BazelCon 2026

13–15 October 2026 | Amsterdam, the Netherlands

2026 SPONSORSHIP PROSPECTUS



About BazelCon

13–15 October 2026 | Amsterdam, the Netherlands

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 2026?

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.

*Availability may vary. Contact BazelCon Planning Committee at **bazelcon-planning@bazel.build** to confirm availability and secure your sponsorship today.

BazelCon 2026

2026 SPONSORSHIP PROSPECTUS

Sponsorships At-a-Glance

SPONSORSHIP BENEFIT	PLATINUM	GOLD	SILVER
	~~4 AVAILABLE~~ SOLD OUT	3 AVAILABLE	~~5 AVAILABLE~~ SOLD OUT
Reception: Shared branding on all food and drink stations and prominently placed signage.	•		
Lightning Talk: 10 minute tech talk to be given on the main stage. Session content must be approved by the Program Committee to ensure it is educational and not promotional. Sponsors should prioritize inclusion when selecting speakers. Scheduling is based on availability.	•	•	
Collateral Distribution: Option to place marketing material or swag item on shared table. Item subject to BazelCon Planning Committee approval.	•	•	
BoF Session: Sponsor logo prominently 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.	•	•	
Attendee Registration Contact List (Opt-in Only)	Pre & Post-Event	Post-Event	
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (subject to BazelCon Planning Committee approval), and follow-up reporting with data results.	•	•	
T-Shirt: Logos will be placed on shirt along with event branding. Size and placement subject to design and BazelCon Planning Committee approval. Logos must be white solid color only.	•	•	•
Recognition on Conference Signage: Logo prominently displayed on conference signage.	•	•	•
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•	•
Exhibit Space: Includes table, (2) chairs, power, power strip, shared conference wifi & tabletop sign with sponsor logo. Table location based on tier, but subject to availability and timing of signing contract.	10'x10'	6'x6'	6'x6'
Lead Retrieval App: Live scans, real time reporting, and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	•	•	•
Social Media Recognition: Pre-determined number of shared "Thank You" posts.	(1) Pre and (1) During	(1) Pre and (1) During	(1) Pre
Email Recognition: Sponsor logo and link recognition in pre and post-event attendee email communications.	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•
	$100,000	**$50,000**	**$15,000**

The BazelCon Planning Committee 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.

*Availability may vary. Contact the BazelCon Planning Committee at **bazelcon-planning@bazel.build** to confirm availability and secure your sponsorship today.