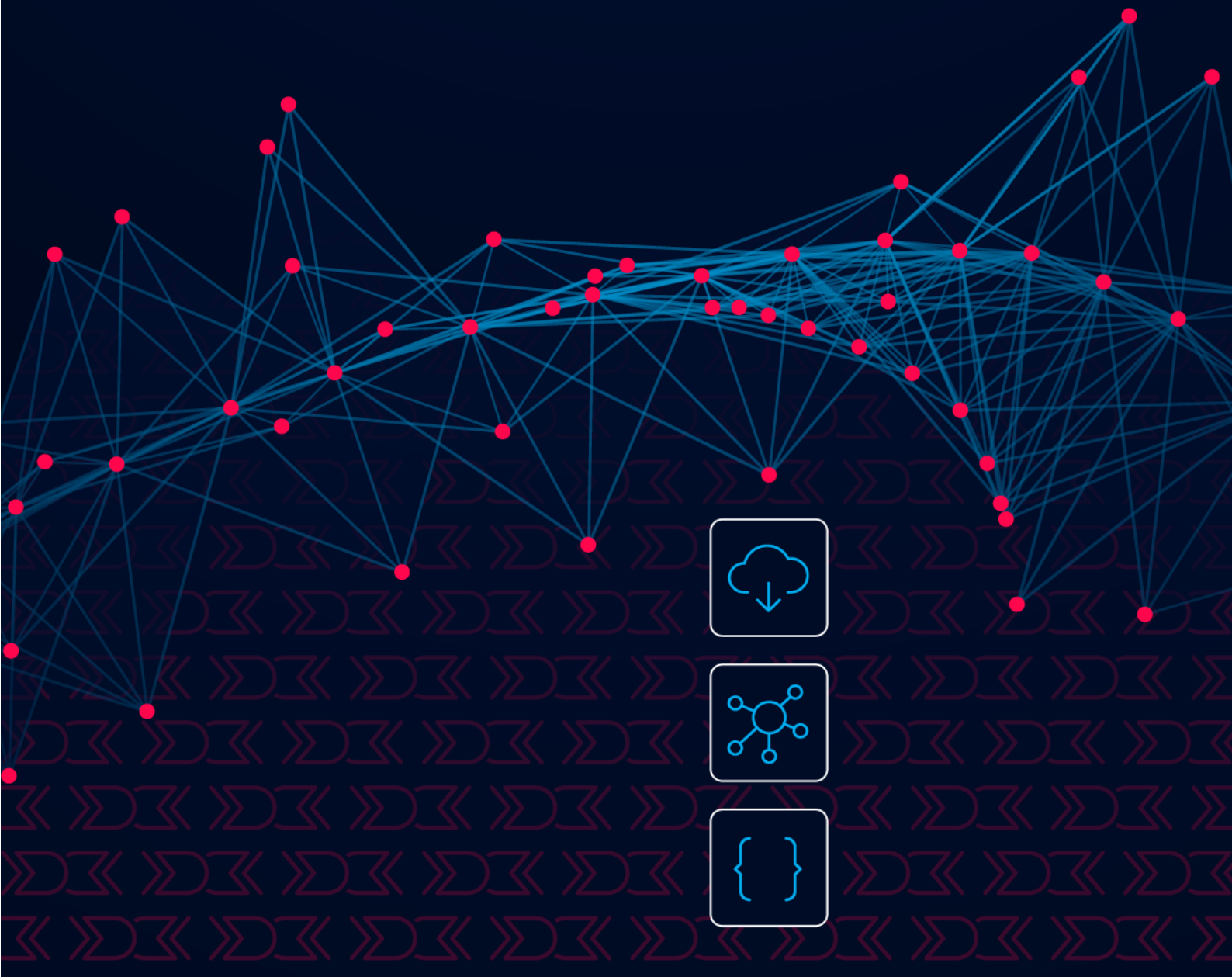# devconf;

SOLVING TODAY AND TOMORROW'S CHALLENGES

SPONSORSHIP PROPOSAL

WELCOME TO SPONSORSHIP PHASE 2!

For the first time since the inception of DevConf, we are pleased to announce a second phase of sponsorship opportunities. Historically, we would have reserved these initiatives for future events, but our enthusiasm has led us to introduce them immediately. These new packages are designed specifically for user groups, non-profits, and industry organisations, ensuring that DevConf remains an inclusive space for all communities.

DevConf has always been driven by your feedback, and we have heard your concerns regarding the alignment and value of the Master Classes. We have collaborated with our partners and venues to reduce costs, allowing us to pass these savings on to you. This makes it one of the most cost-effective ways to secure a speaking opportunity at DevConf.

Additionally, some of our most successful packages have originated from suggestions made by companies. If you have a unique idea or a specific budget that does not align with our current offerings, we are eager to discuss and accommodate your needs.

We have also updated our sponsorship document, removing any sold-out options. Therefore, any package listed is still available. However, please act promptly as there are limited packages remaining and with 60% of tickets already sold, demand for DevConf is at an all-time high.

INVITATION TO SPONSOR

Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its 9th year of planning, following the record-breaking 2024 and we are extremely excited to announce that DevConf 2025 will happen in May with in-person events in Cape Town at the wonderful Century City Convention Centre, and in Johannesburg at the beautiful Emperors Palace Convention Centre. Building on the experience in 2024 with both venues, we are able to take greater advantage of these world-class venues to give you the best software development event to sponsor in South Africa.

DevConf 2024 continued our high satisfaction numbers and exceeded our record breaking attendance numbers, not only against our own benchmarks but also DevConf 2024 was the largest paid event for software developers in Southern Africa. DevConf 2025 excitement has already begun with enquiries for tickets already starting!

In 2024 we reached over 1400 people, and we have set that as the minimum for 2025. In 2024 we introduced brand new stand designs, which were so popular we were asked to rent them to a movie! In 2025 we are stepping that up again with easily the best looking, largest stands we have ever offered! Your brand will look amazing. The included activations, such as pinball and caricature artist were a huge hit (we been asked already to reserve the caricature artist!) and we are excited to bring these back for our 2025 sponsorship packages, with some new additions too. Audience members will have even more reason to engage at your stand.

We are also reinvigorating what is bundled at DevConf, with brand new options for showing off your brand and streamlining of the sponsorship packages. For example, we have removed the dedicated video sponsorship and rolled all those brand benefits into our top tier packages! No DevConf has offered such strong and diverse brand engagement opportunities!

The economic climate continues to be strenuous for all of us, and we have worked tirelessly with suppliers to keep DevConf as affordable as possible. As such we have been able to keep ticket price increases below inflation and continued to have industry-leading discounts on tickets. For sponsors we have ensured that the package increases are minimal and, where we have increased the price, we have introduced more value to sponsors!

DevConf wouldn't be possible without the invaluable contribution provided by sponsors. By providing tailored sponsorship platforms, we endeavour to collaborate with every sponsor to provide attendees with ample event benefits, such as brand awareness, product demonstrations, networking, and career discussions.

We view DevConf's relationships with sponsors as a partnership, and we welcome questions, ideas or suggestions that are not explicit in this sponsorship proposal. We would love to join you on a call and work together to make your goals a reality at the event!

We are privileged to have collaborated with many returning sponsors over the years and hope that this will be the case again in 2025. We also welcome any first-time sponsors and look forward to journeying with you as you make DevConf a banner event for your company.

Candice Mesk and Robert MacLean
Directors | Developer User Group

DEVCONF EXECUTIVE SUMMARY

PURPOSE

DevConf is a conference aimed at inspiring software developers in South Africa. It offers a wide range of topics related to software development, with a specific focus on addressing the challenges unique to South Africa. The conference started in 2016, and has had 14 successful events around South Africa, which has propelled it to becoming the largest community-run event for software developers in Southern Africa. Attendees can expect to gain valuable experiences, inspiration, and practical advice, as well as the opportunity to connect with their peers from across this dynamic industry.

Regardless of their level of experience, participants can choose from a variety of options to expand their knowledge at DevConf. This includes staying up to date with the latest technologies and trends, as well as addressing the challenges of working in startups, and organisations of all sizes.

DevConf is an impartial event that provides attendees with a sense of confidence in knowing that they will receive unbiased and relevant information tailored to their needs. As a sponsor, you can benefit from this confidence and trust as it assures you that your product, career opportunities, and networking will be showcased in the best possible light to the largest gathering of South African software developers.

OUR MISSION

1 Host a world-class professional software developers' event

2 Highlight the brands and goals of our sponsors while ensuring value for money

3 Bring together top industry speakers and the South African audience

4 Ensure quality content that is most sought after by professional software developers

ATTENDEE PROFILE

DevConf targets professional software developers, across all kinds of organisations, from independent developers to anyone who works in mid-to-large-sized organisations and enterprises.

DevConf has a record of accomplishment of being the event for senior software developers with over 70% of attendees being of a senior or higher level in 2024 and an average working experience of 11.7 years.

DevConf also brings the people who make the decisions, with Decision Makers accounting for 16% of attendees and Influencers accounting for 43% of attendees.

The event also attracts a broad range of people in related roles, with Tech Leads (15% in 2024), DevOps (1.79% in 2024), data scientist (1% in 2024), project managers (1% in 2024) and QAs (5% in 2024) being in attendance.

All this highlights that DevConf is where the most influential and knowledgeable people in Software Development will be in attendance.

DATES AND VENUES

JOHANNESBURG

DATE

27th May 2025

MINIMUM DELEGATES

700

VENUE

Emperors Palace

EVENT STRUCTURE

Full-day event with 5 tracks, 3 master classes and sponsor networking area

CAPE TOWN

DATE

29th May 2025

MINIMUM DELEGATES

700
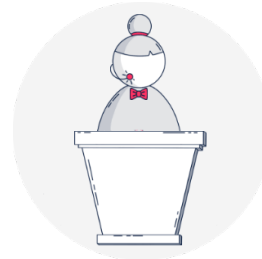
VENUE

Century City Conference Centre

EVENT STRUCTURE

Full-day event with 5 tracks, 3 master classes and sponsor networking area

2024 REFLECTION
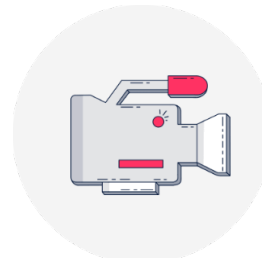
Over 1336 attendees

10% increase from 2023

36 speakers

22 sponsors

Over 23 Hours of recorded content

Watch online at
youtube.com/c/devconfza

DevConf 2024 saw sold-out ticket sales leading to record-breaking numbers of attendees in person. The appetite for expert-led, relevant content has never been higher!

DevConf also has truly broken out of being a South Africa only event, with attendees from across the continent and as far afield as Germany, and feedback from international speakers that the event organisation, culture, and content are at a world-class level.

The attendees' day was kicked off by a powerful keynote from the visionary tech entrepreneur, John Kamara, and then shifted into the familiar structure of DevConf but with a few new twists, the highlight of which being the Texpand kids (most under the age of 15) coding on space stations and robots. The kids brought their gear to Cape Town to showcase what they've built and blew our audience away! And on the topic of young talent, we had the privilege of welcoming Grade 12 student Cayden de Wit as a speaker for the third year in a row.

Sponsors at DevConf 2024 have reported significant success thanks directly to DevConf with one sponsor reporting over 7000% growth in their social media channels, while another excitedly shared that they gained 3 major new clients!

When the event was completed and the feedback collected, attendees' satisfaction scores of 92% and 97% confirmed that they would return in 2024! The DevConf YouTube channel has also seen tremendous growth with over 1300 subscribers, and the 2024 content being the fastest growing content in the history of the channel.

DEVCONF 2025 CONTENT

DevConf 2025 will be a one-day event, in each city, with two different, yet complementary sets of content available for attendees. With both traditional presentations and sponsor-led master classes, there will be something for everyone.

Presentations

DevConf's trademark multi-track presentation format offers attendees something unique, insightful, and entertaining throughout the day – leading to no empty sessions or attendees leaving early. The content covers a range of topics and prospective speakers submitting for DevConf 2025 have classified their talks into these categories:

- AI / LLM / Rag / ML
- Accessibility
- Architecture / System Design
- Blockchain & Crypto
- Cloud
- Data / Big Data / Databases
- DevOps Methodologies / CI / CD / Pipelines / Deployments
- Fun / Experiments
- IoT / Hardware
- Mental Health / Safety @ Work
- Programming Languages & Frameworks
- Security / Hacking / Infosec
- Tales from the trenches
- Team Culture / Team Leadership / Mentoring
- Testing / QA
- Tools to make development faster, easier or more fun
- UI / UX / Design

The exact agenda will be determined following the review of talk submissions by an independent and diverse panel. The final agenda is composed at the discretion of the organisers and will be published once finalised, with placeholders for forthcoming sponsored speaker slots.

Master Classes

Master Classes allow you to have a 90-minute presentation to an exclusive group of attendees, where you can run traditional presentations or hands-on labs. You are welcome to use the 90 minutes as you see fit – a combination of presentation and lab, 2 presentation slots, or having dual-facilitation of your Master Class. It is up to you, and we work with you to make it a success!

Master Classes were introduced to meet the demand of attendees to dive deeper into the content, and so this uniquely positions sponsors to meet and engage with the most enthusiastic and interested attendees on topics relevant to the sponsor.

SPONSORSHIP PACKAGES OVERVIEW

Most of our packages come standard with:

- Full delegate tickets to the event, including DevConf famous swag and access to all sessions and master classes.
- Logo on all scheduled emails.
- Logo on the event website.
- Logo and sponsorship acknowledgement in the keynote.
- Logo on the printed agenda.
- Option to include brochures and/or promotional items in the delegate bag.
- Discount on any additional delegate tickets purchased.
- Sponsor consulting from Candice and Robert on how to best use your package to achieve your goals.
- Early access to sponsorship packages in the following year of DevConf (2026), ahead of the public offering, giving you the best chance to get the packages you want!

Note: All prices displayed are excluding VAT.

BOLT-ONS

In 2023 we launched bolt-ons, which are a set of extras available to sponsors to enhance their stand and improve engagement with attendees for a low additional cost. Previous sponsors who took this saw increased activity at their stands, more buzz on social media and easier ways to start vital networking conversations with attendees. We encourage you to explore the bolt-on options available to you. These are listed last in this proposal document, so please continue to read to the end!

ECO-FRIENDLY STANDS

In 2024 we introduced new eco-friendly, recyclable stands. For 2025, we have new, higher quality stands made out of engineered fibreboard. These stands are manufactured with fibres from recycled, used cardboard, stabilised by a reinforced steel frame. These not only are eco-friendly but allow branding and customisation options like never seen before, to help your brand absolutely pop at the event.

Stands will be recycled once again after the event, but should you wish to take your stand with you, please reach out so we can share details on that.

Need extras for your stand?

More chairs to make networking more comfortable? A screen to show your amazing demos? We can help! Let us know how we can collaborate with you to meet your needs and make your stand unique.

To say thank you to our amazing sponsors, we are excited to offer the following discounts:

ADDITIONAL TICKET DISCOUNT

Every sponsorship package comes with full-access delegate tickets for the event, but we know that the more people from your company attending DevConf, the stronger the brand awareness becomes (especially when everyone is wearing your amazing, branded tops). DevConf tickets also provide a wonderful way to thank and develop your team members!

To help enable all your goals, we include discounts on any additional tickets you may want to purchase. On the Silver, Gold, Platinum, and Diamond packages we offer a 12.5% discount on any additional tickets purchased by the sponsor. Other packages offer a 10% discount.

EXHIBITOR PASS

We understand that you may need additional staff to manage your stands or wish to bring in your own photographer or social media specialist. To accommodate this, we are introducing an Exhibitor Pass, granting access to the networking area, food but excluding swag and session attendance. These passes are exclusively available to sponsors and can be purchased online at a discounted rate of R1000.00 (excluding VAT). This is a flat rate regardless of how long the person is at the event and these passes need to be purchased in advance.

DevConf will have professional photographers on site at both events, and we do make those photos available free of charge to sponsors to use after the event. Should you wish to arrange something special with our photographers, please do get in touch.

JOIN US IN BOTH CITIES AND GET A DISCOUNT!

From years of running DevConf, we have found sponsors who have a presence at both events see huge increases in brand awareness and goal achievements. This is due to several factors, including increased opportunities from DevConf around marketing, increased social media and news media exposure, and the network effect of attendees, whose networks are not geographically restricted.

To make it possible for sponsors to take even more advantage of these benefits, we are offering a R10 000 discount on the total sponsorship cost to sponsors signing up for a package in both cities.

The packages do not need to be the same, so a sponsor could sign up for Diamond in Cape Town and Silver in Johannesburg to unlock this discount. This offer is not applicable to the Speaker's Dinner sponsorship package.

PLATINUM

R150 000
ONLY 1 LEFT IN CAPE TOWN AND 2 LEFT IN JOBURG

BRAND EXPOSURE

- Logo on printed agenda
- Logo on the podium in the keynote room

- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 135%

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media

- Logo on session videos posted online after the event
- Logo and sponsorship acknowledgement in the keynote

EXHIBITION SPACE AND NETWORK AREA

- 3x3m eco-friendly stand with counter, lockable cupboard, 4 x cocktail chairs and 2 plug points [1]

- Option to display 4 pull-up banners in the networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt-in)
- 1 x 40-minute speaker slot [2]
- 4 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets

EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

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[1] Sponsor to complete the provided template with art design for the stand and counter.

[2] Subject to content approval. Single presenter only. The speaker will receive all speaker benefits, including their own access to the event and invites to the speaker dinner. Speaker T&E is not included.
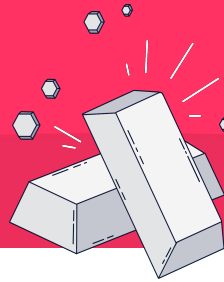
EXAMPLE OF PLATINUM PACKAGE STAND

GOLD
R120 000
ONLY 2 LEFT IN JOBURG

BRAND EXPOSURE

- Logo on printed agenda

- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 120%

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media

- Logo on session videos posted online after the event
- Logo and sponsorship acknowledgement in the keynote

EXHIBITION SPACE AND NETWORK AREA

- 3x3m ecofriendly stand with counter, lockable cupboard, 3 x cocktail chairs and 2 plug points [1]

- Option to display 3 pull-up banners in the networking area

CONFERENCE BENEFITS

- 1 x 40-minute speaker slot [2]
- 3 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets

EXCLUSIVE GOLD ONLY BENEFIT
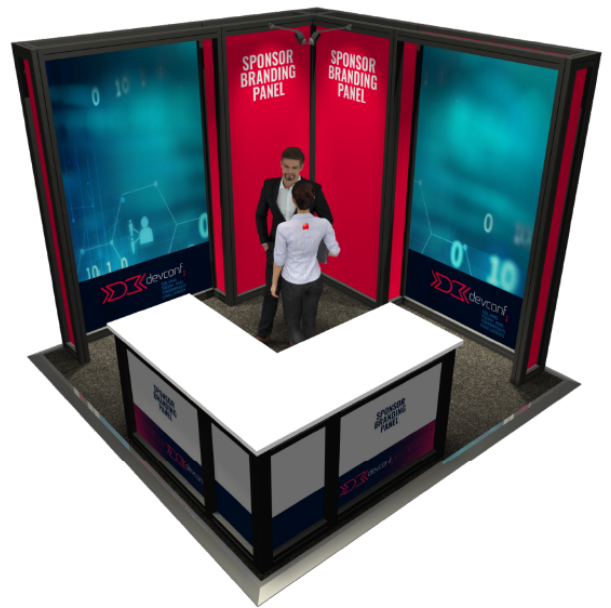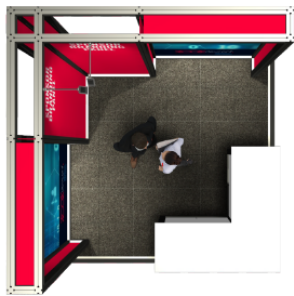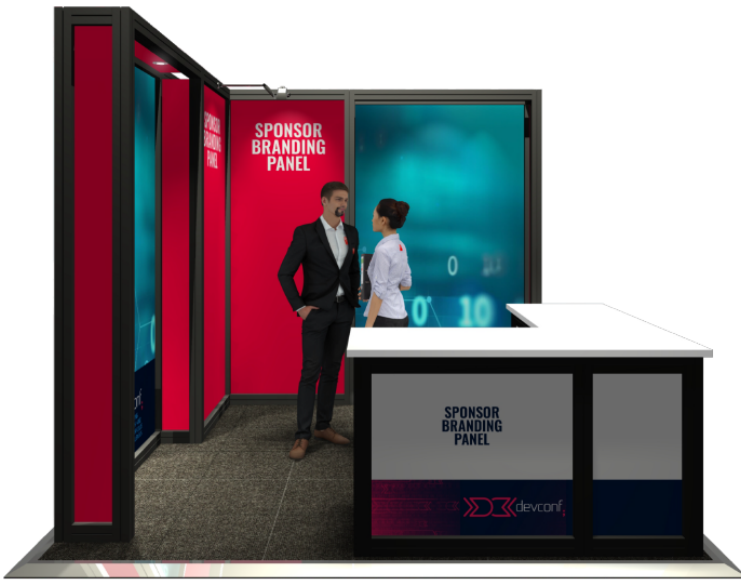
- Exclusive logo branding on a minimum of 233 delegate scarves

[1] Sponsor to complete provided template with art design for the stand and counter
[2] Subject to content approval. Single presenter only. Speaker will receive all speaker benefits, including their own access to the event and invites to the speaker dinner. Speaker T&E is not included.

EXAMPLE OF GOLD PACKAGE STAND

SILVER

R90 000
ONE LEFT IN CAPE TOWN; TWO LEFT IN JOBURG

BRAND EXPOSURE

- Logo on printed agenda

- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 110%

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website

- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

EXHIBITION SPACE AND NETWORKING AREA

- 3x3m eco-friendly stand with counter, lockable cupboard, 3 x cocktail chairs and 2 plug points [1]

- Option to display 2 pull-up banners in the networking area.
- Option of selecting one of the following activations for the stand[2]:
  - Caricature artist[3]
  - Popcorn machine[4]
  - Virtual Reality Express Massage Therapists[5]
  - Pinball machine
  - Arcade game
  - Arcade racing bikes
  - Foosball table

CONFERENCE BENEFITS

- 3 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets

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[1] Sponsor to complete the provided template with art design for the stand and counter.
[2] Activations are on a first-come, first-served basis and unique to each event. i.e., if you take the popcorn machine, you will be the only sponsor with it.
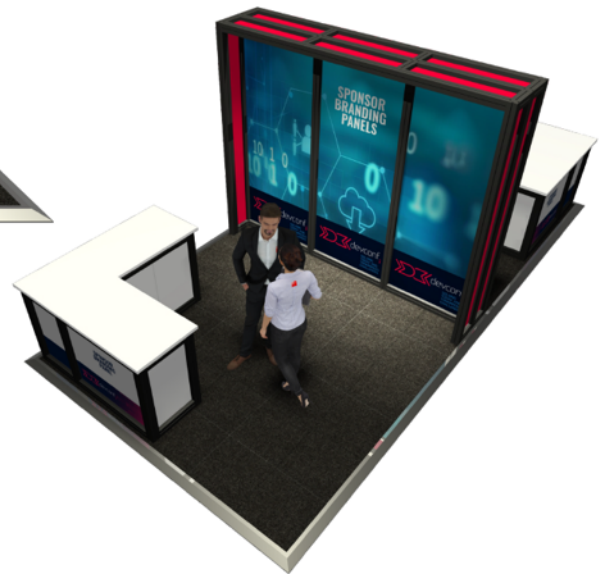[3] Limited to 4 hours.
[4] Limited to 700 servings or 9 hours — whichever comes first.
[5] Limited to 2 hours and includes 2 massage therapists and VR equipment.

EXAMPLE OF SILVER PACKAGE STAND

MASTER CLASS

R40 000
LIMITED TO 3 SPONSORS PER CITY

Massive Discounts

BRAND EXPOSURE

- Logo on printed agenda

- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated Master Class emails to attendees ahead of the event

- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

EXHIBITION SPACE AND NETWORKING AREA

- Option to display 2 pull banners in the networking area

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event[1]
- Maximum discount of 10% on delegate tickets

EXCLUSIVE WORKSHOP ONLY BENEFIT

- Access to run a master class for 90 minutes[2] in a minimum dedicated 72-person space.

OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

Add a 3x3m silver stand, plus two delegate passes for an additional R52 000 per city

MAKE IT EXCLUSIVELY YOURS AND GET A HUGE DISCOUNT

Take all three packages in a city for R120 000 and get the bolt-on extra stand and tickets for free; a R52 000 saving!

3

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[1] Facilitators of the master class need to use either one of the included tickets or purchase an additional ticket. Facilitators do not receive a speaker ticket or free access.

[2] The 90 minutes aligns with the event schedule, so it covers 2 x 40-minute sessions and a 10min movement break.
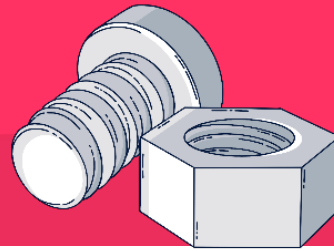
[3] Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.

COMMUNITY PARTNER

FREE
Limited to 7 community partners per city

New Package

BRAND EXPOSURE

- Logo size on all material: 100%
- Option to include brochures and/or promotional items in the delegate bags

MARKETING

- Logo in dedicated email after the event
- Logo on the event website in the community section
- Logo and sponsorship acknowledgement in the keynote
- Thank you messages on social media

CONFERENCE BENEFITS

- Option to display 2 pull-up banners in the networking area
- 1 x Delegate passes with full access to the event and included swag.
- Discount code to be shared with members which enables a discount of 10% on delegate tickets

COMMUNITY PARTNER REQUIREMENTS

A community Partner can be either

- Software Development Community are meetups, or user groups related to software development. The community partner must have a membership of over 250 members in South Africa or 5000 worldwide and must have been active for over 12 months.
- South African registered non-profit organisations that operate with a primary mission of benefiting the broader community or society. These organisations typically address issues of public concern, including but not limited to, health advocacy, environmental protection, and educational advancement

Community Partner will be required to send out a dedicated email to their audience ahead of DevConf, sharing that they have partnered with the event and sharing the discount code with their members.
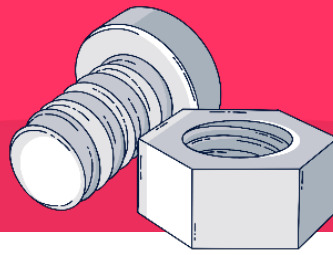
OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

Add a 3x3m silver stand, plus two delegate passes for an additional R30 000 per city[1]

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[1] Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.

INDUSTRY PARTNER
R40 000

New Package

BRAND EXPOSURE

- Logo on printed agenda
- Logo size on all material: 100%
- Option to include brochures and/or promotional items in the delegate bags

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Thank you messages on social media

EXHIBITION SPACE AND NETWORKING AREA

- Option to display 2 pull-up banners in the networking area
- 3x3m eco-friendly stand with counter, lockable cupboard, 3 x cocktail chairs and 2 plug points [1]

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event and included swag.
- Maximum discount of 10% on delegate tickets

EXCLUSIVE SIGNAGE ONLY BENEFIT

- Exclusive logo on all the signage produced for DevConf
- Logo on all electronic signage, pending support from the venue

INDUSTRY PARTNER REQUIREMENTS

Industry Partner is only available to software development and ICT related industry organisations, such as qualifications authorities or trade unions. Industry Partners may be asked to provide accreditation documents.

Industry Partner will be required to send out a dedicated email to their audience ahead of DevConf, sharing that they have partnered with the event and sharing the discount code with their members.
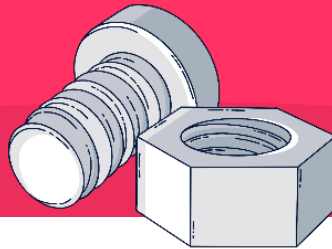
Should the Industry Partner be able to accredit the event, then both DevConf Joburg and Cape Town are to be accredited at no cost.

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[1] Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.

BOLT-ONS

Additional options to highlight your brand and excite the audience which can be added when taken with any above sponsorship package.

CHARGING STATIONS

CAPE TOWN OR JOBURG
R 10 000

We know everyone is busy on their devices and needs to recharge during the day of the event. The charging station gives attendees a unique reason to visit your stand and network with you when they need to recharge or collect their device.

CHARGING TABLE

- 1 x Charging table with 8 charging ports with retractable cables
- 3 x cocktail tables (8 ports each)
- Branding on tabletop

LOCKERS

- 1 x 8 bay locker
- Led display with sponsor logo (loaded via USB)

RACING SIMULATOR

CAPE TOWN OR JOBURG
R 30 000

The racing simulator is eye-catching, brings a crowd and encourages attendees to challenge each other to the fun experience of driving a racing car. The sponsor can use the digital leaderboard as part of their activations to give out prizes, making their stand a must-attend at the event.

- Dual GT Pro Racing VR Simulator
- Display Screens (For Spectators to see)
- Advanced Force Feedback Wheels, VR Systems and Titles
- Logo on digital leader board

SOCCER PENALTY SHOOTOUT

CAPE TOWN OR JOBURG
R 30 000

Having a fun and quick game to bring attendees to your stand is a truly distinct way to optionally collect attendees' details and use the scoring to drive prizegiving and increase excitement around your sponsorship.

- Logo on Penalty Shootout banner wall

CODE BUSTER

JOBURG ONLY
R 30 000

Each player gets a chance to guess the 4-digit Buster Code (there will be hints!)

If any of the codes are correct, the Safe will BUST open!

LOCKERS

CAPE TOWN OR JOBURG
R50 000

Providing a place where attendees can safely stow their bags, swag, helmets, or other personal items, gives you as a sponsor a unique opportunity to be right in the face of attendees and build goodwill as attendees look to you to make their day that much easier.

- 30 x Lockers for attendees to use for storage
- Branding on lockers
- Branded banner wall

CONTACT US

Should you wish to confirm a sponsorship package please reach out to us on our WhatsApp 0645394099 number, e-mail info@devconf.co.za, or phone call:

- Michelle Beckmann   082 457 8018

- Robert MacLean   073 142 5422
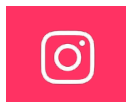
- Candice Mesk   082 882 7457

SOCIAL MEDIA

https://www.youtube.com/c/devconfza

https://mastodon.cloud/@devconf

https://twitter.com/devconfza

https://www.facebook.com/devconfza

https://www.instagram.com/devconfza

https://www.linkedin.com/company/devconf

Document Date: 05 March 2025