



OPEN SOURCE OBSERVABILITY DAY

2026 Sponsorship Prospectus

Virtual

15–16 October 2026

2 Days

Free to attend

Built for observability brands that want share of voice — not just a logo

#OSODay

osoday.com

POSITIONING

What OSOD owns in the market

A focused, sponsor-safe platform for the open-source observability community.

Open Source Observability Day is a specialised conference dedicated to the tools, practices, and real-world use cases shaping modern monitoring and observability. For 2026 the proposition is sharper and bigger: two curated days, tight editorial control, and a single live track that concentrates attention for sponsors.



Global, online access with no ticket barrier



Practitioner-led content: tools, operations, architecture, scale



A technically credible audience: SRE, DevOps, CTO, DBA, platform

WHAT 2026 DELIVERS

2 days

of curated programming

1 track

= undivided sponsor attention

Free

access for the community

Year-round

recordings & post-event visibility

Why the right brands attach to OSOD 2026

Relevance, undivided attention, goodwill, and demand generation that compounds.



Relevance over reach

OSOD isn't a generic developer event. It's narrowly positioned around open-source monitoring and observability — so your message lands with the exact buyers and practitioners who choose these tools.



Two days of undivided attention

A single live track means no parallel session competing for your slot. Across two days, that's two full windows of guaranteed share of voice — and two prime-time keynote moments to attach your brand to.



Community goodwill

Free attendance keeps the platform open and inclusive. Sponsors are seen as enabling the community's access to learning — not interrupting it.



Demand generation that compounds

Recordings, transcripts, newsletters, and social promotion turn two live days into a year-round content asset that keeps working long after the event.

What you walk away with: opt-in developer contacts · brand association with vendor-neutral credibility · evergreen co-branded content · measurable engagement reporting

Community momentum: 2024 → 2025

Two years of proof that OSOD scales a specialist open-source audience — 2026 doubles the runway.

2024 — FOUNDATION

- 1 day, single-track virtual format
- Schedule window 09:00–17:00 (8 hrs)
- 6+ core topic areas promoted publicly
- Targeted production engineers, SREs, team leads
- Positioned around open-source solutions & trade-offs
- Sponsor mix: presenting, silver, and community tiers

2025 — SCALE

2,000+

registrants

3,000+

recording views

300K

marketing reach

15+

industry experts

20+

talks across one track

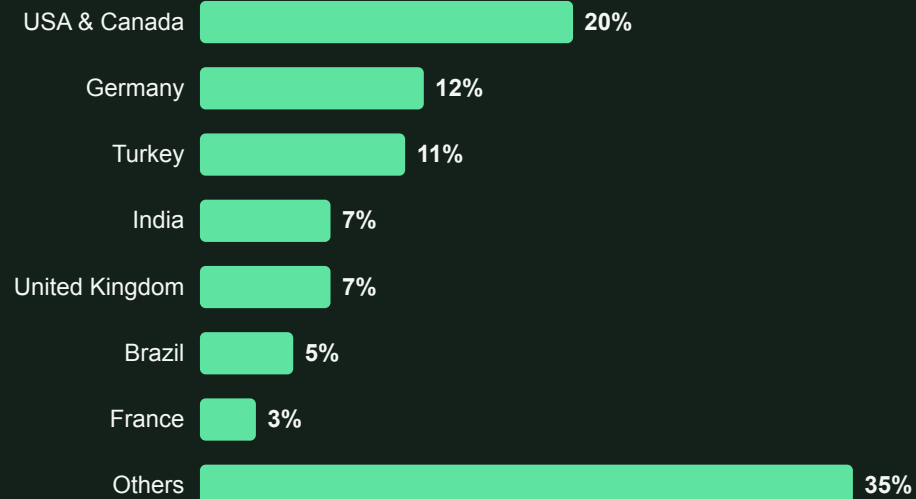
40%

senior devs, 10+ yrs exp

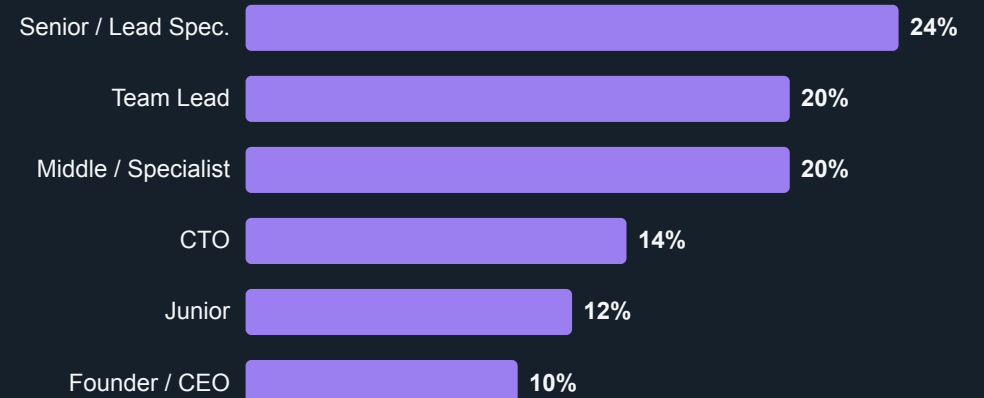
The 2025 audience to sell against

Lead with technical seniority and global reach — the audience sponsors actually want.

GLOBAL AUDIENCE MIX



JOB-LEVEL MIX



68% are senior specialists, leads, or executives.

High-value sponsor segments: DevOps · SRE · CTO · DBA · Production Engineering · Backend · Architecture · Data Engineering · ML · Tech Leads

Two days. One track. Higher signal.

Fewer, sharper sessions per day, higher editorial control, stronger sponsor exposure.



2 days

Two prime-time windows keep momentum high and broaden global timezone reach.



1 track

No parallel sessions — your placement is never competing for attention.



Curated

A program committee selects talks by implementation value, not vendor volume.



Recorded

Content stays discoverable via website, social, newsletter, and community.

EDITORIAL PROMISE FOR SPONSORS

- No generic observability positioning — every session connects to open-source adoption, implementation, or operational impact.
- Sponsor integrations feel native: short, useful, and tied to problems this audience already cares about.
- Post-event assets are packaged for demand gen: transcripts, session pages, recordings, and engagement reporting.

Two days of topic architecture

Deep, modern, and commercially relevant — without becoming vendor-first.

DAY 1 — Pipelines & Foundations



OpenTelemetry & vendor-neutral pipelines

Trace, metric, and log collection that reduces lock-in.



eBPF & Kubernetes observability

Low-level signals for cloud-native infrastructure and workloads.



Datastore & data-lake architecture

ClickHouse, OpenSearch, Postgres, and telemetry backends at scale.



Cost-aware telemetry

Sampling, aggregation, retention, and right-sizing spend.

DAY 2 — Intelligence & Operations



AI for observability

AI-assisted monitoring, incident response, and practical ML use cases.



SRE operating models

Alerting, incident management, visualization, and reliability practice.



Incident response & reliability

On-call, postmortems, and turning signals into faster recovery.



Continuous profiling & performance

Profiling-in-production and closing the loop on performance regressions.

A pricing ladder built to upsell

Every tier includes everything below it — so the value step at each price is obvious.

 Media Free <i>Communities & media partners</i> Website logo + group social on the community channel	 Bronze \$2,500 <i>Emerging brands & OSS projects</i> Everything in Media + newsletter + a guaranteed talk	 Silver \$4,000 <i>Brands wanting two-day reach</i> Everything in Bronze + logo on every recording	 Gold \$6,000 <i>Demand-generation teams</i> Everything in Silver + in-talk promo, attendee list & reporting Limited	 Presenting \$12,000 <i>Category leaders</i> Everything in Gold + title billing across both days 1 only · invite
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Add-ons, any tier (priced on request): hosted workshop or roundtable · dedicated email to the opt-in list · extended webinar series · custom audience report. *Presenting is one invite-only slot; Gold inventory is capped each year.*

TIER 1 · INVITE ONLY

Presenting Sponsor

\$12,000

Everything in Gold, plus title billing across both days

✓ “Conference brought to you by [Sponsor]” across both days

✓ Opt-in registrant & attendee contacts

✓ Logo on speaker t-shirt

✓ Individual social media mentions

✓ Premier placement on the conference website

✓ Premier placement on all videos & recordings

✓ Short promo video between sessions (both days)

✓ Newsletter highlight pre-conference

✓ Engagement report for your sponsor session

✓ Talk transcripts published on the website

✓ One branded webinar within 6 months post-event

** Contact sharing subject to registration opt-in and applicable privacy compliance.*

Gold & Silver Sponsors

Clear, conversation-ready value across both event days.



Gold

\$6,000

Everything in Silver +

- ✓ Sponsored promo inside your talk
- ✓ Logo on conference website
- ✓ Logo on all conference videos & recordings
- ✓ Group social media mentions
- ✓ Newsletter highlight pre-conference
- ✓ List of attendees of your sponsor talk *
- ✓ Engagement report for your sponsor session
- ✓ Company talk transcription on website



Silver

\$4,000

Everything in Bronze +

- ✓ Logo on conference website
- ✓ Logo on all conference videos & recordings
- ✓ Group social media mentions
- ✓ Newsletter highlight pre-conference
- ✓ Guaranteed speaking slot

** Attendee list subject to registration opt-in and applicable privacy compliance.*

Bronze & Media Sponsors

Entry points for community brands, newsletters, podcasts, and open-source ecosystems.



Bronze

\$2,500

Everything in Media +

- ✓ Logo on conference website
- ✓ Group social media mentions
- ✓ Newsletter highlight pre-conference
- ✓ Guaranteed speaking slot



Media

Free

- ✓ Logo on conference website
- ✓ Group social media mentions

Available for communities, podcasts, tech newsletters, blogs, and other media platforms.

2026 package overview

A quick view for sponsor outreach and negotiation.

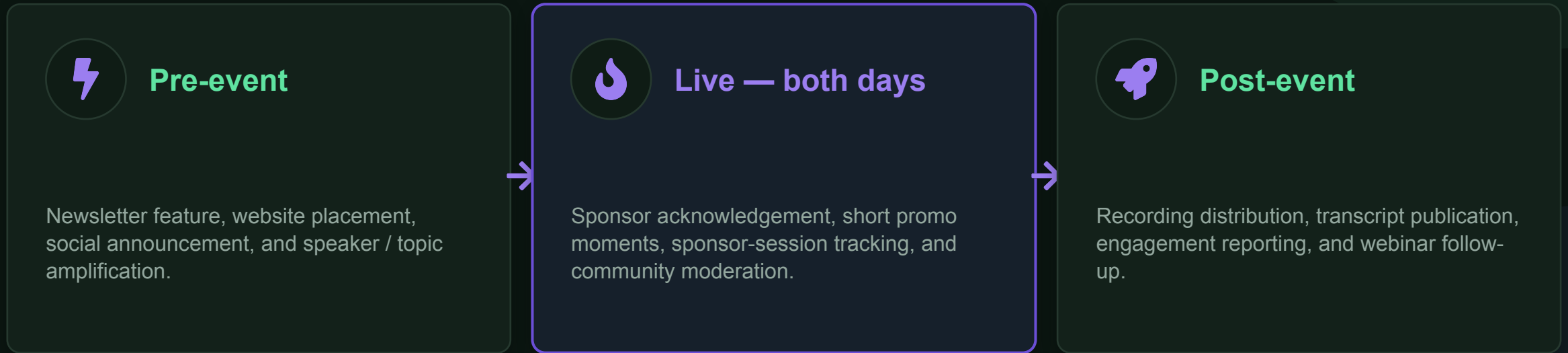
Benefit	Presenting	Gold	Silver	Bronze	Media
Logo on conference website	Premier	Yes	Yes	Yes	Yes
Videos & recordings	Premier	Yes	Yes	—	—
Attendee / contact access *	All	Talk	—	—	—
Sponsor talk	Yes	Yes	—	—	—
Engagement reporting	Session	Session	—	—	—
Social media mentions	Indiv.+group	Group	Group	Group	Group
Newsletter highlight	Featured	Yes	Yes	Yes	—
Talk transcription	All	Company	—	—	—
Promo video between sessions	Yes	—	—	—	—
Branded webinars post-event	1	—	—	—	—
Guaranteed speaking slot	Yes	Yes	Yes	Yes	—
Commitment	\$12,000	\$6,000	\$4,000	\$2,500	Free

* Contact & attendee sharing subject to opt-in and applicable privacy compliance. · Add-ons available on any tier (priced on request).

ACTIVATION

An activation plan sponsors can believe in

Turn sponsorship from logo placement into measurable community engagement.



The strongest close is not discounting — it is scarcity around category visibility. Two days of a single-track event means two days of guaranteed share of voice, and only one brand can own each category.

CONTACT US

Let's build your 2026 activation

For sponsorship packages, custom activations, and media partnerships.

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Choose the sponsorship level that matches your 2026 community-growth goals — and we'll build a clear, two-day activation plan around it.