

THE LINUX FOUNDATION  
**OPEN SOURCE SUMMIT**  
NORTH AMERICA

June 23-25, 2025 | Denver, CO

**2025 SPONSORSHIP**

**PROSPECTUS**

“ ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY. ”

“ OPEN SOURCE SUMMIT IS A FUNDAMENTAL GATHERING PLACE FOR EXCHANGING IDEAS ACROSS PROJECTS AND MEETING ALL OF THE PEOPLE WHO MAKE OPEN SOURCE COMMUNITIES WORK. ”

## Contents

About Open Source Summit ..... 3

Why Sponsor ..... 4

Who Attends Open Source Summit..... 5

2024 Attendee Demographics ..... 6

Previous Sponsors..... 7

Sponsorships-at-a-Glance ..... 8

Promotional Marketing Opportunities..... 9

Media Coverage ..... 12

Sponsorship Bundles & Custom Packages ..... 13

“ OSS GETS YOUR CREATIVE JUICES FLOWING. IT HELPS PROVIDE CLARITY ON WHAT’S IMPORTANT AND HOW TO ACHIEVE IT. ”



## About Open Source Summit

June 23-25, 2025 | Denver, CO

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

**“I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU.”**



## WHY SPONSOR

Sponsoring Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event.

- **Anticipated 2025 Attendance: 2,000 In-Person Attendees\***
- **Open Source Summit North America 2024 gathered 1,961 attendees from 721 organizations across 36 countries.**



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

## 2024 SPONSOR DATA:

- **48** sponsors in 2024
- **427** highest in-person badge scans (54% increase from 2023)
- **110** average in-person badge scans (25% increase from 2023)
- **4,938** total in-person badge scans (17% increase from 2023)

*\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*

## Who Attends Open Source Summit

### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

### Operations

Architects, SRE, Site Reliability  
Engineers, DevOps, SysAdmins

### Community & Leadership

Technical Managers, Community  
Managers, Executive Leaders, Legal &  
Compliance, Operations & Processing  
Management, OSPO Teams

### Academic/Media/Other

Professors, Students, Media, Analysts,  
Product, Biz Dev, Marketing



## Why Attend Open Source Summit?

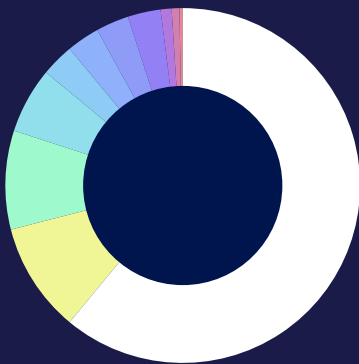
Thousands of attendees attend Open Source Summit North America each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

“ WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE'RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE! ”

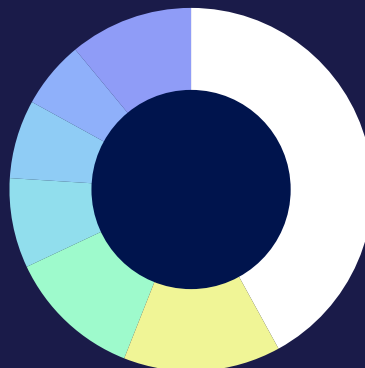
## 2024 Attendee Demographics

- **1,961** total attendees
- Attendees from **721** organizations
- Attendees from **36** countries
- **81%** of all attendees were from the United States, Canada, and Mexico



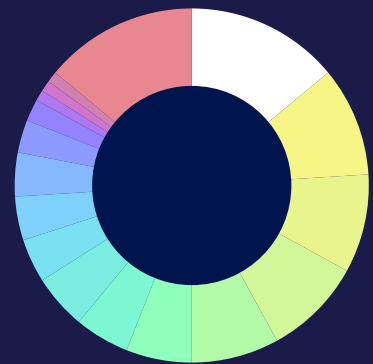
### Industry

- Information Technology 61%
- Non Profit Organization 10%
- Professional Services 9%
- Industrials 6%
- Consumer Goods 3%
- Automotive 3%
- Financials 3%
- Telecommunications 3%
- Health Care 1%
- Energy 0.7%
- Materials 0.3%



### Job Level

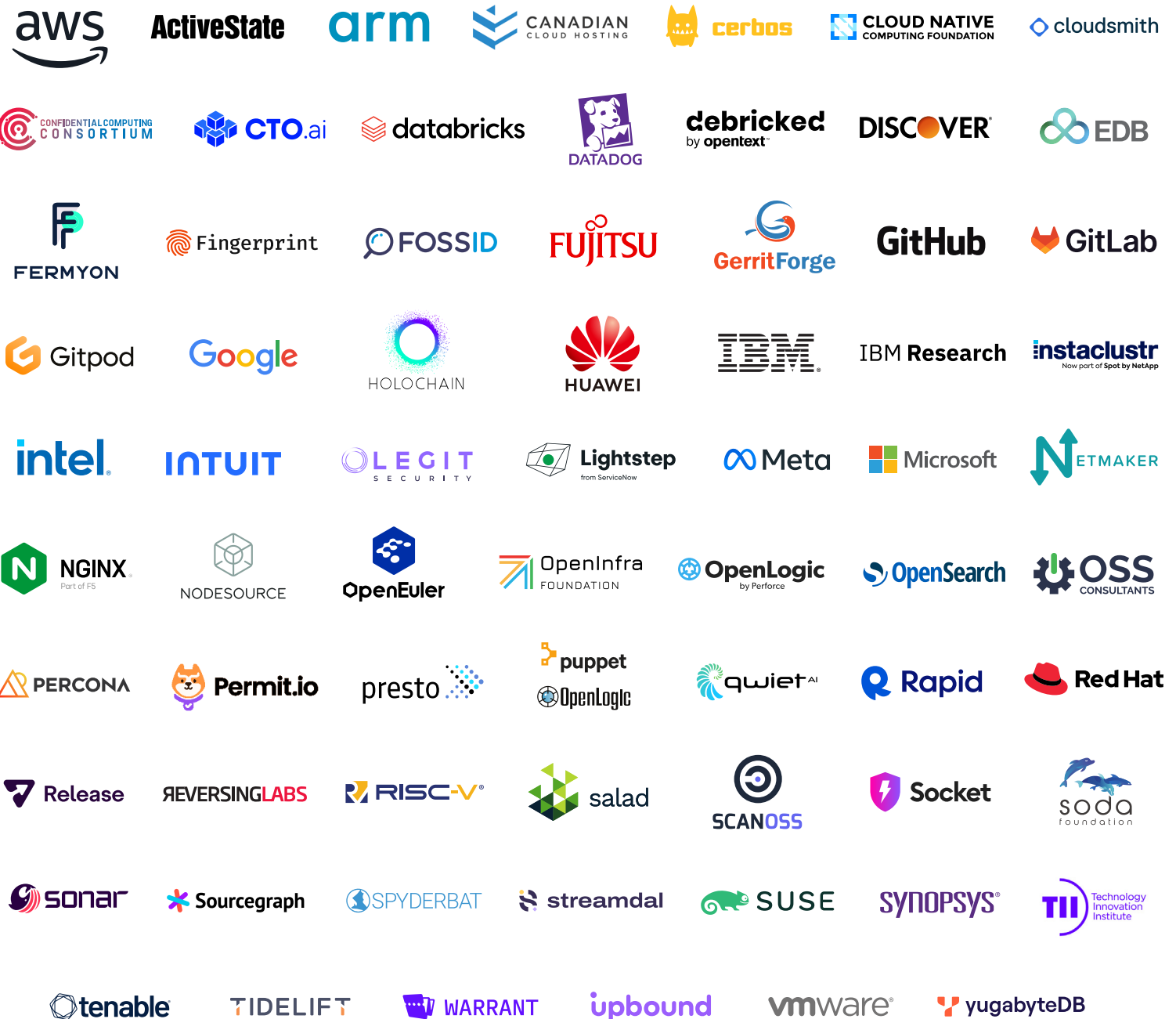
- Individual Contributor 42%
- Manager 14%
- Director 12%
- CXO / ED 8%
- Academic 7%
- VP / SVP / GM 6%
- Other 11%



### Job Function

- Systems/Embedded Developer 14%
- Application Developer 10%
- Architect 9%
- Executive Leader 9%
- Manager - Technical Teams 8%
- Student 6%
- Marketing 5%
- Kernel/Operating Systems Developer 5%
- Manager - Other 4%
- DevOps/SRE 4%
- Product/Biz Dev 4%
- Manager - OSPO 3%

## Previous Sponsors



<b>Sponsorships-at-a-Glance</b> Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to secure your sponsorship today.	<b>DIAMOND</b> 4 AVAILABLE	<b>PLATINUM</b> 8 AVAILABLE 7 AVAILABLE	<b>GOLD</b> 10 AVAILABLE 8 AVAILABLE	<b>SILVER</b> UNLIMITED	<b>BRONZE</b> UNLIMITED
<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
<b>Attendee Registration Contact List</b> (Opt-in Only)	• <i>(List provided pre and post event)</i>	• <i>(List provided post event)</i>			
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
<b>Sponsored Session Attendee List</b>	• <i>(if sponsor session selected)</i>	• <i>(if sponsor session selected)</i>	•		
<b>Post-Event Marketing &amp; Resource Package:</b> Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel <i>(Content includes clips of speakers, booth and logo placement. 10-20 second video)</i>	Sponsored Session Recording	Sponsored Session Recording		
<b>Social Media Promotion</b> from LF social handles	2 Posts and 1 Re-Share	2 Posts and 1 Re-Share	1 Shared Post and 1 Re-Share		
<b>Promotion of Activity in Sponsor Booth:</b> A session, demo, giveaway or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
<b>Social Promotion Cards:</b> Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
<b>Exhibit Booth</b> (Upgrade options available)	20'x20' space includes 2M counter with graphics, 2 stools, power, and conference wifi	15'x15' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	25	15	10	8	3
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$90,000</b>	<b>\$60,000</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$10,000</b>

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

\*Start-ups may secure a Bronze Sponsorship for US\$5,000 provided they:

(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.



## Promotional Marketing Opportunities



### Speed Networking \$5,000 • 1 Available

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



### Tux Trek (Onsite Booth Crawl) \$12,500 • 1 Available

Spark conversation about your brand during our onsite Tux Trek! Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



### 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.



### Breakfast & Breaks \$12,000 • 3 Available

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



### Attendee T-Shirt \$20,000

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. Level sponsorship required.



### Lunch \$20,000 • 3 Available

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



### Keynote Live Stream & Recording \$10,000 • 1 Available

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



### Attendee Evening Event \$20,000 and up

Treat attendees to a special experience by co-sponsoring the Evening Event! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Pre-event promotion on event website
- Sponsor recognition in (1) daily event update email sent to attendees by The Linux Foundation
- Recognition on conference schedule
- Signage at venue

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.



### Attendee Lounge \$5,000 Per Lounge

Sponsor a lounge space for attendees to relax and network. Provides the space to get attendees collaborating. Includes sponsored signage in lounge areas.

## Promotional Marketing Opportunities



### Hydration Sponsor

**\$10,000 • 1 Available**

Keep onsite attendees hydrated! Your logo will be showcased with branded water bottles for the first 2,000 attendees and prominent logo placement at water stations throughout the event venue. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



### Diversity Scholarships

**\$2,500 minimum • Unlimited**

Research shows that teams with diverse members and those that are more inclusive, perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for diverse attendees (women and non-binary, persons from marginalized communities and persons with disabilities) you are not only helping an individual who might not otherwise be able to join the event, you're also helping the overall community achieve better outcomes. Benefits include:

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



### Coffee Bar Sponsorship

**\$20,000 • 1 Available**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Prominent sponsor branding
- Sponsor recognition in daily event update emails sent to attendees by The Linux Foundation.
- Specialty coffees served during morning and afternoon breaks

\*Location, layout, and design, as well as coffee service and operating hours, will be determined by The Linux Foundation. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.



### Wireless Access Sponsorship

**\$15,000 • 1 Available**

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



## Promotional Marketing Opportunities



### Diversity, Equity, Inclusion, and Accessibility (DEIA) Event

**\$15,000**

Support an exclusive event for attendees from marginalized communities to gather and network with the option to feature a speaker from your organization for a portion of the DEIA Event.



### Attendee Experience Station

**\$5,000 and up**

Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.



### Cross-Promotion of Pre-Approved Community Events

**\$7,500 Each • Unlimited**

The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of the event are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the Open Source Summit NA registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.



### Custom Add Ons

**Price available upon request**

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

**“ OSS IS AMAZING. SO MANY PEOPLE GATHERED WITH A HIGH TECHNICAL LEVEL - ALL AIMING TO LEARN AND NETWORK. I ENCOURAGE YOU TO ATTEND THE NEXT TIME, THE EXPERIENCE WAS INCREDIBLE. ”**

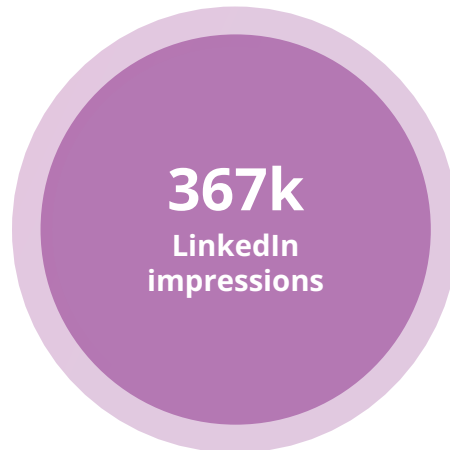
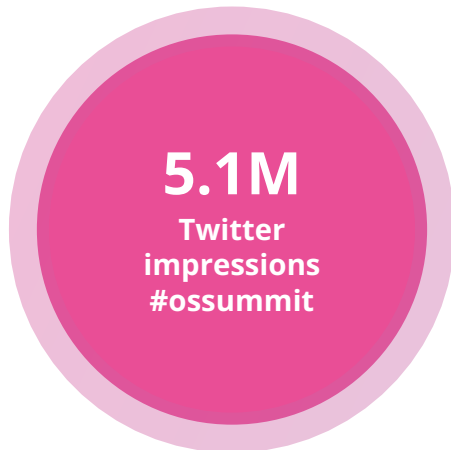
## Media Coverage

Share Announcements and News with global media outlets covering the event.

Previous participants included:



During our OSS North America 2024 event window, June 15 - 29, 2024



## Participate in all 2025 Open Source Summit Events!

### North America

June 23-25, 2025 | Denver, CO

### Europe

August 25-27, 2025 | Amsterdam, Netherlands

### India

August 4, 2025 | Hyderabad, India

### Korea

November 5, 2025 | Seoul, Korea

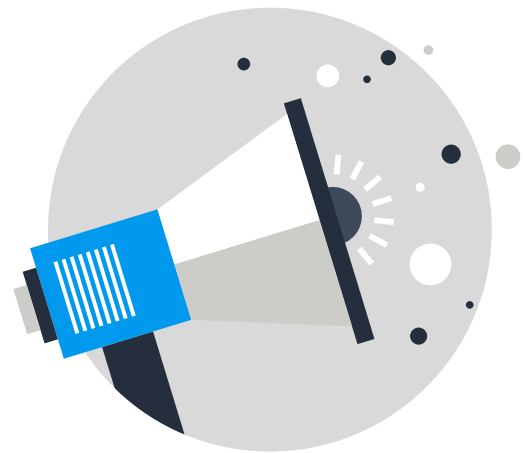
### Japan

December 8-10, 2025 | Tokyo, Japan

### 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.



“  
THE BEST INCLUSIVE CONFERENCE OF  
THE YEAR. TALKS, PEOPLE, SPONSORS  
AND PROJECTS ARE JUST AMAZING”



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

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