

cdCON

October 7-8, 2020 | Virtual Experience

2020 Sponsorship Prospectus



About the Event

Join the CD Foundation for a two-day virtual event focused on improving the world's capacity to deliver software with security and speed. Become part of the conversation that drives continuous delivery by meeting peers, sharing ideas, and talking to industry leaders on all things software delivery and DevOps.

The Continuous Delivery Foundation (CDF) serves as the vendor-neutral home of many of the fastest-growing projects for continuous delivery, including Jenkins, Jenkins X, Spinnaker, and Tekton. CDF supports DevOps practitioners with an open model, training, industry guidelines, and a portability focus.

cdCon 2020 expects to host 1,000+ virtual attendees, offer 45+ sessions with 6 project-focused learning and collaboration tracks, plus engaging and inspiring keynotes on each day.

Who Attends?

2019 Continuous Delivery Summit NA Event Audience Snapshot

8.76%	Developer
55.15%	Engineer
9.28%	Architect
6.19%	Product
9.28%	DevOps
3.61%	Executive
7.73%	Other

Benefits of Sponsoring



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought Leadership



Demonstrate support for the continuous delivery community



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent

Sponsorship Opportunities



Contact events@cd.foundation to secure your sponsorship today.

LEVEL	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM 3 AVAILABLE SOLD OUT	GOLD 5 AVAILABLE	SILVER 5 AVAILABLE 2 AVAILABLE	START-UP UNLIMITED	END USER UNLIMITED
COST	\$25,000	\$15,000	\$7,500	\$5,000	\$2,500	\$2,500
15-minute keynote - Day 1 & Sponsored Breakout Session*	x					
15-minute keynote - Day 2 or Sponsored Breakout Session*		x				
Sponsored Lightning Talk			x	x		
Emails to opt-in attendees	(1) Exclusive pre- or post-event	150 word message in pre-event attendee email				
Recognition in pre-event promotional emails	logo and link	company name and link				
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	logo and link	logo and link	logo and link	logo and link
List of registered press/analysts (provided 2 weeks prior to event)	x	x	x			
Logo recognition on keynote screen	x	x	x	x	x	x
Logo and link on conference website	x	x	x	x	x	x
Social media posts	(1) pre-event standalone tweet and (1) during the event	(1) pre-event standalone tweet and (1) during the event	(1) pre-event standalone tweet and (1) during the event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	x	x	x	x	x	x
Sponsored Birds-of-a-Feather Session	x	x				
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	x					
(1) 50-word message in (1) attendee email during event	x	x				
Post event data including: full list of attendees that visited booth (incl. name, title, company, physical address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	x	x	x	x	x	x
(1) 15-minute demo video posted on YouTube channel	x					
(1) 20-second video ad before virtual event session block (sponsor to submit video)	x					
(1) 5-second slide before virtual event session block (sponsor to submit slide)		x				
Recognition on rotating sponsor logo slides between sessions	x	x				
Complimentary attendee passes	25	20	15	10	5	5
Survey question (1 question in post-event attendee survey)	x	x	x	x	x	x

*Sponsored Breakout Session will include the contact info of opted-in attendees

*Start-ups must: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

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2019 Sponsors



2019 Speakers

