



October 24-25, 2022 • Detroit, MI

2022 SPONSORSHIP PROSPECTUS

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The sixth annual Spinnaker Summit will be co-located with KubeCon+CloudNativeCon in Detroit on October 24-25, 2022.

Why Sponsor Spinnaker Summit 2022?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of engineers, architects, and managers involved in:

- DevOps
- Site Reliability Engineering
- Cloud Engineering
- Software Development
- IT Operations
- Product Management

The Summit will bring together a global community of collaborators, focused on the future of Spinnaker, the open-source continuous delivery platform. The event will include hands-on workshops, keynotes, happy hours, and more. Targeted toward developers, architects, operators, and technical leaders, this event will be a great place to share knowledge and build connections.

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE	GOLD UNLIMITED
SPEAKING OPPORTUNITY	20-minute keynote or 30-minute breakout presentation: Content to be approved by program committee and based on availability. First-come, first-served.	•		
	15-minute breakout presentation: Content to be approved by program committee		•	
ON-SITE EXPERIENCE	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•
	1-minute video during opening keynote: Provided by sponsor company	•	•	
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	•	•	•
	Exhibit Booth: -Location selected in order of sponsorship tier	6' TABLETOP	6' TABLETOP	6' TABLETOP
MARKETING/ BRAND EXPOSURE	Blog Post: Featured profile or interview on project blog	•	•	
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	•	•	
	Sponsor recognition in news release: Contract required to be signed by September 16.	•	•	
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) PRE AND (1) DURING	(1) PRE AND (1) DURING	(1) PRE-EVENT
	60-minute Webinar: CDF will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	•		
EMAIL PROMOTION	Pre or Post Conference Email Blast: 1 email to opt-in list to be sent by event organizers	•		
	Pre or Post Event Email Recognition: 50-word entry in attendee email	•		
	Pre or Post Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	NAME ONLY
POST-EVENT	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results	•	•	
	Post-Event Data Report: Provides event demographics and additional details on event performance	•	•	•
MISC.	Complimentary attendee passes to be shared by Sponsor	5	4	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED
Sponsorship Cost		Member \$30,000 Non-Member \$36,000	Member \$20,000 Non-Member \$24,000	Member \$5,000 Non-Member \$6,000

Add-On Opportunities Tiered sponsorship required.

<p>Reception in Sponsor Showcase - 2 available: Sponsor can host this evening with branding on all food and drink stations and prominently placed signage.</p>	\$5,000
<p>Live Stream - 1 available: Includes logo on live stream and event website. Sponsor will be allowed to use recordings on their website or in promotional materials.</p>	\$5,000
<p>Session Recording Sponsor - 1 available: Includes logo on post-event recordings.</p>	\$5,000
<p>Wireless Access - 1 available: Conference Wi-Fi network name or password will be named after Sponsor. Naming based on venue's capabilities.</p>	\$5,000
<p>Attendee T-Shirt - 1 available: Every in-person attendee will receive an event t-shirt. The design will include your logo on sleeve of t-shirt.</p>	\$5,000
<p>Developer Lounge - 1 available: Provides the space and snacks to get developers hacking and connecting into the wee hours. Features comfy seating areas, bean bags and more. Includes sponsored signage.</p>	\$5,000
<p>Lunch - 1 available: Signage on all lunch stations in common areas.</p>	\$5,000
<p>Breaks - 2 available: Signage on all break stations in common areas</p>	\$2,500
<p>Lanyards - 1 available: Exclusive Sponsor logo will appear across the lanyard.</p>	\$5,000
<p>Diversity Scholarship: Showcase your organization's support of CDF's scholarship program by sponsoring the Diversity scholarship - unlimited available. Sponsors receive: - Recognition during the opening Keynote - Signage onsite at the conference - Recognition on pre-conference promotion</p>	\$2,500
<p>Job Board - 1 available: Logo on job board located near registration.</p>	\$5,000