



**Event Dates:**  
May 8-9, 2023



**Location:**  
Vancouver  
Convention  
Center,  
Vancouver, BC



**Estimated  
Number of  
Attendees:**  
500+

cdCon+GitOpsCon is designed to foster collaboration, discussion, and knowledge sharing by bringing communities, vendors, and end users to meet, discuss, collaborate and start shaping the future of GitOps and CD together. GitOps is a practice that enables organizations to take a declarative approach to cloud native infrastructure and application delivery using CD best practices.

This event is aimed at audiences that are new or already using GitOps and CD. Get connected and learn from practitioners about pitfalls to avoid, hurdles to jump, and how to adopt most popular open source GitOps and CD Technologies such as Argo, Flux, Jenkins, Spinnaker, Tekton, and CDEvents in your cloud native environment.

Topics include getting started with GitOps, scaling and managing GitOps, lessons learned from production deployments, CD best practices, advanced delivery techniques, CD in action, supply chain security technical sessions, and thought leadership.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for level sponsorships must be received by **April 5, 2023**.

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote ( <i>topic subject to program committee approval</i> )	✓				
Logo recognition on keynote screen	✓	✓			
Email to opt-in attendees ( <i>sent by event organizers on behalf of sponsor</i> )	(1) exclusive pre- or post-conference email	(1) pre-conference group email			
Sponsor recognition in pre- and post-conference email to attendees	logo	logo			
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only	company name and link only		
Twitter posts from official @gitopswg and @CDeliveryFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	(1) post-event group tweet	
Logo on onsite sponsor signage	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓
Complimentary onsite attendee passes ( <i>to be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits</i> )	5	4	3	2	2
Onsite exhibit space ( <i>includes counter or table, (2) stools or chairs, wastebasket, basic power</i> )	3M branded backwall and counter	2M branded backwall and counter	Branded counter	6' table top	6' table top
Physical lead retrieval device(s) ( <i>to be used for lead capture within onsite exhibit space only</i> )	(2) devices	(1) device	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$60,000</b>	<b>\$45,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

CDF and CNCF reserve the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*Start-up sponsors must be CDF or CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

## MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **March 9, 2023**.

### Dan Kohn Diversity Scholarship Fund

\$2,500 + UNLIMITED

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend cdCon + GitOpsCon. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

#### Benefits include:

- Logo and link on conference website
- Logo recognition on rotating slides before and after keynotes
- Sponsor recognition in scholarship acceptance notifications.

### Session Recording

\$10,000 + 1 AVAILABLE SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CDF and CNCF YouTube channel after the event.

#### Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### Attendee T-Shirt

\$10,000 + 1 AVAILABLE

Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to CDF and CNCF approval. Logo must be single color only (no gradient).

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### Lanyards

\$7,500 + 1 AVAILABLE

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to CDF and CNCF approval. Logo must be single color only (no gradient).

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### Demo Theater

\$5,000 + LIMITED AVAILABILITY

Present a 15-minute demo, tutorial, or "how-to" at the demo theater. All sessions subject to approval by CDF and CNCF.

#### Benefits include:

- Session listed on the conference schedule.

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### Reception

\$10,000 + 2 AVAILABLE

Sponsors can host this evening with branding on all food and drink stations and prominently placed signage.

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### 2023 State of CD Report

\$10,000

The State of Continuous Delivery (CD) Report explores the current CD developer ecosystem and how this has evolved over the past years. The report series dives deeper into the data and tracks the world's capacity to deliver software with speed and security. Sponsor the fourth report. Benefits include:

- Company logo on report
- Company logo and link on CD Foundation's State of CD Report webpage
- Recognition in CD Foundation press release, blog post, and email announcing the State of the CD Report
- Opportunity to take part in the panel, discussing the report findings
- Twitter post on @CDeliveryFdn
- LinkedIn post on CD Foundation account

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