



THE **LINUX** FOUNDATION
MEMBER SUMMIT

November 2-4, 2021 | Napa Valley, California

**2021 SPONSORSHIP
PROSPECTUS**

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.

“ 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, VP CLOUD PLATFORM, AUTODESK

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.



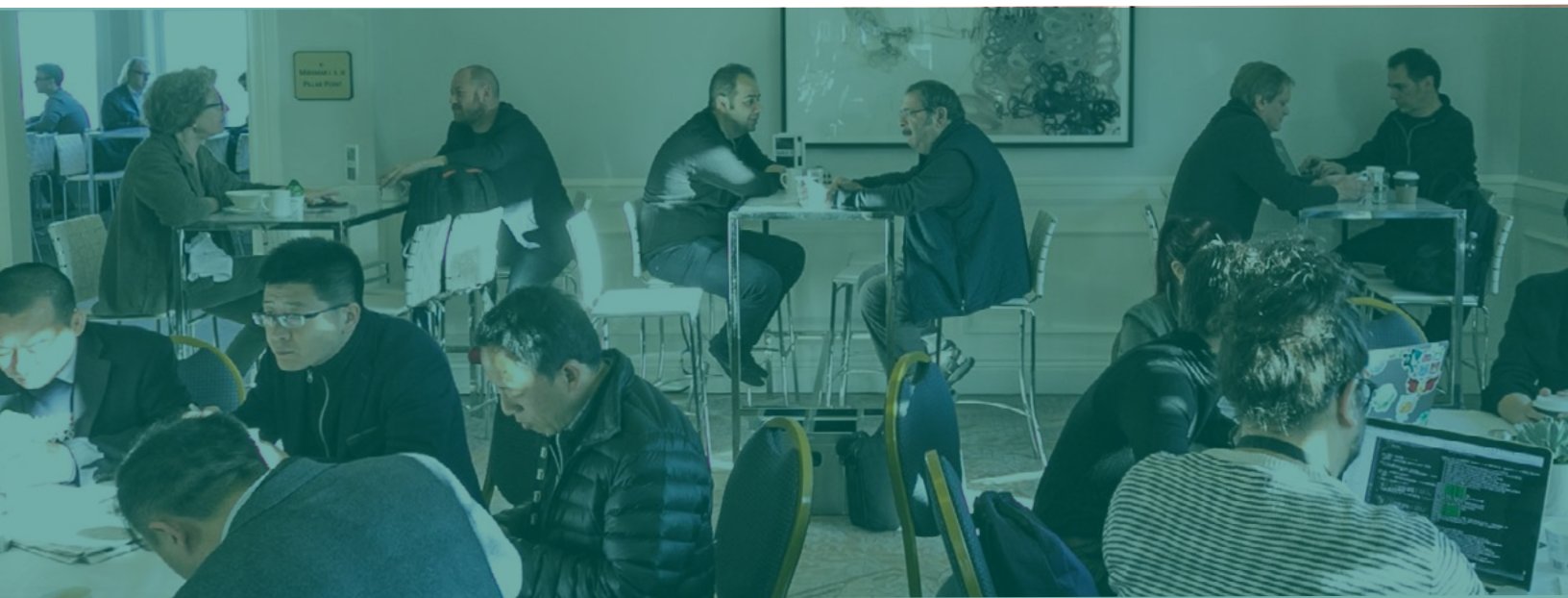
Benefits of Attending:

- 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

EEAN Caltech

Chief Data Officer

National Oceanic and Atmospheric Administration

Chief Technology Officer

Western Digital

Co-Founder

fast.ai

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COO and Co-Founder

bitnami

CTO

Change Healthcare

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SiFive

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IBM

CTO Platform

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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

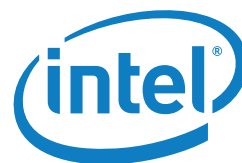
SAP

Previous Sponsors Include

cloudbees®

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vmware®

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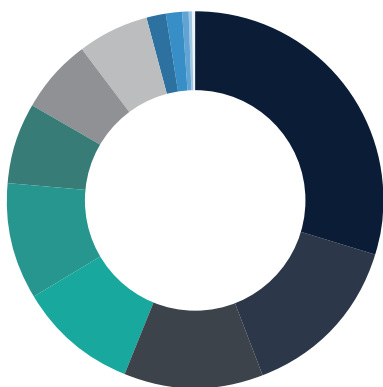
 Tencent Cloud

 Walmart Labs



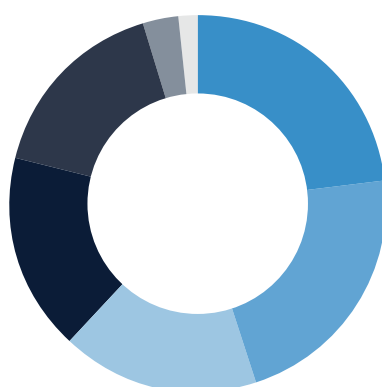
2019 Attendee Demographics*

623 Attendees from 305 Organizations



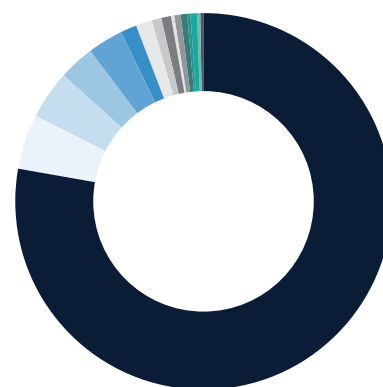
Job Function

- Executive **30.67%**
- Developer **14.72%**
- Program Office Leader **12.41%**
- Sales / Marketing / Business Dev **10.46%**
- Architect **10.28%**
- Other **7.27%**
- Product Manager **6.56%**
- Legal / Compliance **6.21%**
- Media / Analyst **1.77%**
- Professor / Academic **1.24%**
- IT Operations - DevOps **0.53%**
- Student **0.35%**
- IT Operations - Sys Admin **0.18%**



Job Level

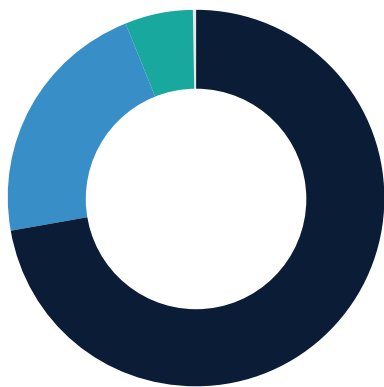
- C-Level **23.94%**
- Director / GM **22.34%**
- VP **17.55%**
- Individual Contributor **17.38%**
- Manager **16.67%**
- Other **3.19%**
- Academic **1.60%**



Country

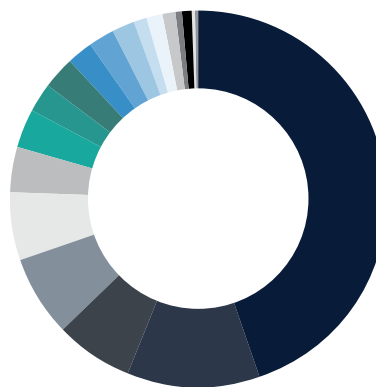
- United States **79.08%**
- China **4.96%**
- Japan **4.08%**
- UK **3.19%**
- Germany **3.01%**
- Canada **1.60%**
- Sweden **1.24%**
- France **0.89%**
- Hong Kong **0.71%**
- Spain **0.53%**
- Hungary **0.53%**
- Finland **0.53%**
- Ireland **0.35%**
- Israel **0.35%**
- The Netherlands **0.35%**
- Korea **0.18%**

*Event not held in 2020 due to COVID-19 pandemic.



Gender

- Male **73.94%**
- Female **22.16%**
- Prefer not to answer **6.03%**
- Non-binary **0.18%**



Industry

- Software **45.92%**
- Internet or Web Services **11.88%**
- Telecommunications **6.91%**
- Computer Hardware or Consumer Electronics **6.91%**
- Non Profit Organization **6.03%**
- Aerospace / Defense **3.90%**
- Other **3.55%**
- Consulting **2.48%**
- Education **2.84%**
- Finance / Banking / Insurance **2.48%**
- Carriers / Telecommunications **2.13%**
- Media / Advertising / Publishing **2.13%**
- Energy **1.42%**
- Retail / Wholesale Trade **1.06%**
- Automotive / Transport **1.06%**
- Healthcare **0.71%**
- Transportation / Logistics / Warehousing **0.71%**
- Industrial Equipment / Heavy Manufacturing **0.35%**
- Government **0.18%**



Sponsorship Opportunities

Co-Host Sponsorship

~~(2 Available)~~ – ~~\$30,000~~ **SOLD OUT**

Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:

- LF Live Webinar: The Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Date and time of your choice with approval from The Linux Foundation. Sponsor will receive contact information for webinar registrants.
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Reception Sponsorship*

~~(2 1 Available)~~ – ~~\$15,000~~

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Lunch Sponsorship*

~~(3 Available)~~ – ~~\$10,000~~ **SOLD OUT**

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Attendee Breakfast & Breaks Sponsorship

~~(3 Available)~~ – ~~\$10,000~~ **SOLD OUT**

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Supporter Sponsorship - \$5,000

Benefits include:

- Logo on event signage and on home page of event website
- 2 Conference Invitations

*Exact plans subject to change in 2021 due to COVID.

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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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
to secure your sponsorship today.

www.events.linuxfoundation.org