BazelCon 2025

Fall 2025 | North America

2025 SPONSORSHIP PROSPECTUS

BazelCon 2025

About BazelCon

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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 2025?

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.

Contact the Bazel team at bazelcon-planning@bazel.build to secure your sponsorship, request additional details or discuss custom options.

2

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Sponsorships At-a-Glance

CATEGORY	DELIVERABLES	PLATINUM 3 AVAILABLE SOLD OUT	GOLD 3 AVAILABLE 2 AVAILABLE	SILVER 5 AVAILABLE 1 AVAILABLE
Speaking Opportunity	**Lightning Talk:** 10 minute tech talk to be given on the main stage. Content to be approved by program committee. No sales pitches. Session date and time prioritzed by tiered level.	●	●	
On-Site Experience	**Reception:** Exclusive branding on all food and drink stations and prominently placed signage.	●		
	Collateral Distribution: Company's collateral prominently displayed on table near registration desk.	●	●	
	T-Shirt: Logos will be placed on shirt along with event branding. Size and placement subject to design and committee approval. Logos must be white solid color only.	●	●	●
	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.	10'x10'	6'x6'	6'x6'
	Lead Retrieval App: Live scans, real time reporting, and ability to take notes on captured leads.	●	●	●
Marketing / Brand Exposure	**BoF Session:** Sponsor logo prominentaly displayed outside of room.	●	●	
	Session Recordings: Sponsor recognition slide with logo at the beginning of each video recording. Logo placement in order of sponsorship tier.	●	●	
	Access to full list of opted-in attendees: With name, title, company, address, email, job function, and industry.	Pre & Post Event	Post Event	
	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.	●	●	●
Email Promotion	**Email Recognition:** Sponsor logo and link in footer of all attendee/marketing emails.	●	●	●
Post-Event	**Post-Event Survey:** Opportunity to add one 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.

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