



**CASSANDRA SUMMIT**  
DECEMBER 12-13, 2023 • SAN JOSE, CA

# 2023 SPONSORSHIP PROSPECTUS

**CO-LOCATED WITH**



**AI.dev**

Open Source GenAI & ML Summit

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## About Cassandra Summit

**December 12-13, 2023 | San Jose, CA**

It's time for the Apache Cassandra® community to gather again! Since a small group of distributed systems engineers gathered for the first Cassandra Summit, Apache Cassandra has grown into a worldwide phenomenon that powers critical workloads. The project's velocity is up, and its most exciting years are ahead. It's time to show how organizations everywhere are bridging Cassandra to the future, at Cassandra Summit 2023.

Cassandra Summit is a two-day, vendor neutral event where the industry will connect to share best practices and use cases, celebrate makers and users, forge critical relationships, and learn about advancements in the Apache Cassandra ecosystem.

The event will feature keynotes, hands-on labs, sessions, and the popular hallway track. There will also be many places to make community memories in a festival-like atmosphere with experiential, interactive exhibits and entertainment breaks.

Apache Cassandra is in use at organizations of all sizes like Aply, Apple, Backblaze, Bloomberg Engineering, Flant, Home Depot, Instana, Liquibase, Netflix, Target, Yelp, and thousands of other companies that have large, active data sets.

### Cassandra Summit 2023 Topics

- **NEW Cassandra & AI/ML Track**
- Developing applications with Cassandra
- Cloud-native deployments and strategies
- Ecosystem tools that leverage Cassandra
- What's coming for future Cassandra versions
- Use cases and sharing about best practices



## Why Sponsor

Sponsoring gives you the opportunity to reach a diverse and multi-faceted audience of Apache Cassandra practitioners, developers and community influencers all in one place. 800-1,000 in person attendees, and thousands more online, are expected to attend Cassandra Summit 2023 making it the perfect place to achieve a variety of sponsorship goals:



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

## Who Attends

### DATA PRACTITIONERS

Database engineers, database administrators, database consultants, IT engineers join for career growth, use cases, projects, product development, relationship building

### DEVELOPERS/ENGINEERS

Software engineers, software developers, site reliability engineers, enterprise architects join for career growth, use cases, projects, product development, relationship building

### COMMUNITY INFLUENCERS

Cassandra committers and contributors join for rallying with their peers, the Cassandra community, and the wider ecosystem



## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

	DIAMOND 2 AVAILABLE SOLD OUT	PLATINUM 4 AVAILABLE 3 AVAILABLE	GOLD 6 AVAILABLE 2 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•	•			
<b>Custom Question in Post-Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to the event for your own outreach.	•	•			
<b>Speaking Opportunity:</b> Content must be approved by PC and The Linux Foundation. Based on availability.	15-Minute Keynote & Conference Session	10-Minute Keynote	Conference Session		
<b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.	•	•	•		
<b>Meeting Room:</b> For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
<b>Social Media Promotion of Sponsorship:</b> Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
<b>Social Media Re-Share:</b> We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.	•	•	•	•	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•	•	
<b>Collateral Distribution:</b> Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Recognition on Event Signage and Website:</b> Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
<b>Exhibit Space:</b> Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	10'x10'	10'x10'	Table	Table
<b>Lead Retrieval:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
<b>Exhibit Hall Passes:</b> Exhibit hall passes will only provide access to the exhibit hall, not entire conference.	30	25	20	10	4
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$70,000</b>	<b>\$40,000</b>	<b>\$25,000</b>	<b>\$12,000</b>	<b>\$7,000</b>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.

Sponsors may be listed as a sponsor of AI.dev Summit in addition to Cassandra Summit, at no additional cost.



## Diamond Sponsorship Detail

**2 SOLD OUT / \$70,000**

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- Custom Questions in Post Event Attendee Survey: Opportunity to add 2 questions of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.
- Social Media Promotion of Sponsorship - 3 Posts: Sponsor can provide custom content (must be approved by The Linux Foundation).
- Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation
- Sponsor Designation in Press Releases: Recognition as sponsor in body of release.
- Collateral Distribution: Laid out in a prominent location near the registration desk onsite.
- Recognition in Pre-Conference Email Marketing: Includes link to your URL.
- Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.

### On-site Experience:

- **Recognition During Opening Keynote Session:** Sponsor Recognition by Name.
- Keynote Stage Branding: Logo prominently displayed on stage screens.
- Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.
- 20'x20' Exhibit Space: Includes counter with graphic and stools.
- **Meeting Room - 2 Days:** For private meeting use only.

### Speaking Opportunity:

- **15-Minute Keynote & Conference Session:** Content must be approved by PC and The Linux Foundation. Based on availability.

### Lead Generation:

- **3 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **30 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- 30 Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.
- 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
- Post-Event Data Report: Provides event demographics and additional details on event performance.



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## Platinum Sponsorship Detail

**43 AVAILABLE / \$40,000**

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- Custom Question in Post Event Attendee Survey: Opportunity to add 1 question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.
- Social Media Promotion of Sponsorship - 2 Posts: Sponsor can provide custom content (must be approved by The Linux Foundation).
- Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation
- Sponsor Designation in Press Releases: Recognition as sponsor in body of release.
- Collateral Distribution: Laid out in a prominent location near the registration desk onsite.
- Recognition in Pre-Conference Email Marketing: Includes link to your URL.
- Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.

### On-site Experience:

- **Recognition During Opening Keynote Session:** Sponsor Recognition by Name.
- Keynote Stage Branding: Logo prominently displayed on stage screens.
- Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.
- 10'x10' Exhibit Space: Includes counter with graphic and stools.
- **Meeting Room - 1 Day:** For private meeting use only.

### Speaking Opportunity:

- **10-Minute Keynote:** Content must be approved by PC and The Linux Foundation. Based on availability.

### Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **15 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- 25 Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.
- 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
- Post-Event Data Report: Provides event demographics and additional details on event performance.



Sponsors may be listed as a sponsor of AI.dev Summit in addition to Cassandra Summit, at no additional cost.



**6 2 AVAILABLE / \$25,000**

## Gold Sponsorship Detail

### Marketing and Brand Exposure:

- **Social Media Promotion of Sponsorship - 1 Shared Post:** Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** We will retweet 1 post of your choosing. Timing determined by The Linux Foundation
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Collateral Distribution:** Laid out in a prominent location near the registration desk onsite.
- **Recognition in Pre-Conference Email Marketing:** Includes link to your URL.

### On-site Experience:

- **Recognition During Opening Keynote Session:** Sponsor Recognition by Name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Recognition on Event Signage and Website:** Prominent logo display on event web pages and onsite conference signage.
- **10'x10' Exhibit Space:** Includes counter with graphic and stools.
- **Meeting Room - 2 Hours:** For private meeting use only.

### Speaking Opportunity:

- **Conference Session:** Content must be approved by PC and the The Linux Foundation. Based on availability.

### Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **10 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20 Exhibit Hall Passes:** Exhibit hall passes will only provide access to the exhibit hall, not entire conference.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.



Sponsors may be listed as a sponsor of AI.dev Summit in addition to Cassandra Summit, at no additional cost.



## Silver Sponsorship Detail

**UNLIMITED / \$12,000**

### Marketing and Brand Exposure:

- **Social Media Re-Share:** We will retweet 1 post of your choosing. Timing determined by The Linux Foundation
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Collateral Distribution:** Laid out in a prominent location near the registration desk onsite.
- **Recognition in Pre-Conference Email Marketing:** Includes link to your URL.

### On-site Experience:

- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Recognition on Event Signage and Website:** Prominent logo display on event web pages and onsite conference signage.
- **Table in Exhibit Space:** Includes table with 2 chairs. Upgrade options available.

### Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **6 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **10 Exhibit Hall Passes:** Exhibit hall passes will only provide access to the exhibit hall, not entire conference.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

Sponsors may be listed as a sponsor of AI.dev Summit in addition to Cassandra Summit, at no additional cost.







**UNLIMITED / \$7,000**

## Bronze Sponsorship Detail

### Marketing and Brand Exposure:

- **Collateral Distribution:** Laid out in a prominent location near the registration desk onsite.
- Recognition in Pre-Conference Email Marketing: Includes link to your URL.

### On-site Experience:

- **Recognition on Event Signage and Website:** Prominent logo display on event web pages and onsite conference signage.
- **Table in Exhibit Space:** Includes table with 2 chairs. Upgrade options available.

### Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **4 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **4 Exhibit Hall Passes:** Exhibit hall passes will only provide access to the exhibit hall, not entire conference.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.



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## Promotional Marketing Opportunities



### **Snack Break Sponsorship** **\$10,000 • AM or PM • 4 Available**

Sponsorship includes prominent branding at all break stations. Level sponsorship required.

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### **Lunch Sponsorship \$20,000 • 2 Available**

Sponsorship includes prominent branding at all lunch stations for one day of event. Level sponsorship required.

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### **Keynote Chair Drops \$10,000 • 2 1 Available**

One piece of your company's collateral will be put on every chair in the keynotes session. Collateral to be provided and shipped to venue by sponsor. Level sponsorship required.

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### **Wireless Access Sponsorship** **\$15,000 • 1 Available**

Conference wifi will be named after sponsor. Leveled sponsorship required.

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### **Recharge Experience Station** **\$10,000 • 6 Available**

Sponsorship includes prominent logo branding at experience station.



### **Attendee T-Shirt \$10,000 • 1 Available**

Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

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### **Lanyards \$10,000 • 1 Available**

Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

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### **Video Loop in Digital Signage** **\$5,000 • 10 Available**

A thirty second loop in onsite digital signage.

Please note that with the exception of the Attendee T-Shirt, all of the PMOs are joint sponsorships across AI.dev and Cassandra Summit.



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## 2023 SPONSORSHIP PROSPECTUS

### **Sponsorship Bundles & Custom Packages**

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Contact [\*\*sponsorships@linuxfoundation.org\*\*](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[\*\*www.events.linuxfoundation.org\*\*](http://www.events.linuxfoundation.org)