and link in footer of post-event attendee email.	●	●	●
Post-Event	Post-Event Survey: Opportunity to add pre-approved custom question to the post-event attendee survey. Follow up reporting will be provided with survey results.	●	●	
	Post-Event Data Report: Provides event demographics and additional details on event performance.	●	●	●
Sponsorship Cost		\$100,000	\$50,000	\$15,000

Bazel reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Due to the nature of the exhibitor benefits at each level, sponsorships shared with multiple companies/entities are not allowed.