



THE **LINUX** FOUNDATION  
MEMBER SUMMIT

November 19-21, 2024 | Napa, CA

2024 SPONSORSHIP  
PROSPECTUS



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## About The Linux Foundation Member Summit

November 19-21, 2024 | Napa, CA

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations

working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

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“ THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY. ” — SAM RAMJI, CHIEF STRATEGY OFFICER, DATASTAX

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.

## Why Sponsor

Sponsorship of LFMS offers a multitude of benefits:



Increase brand awareness & recognition



Showcase thought leadership



Meet new customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Create new partnerships & alliances



Obtain and learn valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

## Who Attends



Executives, business, and open source program office leaders of organizations using open source software and shared R&D with others in the industry.



Technical leaders responsible for key projects or open source strategies within organizations.



Open source foundation and project leaders who need to share best practices and strategies for leading the technical and executive leadership to maximum innovation.

## Benefits of Attending



Participate in an exclusive gathering of the brightest minds in open source, shaping strategy and implementation across the ecosystem.



Learn from other leaders and share your expertise on governance and other best practices for the business of open source and collaborative development.



Join technical leadership discussions to identify overlap between diverse open source projects, in order to create greater efficiencies and encourage cross-pollination of ideas.

## Event Format

- State of the Union talks covering the current opportunities and challenges facing key open source technologies
- Tracks focused on:
  - Best Practices & Lessons Learned
  - Future Trends
  - Community & Project Growth
  - Compliance & Standards
  - Professional Open Source Management
  - Business Leadership
- Linux Foundation Project Board Meetings
- Unconference sessions for participant-curated discussions and collaboration



## Previous Attendees Include

**Board Member**

*XBMC Foundation*

**Board Partner**

*Andreessen Horowitz*

**CEO**

*GitLab, Inc.*

**CEO**

*HackerOne*

**CEO**

*RackN*

**CEO**

*Revelry*

**CEO**

*StackPointCloud, Inc.*

**CEO**

*Virtuozzo*

**CEO**

*Buoyant*

**CEO**

*WSO2*

**CEO & Co-Founder**

*Codescoop*

**CEO & Co-founder**

*Blockchain Technology Partners*

**CEO & Co-founder**

*LogDNA*

**CEO and Co-founder**

*Bloq, Inc.*

**CEO/Founder**

*Serverless*

**Chairman**

*EAN Caltech*

**Chief Data Officer**

*National Oceanic and Atmospheric Administration*

**Chief Technology Officer**

*Western Digital*

**Co-Founder**

*fast.ai*

**COO**

*Bocoup*

**COO**

*CCI*

**COO and Co-Founder**

*bitnami*

**CTO**

*Change Healthcare*

**CTO**

*SiFive*

**CTO**

*Sourcegraph*

**CTO**

*Amdocs*

**CTO**

*Apprenda*

**CTO**

*Heptio Inc*

**CTO**

*Kenzan*

**CTO**

*Red Hat*

**CTO**

*SUSE*

**CTO Cloud Solution, Storage**

*Huawei*

**CTO Open Technology**

*IBM*

**CTO Platform**

*Tigera*

**CTO, Azure**

*Microsoft Corp*

**EIR**

*Sutter Hill Ventures*

**Executive Director**

*Cloud Foundry Foundation*

**Executive Director**

*Cloud Native Computing Foundation*

**Executive Director**

*Eclipse Foundation*

**Executive Director**

*FSFE*

**Executive Director**

*OpenStack Foundation*

**Executive Director**

*Symphony Software Foundation*

**Founder & CEO**

*solo.io*

**Founder & COO**

*Instana, Inc.*

**General Partner**

*Canvas Ventures*

**Head of Open Source**

*Amazon Web Services*

**Head of Open Source Services**

*Bosch Software Innovations GmbH*

**Head of Open Source Strategy GCP**

*Google*

**Managing Director**

*Zetta Venture Partners*

**Managing Director**

*Accenture*

**Member of the CTO Office**

*Bloomberg*

**Operating Partner & CISO**

*ClearSky Security*

**Partner**

*Accel*

**Senior Legal Counsel**

*Sony*

**Sr. Computer Scientist**

*Adobe*

**Sr. Director of Open Source**

*Oath Inc.*

**SVP-Architecture & Design, Research & Labs**

*AT&T, Inc. Services*

**SVP, Technical Operations**

*Ticketmaster*

**SVP, Technology**

*Hired*

**Vice President of Technology**

*Expedia, Inc.*

**VP Advanced Technologies**

*Tech Mahindra*

**VP Engineering Capabilities**

*Indeed*

**VP Networks innovation**

*Telefonica*

**VP of Engineering**

*LinkedIn*

**VP Partner**

*Chef.io*

**VP Standards & Open Source**

*SAP*

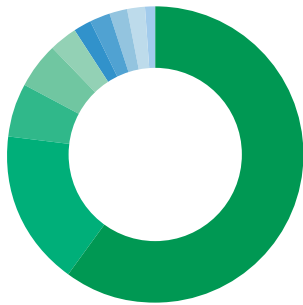


## Previous Sponsors Include



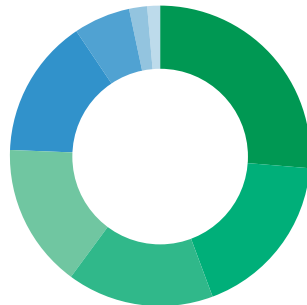
## 2023 Attendee Demographics

361 Attendees from 222 Organizations



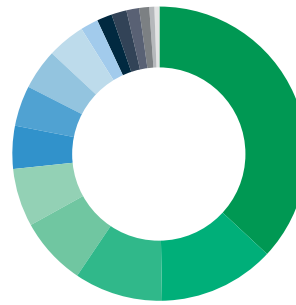
### Industry

- Information Technology **60%**
- Non Profit Organization **17%**
- Professional Services **6%**
- Telecommunications **5%**
- Financials **3%**
- Industrials **2%**
- Consumer Goods **2%**
- Automotive **2%**
- No answer **2%**
- Health Care **1%**



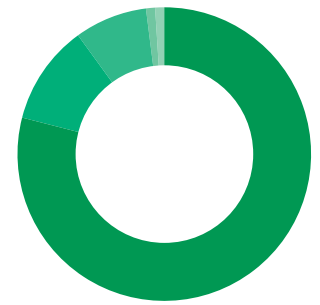
### Job Level

- Director **26%**
- CXO / ED **18%**
- VP / SVP / GM **16%**
- Individual Contributor **16%**
- Manager **15%**
- Other **6%**
- No answer **2%**
- Academic **1%**



### Job Function

- Executive Leader **37%**
- Other **13%**
- Manager - OSPO **10%**
- Manager - Technical Teams **7%**
- Manager - Other **6%**
- Marketing **5%**
- Architect **4%**
- Product/Biz Dev **4%**
- Legal / Compliance **4%**
- No answer **2%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **2%**
- Systems/Embedded Developer **2%**
- Media / Analyst **1%**
- DevOps/SRE/Sysadmin **1%**
- Kernel/Operating Systems Developer **1%**
- Professor / Academic **1%**



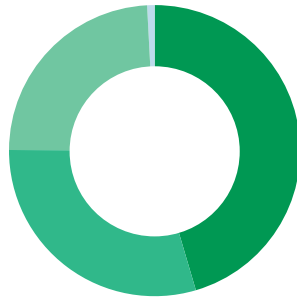
### Country

- North America **79%**  
Canada, United States Minor Outlying Islands, USA
- Asia **11%**  
China, Hong Kong, India, Japan, Philippines, Republic of Korea, Singapore
- Europe **8%**  
Austria, Croatia, Finland, Germany, Ireland, Italy, Norway, Poland, Spain, Sweden, United Kingdom
- Africa **1%**  
Algeria, Angola, Ethiopia, Uganda
- South America **1%**  
Argentina, Brazil



## Diversity

- **40%** of all conference speakers identified as women or non-binary
- **15%** of conference speakers identified as a person of color
- **25%** of attendees identified as women or non-binary
- **16%** of registered attendees identified as a person of color



### Gender

- Man **45%**
- Woman **24%**
- Other Gender Identity **1%**
- Prefer not to answer **30%**



### Identifies as a person of color

- Yes **16%**
- No **48%**
- Prefer not to answer **36%**



### Age

- 0-19 **0%**
- 20-39 **16%**
- 40-60 **47%**
- 61+ **6%**
- Prefer not to answer **32%**



## Sponsorships-at-a-Glance

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

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	3 AVAILABLE	3 AVAILABLE	3 1 AVAILABLE	4 AVAILABLE	4 AVAILABLE
<b>Conference Room:</b> For private meeting use only.	•				
<b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Speaking Opportunity:</b> All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
<b>Inclusion in Onsite Press News Package:</b> Announcements you'd like to make onsite will be included in the daily news package sent to media covering the event.	•	•	•		
<b>Recognition During Opening Keynote Session:</b> Sponsor recognition by name.	•	•	•		
<b>Exclusive Sponsorship of 1 Attendee Social Function:</b> Includes branding throughout the social function.	Evening Event (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•	•	
<b>Access to Event Press List</b>	•	•	•	•	•
<b>Member Summit Invitations:</b> Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
<b>Recognition on Event Signage and Event Website:</b> Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in the body of the release.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$65,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$8,000</b>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions:



### Attendee Gift Sponsor

**\$10,000 • 1 Available**  
**(200 expected attendance)**

Every in-person attendee at the event will receive an event gift. Includes your logo on the gift. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



### Lanyard Sponsorship

**\$5,000 • SOLD OUT**

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 The Linux Foundation approval. Logo must be single color only (no gradient).



### Wireless Access Sponsorship

**\$7,500 • 1 Available**

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to approval by The Linux Foundation)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.

# 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.  
Please inquire for details.**

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

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