

Sponsorship Prospectus 2026



WHEN:

September 16-17, 2026

LOCATION:

American Red Cross HQ

1730 E St NW, Washington, DC 20006

dcstateofthestack.org

About the Conference

The DC State of the Stack conference is a **practitioner-led community gathering** focused on how technology is actually built and operated in the real world.

Attendees can expect insightful talks, engaging ignites, and collaborative open spaces that foster genuine discussion.

Our mission is to explore how modern systems are built, operated, and governed—within the unique regulatory and operational context of Washington, DC.

This conference prioritizes **substance over spectacle**, ensuring every interaction is meaningful and grounded in real experience.

As software delivery evolves, the conference explores topics such as **AI, platform engineering, resilience, and security**—not as trends, but as realities teams are actively navigating.

This event builds on a **decade of community-driven effort**, previously known as DevOpsDays DC, while expanding to reflect how the industry is changing today.

We focus on **real challenges, real trade-offs, and real-world constraints**—creating space for honest conversation across disciplines.





Who Attends

DC State of the Stack draws practitioners from across the full DC tech ecosystem — **over 200 attendees** representing the organizations and institutions that define how technology is built and operated in this region.

Attendees are predominantly **individual contributors, team leads, and first- and second-level managers** — the people closest to the work. Skill sets span the full stack: development, operations, security, platform engineering, and everything in between.

Public Sector — Federal agencies, civilian and defense, navigating complex delivery in high-stakes environments.

Fortune 500 Enterprises — Large organizations managing scale, compliance, and modernization in parallel.

Startups — Teams moving fast, building in the open, and solving problems the established players haven't caught up to yet.

Nonprofits — Mission-driven organizations doing serious technical work with real constraints.

This isn't a homogeneous audience — it's the DC tech ecosystem in one room.

Shipping Software in the Age of AI

AI isn't a future state — it's already reshaping how teams build, operate, and deliver software. At DC State of the Stack 2026, we're exploring what that means in practice: the trade-offs, the constraints, and the real decisions practitioners are navigating right now.

This isn't a conversation about what AI could do. It's about what teams are actually doing with it — and what's working.





DC STATE OF THE STACK

SHIPPING SOFTWARE IN THE AGE OF AI



Why Sponsor

Sponsoring DC State of the Stack is an opportunity to engage with **practitioners** who care deeply about how systems actually work.

This is a community of engineers, operators, and leaders working in complex, high-stakes environments — where decisions have real consequences.

The value of sponsorship here isn't just presence — **it's credibility.**

The sponsors who get the most out of this event are the ones who:

Show up with practitioners, not just sales teams.

Share real experiences, not product pitches.

Engage in conversations, not transactions.

anchore  GitLab LaunchDarkly ➔

groundcover

Gruntwork

 DEVOPS
INSTITUTE
by PeopleCert

 Gomboc

 Excella  komodor

ManageEngine 

 FLOX

 DATADOG

 Progress
Chef

Google Cloud


elastic

 AXIOM

 coveros


Grafana

 HASURA


Fairwinds

 Fianu

Checkmarx

A Community Built Over Time

Over the past decade — first as DevOpsDays DC, now as DC State of the Stack — this community has been supported by organizations that value real conversations, practitioner insight, and long-term relationships.

Same organizing team. Same community. Same spirit.

These sponsors didn't just show up — they participated.





A Curated Sponsorship Experience

We offer a limited number of sponsorships to preserve the quality of the experience.

Each package is designed to support meaningful engagement while maintaining a balanced and thoughtful environment.



Sponsorship Tier Philosophy

Each tier provides a different level of presence — with the same core commitment



What the tiers share

Each sponsorship tier provides a different level of presence and engagement — while maintaining the same core philosophy: meaningful interaction over transactional exposure.

What the tiers are not

A higher tier doesn't mean more ads or more interruptions. It means a deeper, more present role in a community that values substance over spectacle.

Sponsorship Tiers and Benefits

Compare tiers by benefits, investment, and level of presence.

	Platinum	Gold	Silver	Digital
Investment	\$7,000	\$4,000	\$2,000	\$500
Logo on website	✓	✓	✓	✓
Logo on rotation slide during event	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓
10% discount code	✓	✓	✓	✓
Opportunity for on-stage raffle drawing	✓	✓	✓	
Lead scanning	✓	✓	✓	
Display table (6 ft)	Dedicated	Shared (1/2)	Shared (1/3)	
Main stage pitch	1 minute	30 seconds	MC delivered	
Included passes	4	2	1	
Opportunity to sponsor hands-on workshop	✓			

Community Sponsorships

PACKAGE PRICE: IN KIND

We extend community sponsorships to regional conferences, media, and meetups that share our mission — building a stronger, more connected tech community across DC, Maryland, and Virginia.

Community sponsors must be:

- Aligned with our mission to grow the DC tech community
- Willing to help promote DC State of the Stack in kind.
- Willing to adhere to our code of conduct

This isn't a transactional relationship — it's a seat at the table for organizations that share our values.

WHAT'S INCLUDED

- 1 event ticket
- Main stage thank you
- Social Media thank you
- Logo on the website

Additional Sponsorships

Can be purchased separately from Platinum, Gold, or Silver sponsorships – either in addition to those or as stand-alone investments.

Hands-on Workshop (2) \$2,000

Platinum sponsors only: Dedicated room and 90-minute time slot for up to 30 participants during afternoon open spaces. We will assist with pre-event workshop registration.

Social Hour negotiable

The American Red Cross is an alcohol-free facility. If you'd like to host an informal gathering after the event at a nearby venue, we'll help you find the right space and get the word out. Social Hour sponsors get signage, social media recognition, and the chance to bring the community together off-site — where the best hallway conversations often continue.

Lanyard Sponsor (1) \$4,500

Your logo on every attendee's lanyard for two days — worn by engineers, operators, and leaders from across the DC tech community. Single color logo. Final placement, size, and color subject to organizer approval.

Closed Captioning Sponsor (1) \$4,500

We believe every attendee deserves to follow the conversation. Your logo appears on screen as talks are transcribed live — visible to everyone in the room, both days.

Food and Beverage Sponsorships

Can be purchased separately from Platinum, Gold, or Silver sponsorships – either in addition to those or as stand-alone investments.

Breakfast (1) \$2,000

Signage with your logo at the breakfast tables both mornings. It's a low-key, high-visibility moment — practitioners fuel up, conversations start, and your brand is part of how the day begins.

Lunch (1) \$6,000

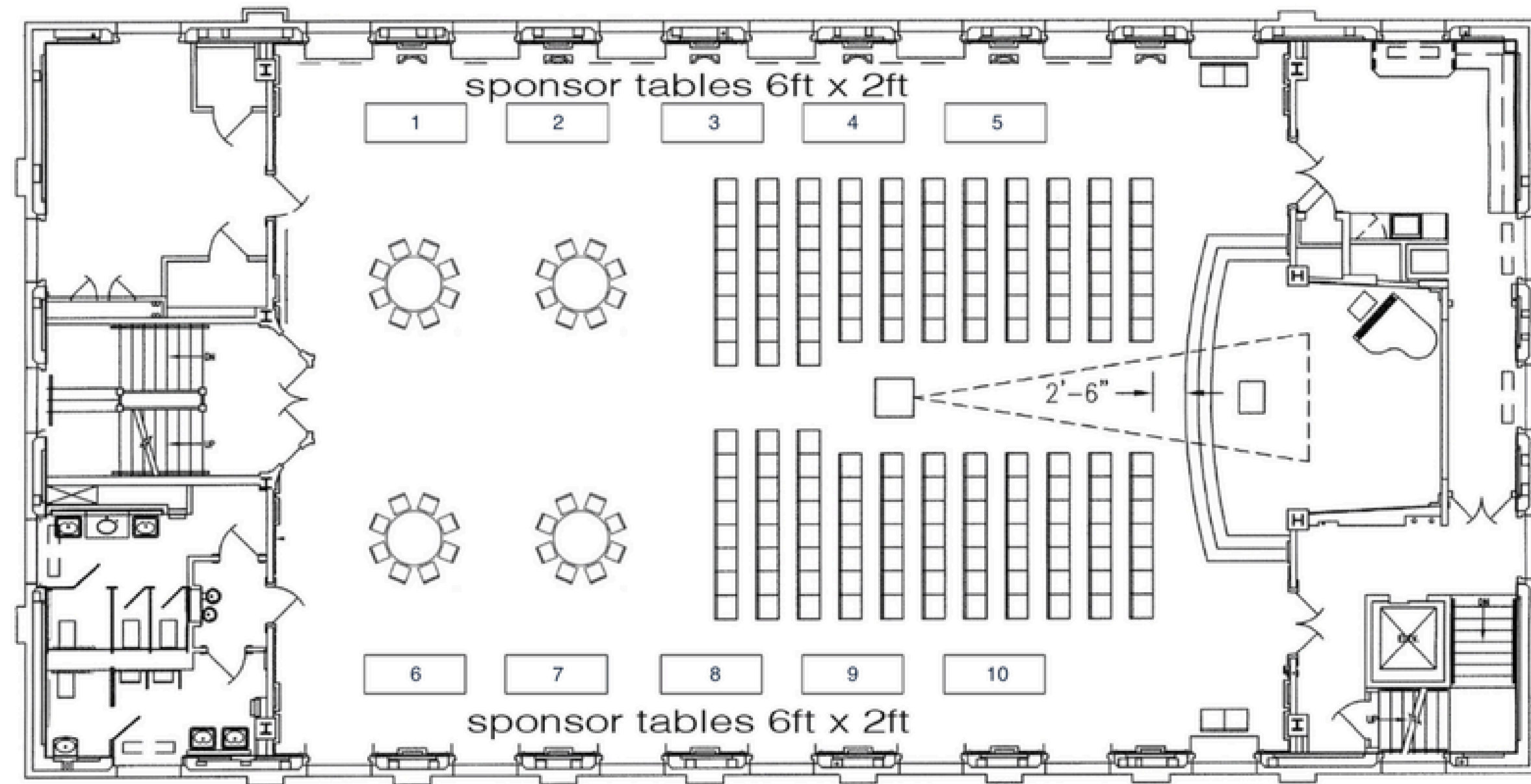
Signage with your logo at the lunch tables both days. Lunch is one of the most natural networking moments at the conference — unhurried, conversational, and shared. Your brand is part of that.

Break (1) \$3,000

Signage with your logo at the break tables during morning and afternoon breaks both days. Breaks are when the “hallway track” conversations happen — between sessions, away from the slides, over coffee.

Hall of Service – Sponsor Tables

Sponsor tables are located inside the Hall of Service — the same room where all talks and ignites take place. There's no separate exhibit hall, no overflow space. Your team is in the room where every session happens, every conversation starts, and every attendee spends their day.



Venue Details

The **American Red Cross National Headquarters** serves as an ideal venue for the DC State of the Stack conference. Located at 1730 E Street NW, Washington DC, this facility not only boasts modern amenities but also embodies a commitment to community and service. The Hall of Service ballroom stands out as a spacious and versatile gathering area, accommodating various conference activities. Attendees will appreciate the blend of functionality and history, ensuring a comfortable environment for networking, learning, and collaboration. The facility's central location offers easy access for participants traveling from across the region, making it a perfect hub for this vibrant community-focused event.

American Red Cross National Headquarters

1730 E St NW, Washington, DC 20006

Closest Metro Stops

- Farragut West (Blue, Orange, Silver Lines): 3-4 blocks away
- Farragut North (Red Line): 4-5 blocks away



Be Part of Something That Matters

DC State of the Stack 2026 is where the DC tech community comes together to do the real work — no fluff, no theater, just honest conversation about how systems are actually built, operated, and governed.

Your sponsorship makes that possible. Join us September 16-17 at the American Red Cross National Headquarters and put your brand at the center of one of the region's most respected practitioner-led conferences.

Ready to get involved?

sponsors@dcstateofthestack.org

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