



# Sponsorship Prospectus

October 15, 2020 • Virtual

# Why sponsor EnvoyCon?

As on the ground microservice practitioners quickly realize, the majority of operational problems that arise when moving to a distributed architecture are ultimately grounded in two areas: networking and observability. It is simply an orders of magnitude larger problem to network and debug a set of intertwined distributed services versus a single monolithic application.

Originally built at Lyft and now a CNCF incubating project, Envoy is a high performance C++ distributed proxy designed for single services and applications, as well as a communication bus and “universal data plane” designed for large microservice “service mesh” architectures. Envoy runs alongside every application and abstracts the network by providing common features in a platform-agnostic manner. When all service traffic in an infrastructure flows via an Envoy data plane, it becomes easy to monitor problem areas via consistent observability, tune overall performance, and add substrate features in a single place.

To give you an idea of the overall buzz in the Envoy proxy we counted:

- 5000+ total GitHub stars across our repositories
- 200+ contributors
- 2500+ pull requests (25+ open)
- 1000+ issues (250+ open)

There are several internet scale companies like Airbnb, Apple, Google, Microsoft, Netflix, Pinterest and Tencent using Envoy, as well as some of the tech world’s most influential movers and shakers:

<https://www.envoyproxy.io/community>.

You can find a small selection of companies using Envoy on <https://www.envoyproxy.io/>.

# Sponsorship Opportunities

BENEFIT	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$4,000
5 minute speaking opportunity	•			
Recognition during opening session	•	•		
(1) pre- or post-conference email blast to attendees	•	•		
Logo with a link to your company website in pre-event email marketing	•	•	•	•
Social media recognition (1 mention)	•	•	•	
Exhibitor booth in virtual platform with lead generation	Featured booth placement	•	•	
Collateral in virtual platform	•	•	•	
Mobile schedule branding	•	•	•	
Sponsor message in post-conference email	150 words	100 words	75 words	50 words
Logo on website with a link to your company website	•	•	•	•
Logo in post-event blog post with a link to your company website	•	•	•	•
Complimentary event pass	5	3	2	1

## Virtual Social Activity \$2500

- ✓ Logo on EnvoyCon website with a link to company website
- ✓ Mentioned in all marketing emails sent to EnvoyCon attendees
- ✓ One (1) complimentary attendee pass

## Virtual Photo Booth \$2500

- ✓ Logo in photo booth platform
- ✓ Mentioned in all marketing emails sent to EnvoyCon attendees

Contact [events@cncf.io](mailto:events@cncf.io)  
to secure your sponsorship today.