

# /serverless/DAYS

Cardiff

21<sup>st</sup> October 2026

One Day. One Track. One Community

Sponsor Prospectus



# The New Kingmakers

Steve O'Grady writes in his critically acclaimed book, *The New Kingmakers*, “the most successful companies today are those that understand the strategic role that developers will play in their success or failure.”

The Serverless paradigm enables organisations to ship features faster without compromising on security or availability. Small teams of developers have never been more productive and never had a bigger impact on their organizations.

ServerlessDays events are attended by these leading developers pushing the boundaries of new technology and transforming the way in which their organisations work.

If you want to get in front of an audience of forward thinking developers, influencers and decision makers, whether you're looking to promote your products & services or looking to hire, then ServerlessDays is the event for you.

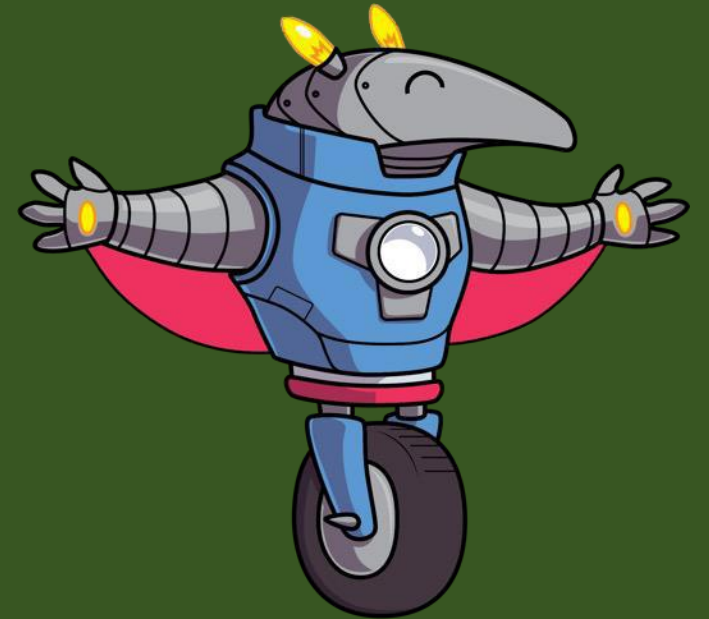


# 2019

In 2019 we ran the first ever ServerlessDays conference in Cardiff.

After setting a target audience of 175; we sold out and had to increase capacity a number of times until we reached a max limit of 215 with close to 30 on the waitlist.

Two-thirds of survey respondents rated the event excellent and would recommend to a friend or colleague



# 2020

In 2020 we moved to a larger venue at the DEPOT

Again, we sold out all tickets despite increasing the capacity to 300. For the first time, we ran 4 free hands-on workshops the day before the conference, attended by 69 delegates

Once more feedback was fantastic, demonstrating the demand for this event in South Wales



# 2023

In 2023 we returned for our first event since lockdown. We ran 3 free hands-on workshops the day before the main conference which were well attending, 2 of them at capacity.

We had over 200 attendees at the main conference which made us the **biggest Serverless event in Wales and the South-West of England of 2023.**



# 2024

In 2024, we returned to the DEPOT and experienced the new buzz and excitement of face-to-face conferences. We had so many first-time attendees that it was standing room only until we added extra capacity at the first break. We also ran 2 free hands-on workshops the day before the main conference.

With over 250 attendees, ServerlessDays Cardiff was yet again the biggest Serverless event in Wales and the South-West of England in 2024.



# 2025

With over 300 registrations and over 280 people attending, this was the largest and most successful event to date

The atmosphere in the venue was electric with outstanding feedback from all.

This was yet again the **biggest Serverless event in Wales and the South-West of England** this year.



# 2026

After the success of last years event, we want to make the 2026 edition the biggest and best to date, with additional focus on topics such as Generative AI, Cloud Security and Digital Sovereignty.

Returning to DEPOT Cardiff, we are targeting over 300 attendees, and we would love you to be a part of our journey.



# Venue

Since opening the shutters in November 2015, DEPOT has since established itself as Cardiff's most exciting and original venue, with a professional stage and sound setup.

It is located close to Cardiff train station and is easily accessible.

It is fully customisable, so that sponsor stands, talks, break outs, refreshments throughout the day and an evening drinks networking event will all take place under one roof.



# Timeline

19 Jun 2026	ServerlessDays Cardiff 2026 site online
19 Jun 2026	Call for Papers Opens
26 Jun 2026	Early Bird Tickets on sale
31 Jul 2026	Call for Papers Close
14 Aug 2026	Speakers Announced
21 Oct 2026	ServerlessDays Cardiff

# Sponsorship

We offer three tiers of sponsorship, with additional one-off sponsorship opportunities

Tier	Slots	Price
Gold	3 Available	£5,000
Silver	5 Available	£2,500
Bronze	8 Available	£1,000

# Gold

Make the event happen. If you step up and take the headline gold sponsorship you get:

- Your logo will get prominence on stage, in the venue, on the website, and you'll get multiple shout outs on stage
- We're getting a number of roll up banners printed that will be placed throughout the venue. Half the banners will only have the headline sponsors logos on them along with the ServerlessDays logo. The other half of the banners will feature the other sponsors logos in conjunction with yours
- Bring your own banners. We'll allow you to bring two of your own banners and put them wherever you want in the venue
- Whenever your logo appears alongside other non-gold sponsors logos, it will be significantly larger
- You will get 7 tickets, with your sponsorship
- Headline gold sponsors will have the most prominent booth slot in the venue, with special pin badges to encourage all attendees to visit



£5,000

Excl. VAT

# Silver

Silver sponsorship is available to cover venue hire, audio / visual hire, food, drink and diversity tickets. You are an active supporter of the community and essential to the success of the event, and get:

- Your logo will be displayed on signage on stage, in the venue, and on the website. Your logo will be significantly larger than Bronze sponsors when displayed together.
- You will get specific shout outs and recognition on stage
- Bring one of your own banners and set up a stand to talk to attendees.
- You will get 4 tickets with your sponsorship
- You will be given priority location over Bronze sponsors



£2,500

Excl. VAT

# Bronze

Your company is an active supporter of the community helping grow the use and knowledge base around serverless platforms. The bronze sponsor will get:

- Your logo will be displayed on signage on stage, in the venue and on the website
- Shout outs on stage during the opening and closing announcements
- Bring one of your own banners and set up a stand to talk to attendees
- You will get 2 tickets, with your sponsorship



£1,000

Excl. VAT

# Contact

Please contact James at [james@serverless-events.com](mailto:james@serverless-events.com) and Matt at [matt@serverless-events.com](mailto:matt@serverless-events.com), or the team at [cardiff@serverlessdays.io](mailto:cardiff@serverlessdays.io), if you are interested in any of these sponsorship or workshop opportunities.