2021 Sponsorship Prospectus
About the Event

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day virtual experience as we improve the world's capacity to deliver software with security and speed. Be part of the conversation driving the future of software delivery for technology teams, enterprise leadership and open source communities.

cdCon is the annual event by the Continuous Delivery Foundation, a vendor-neutral organization that is establishing best practices of software delivery automation, propelling education and adoption of CD tools, and facilitating cross-pollination across emerging technologies. The CDF is home to many of the fastest-growing open source projects for CD, including Jenkins, Jenkins X, Tekton, and Spinnaker.

cdCon 2021 expects to host 3,000+ virtual attendees, offer 45+ sessions with 5 project-focused learning and collaboration tracks, plus engaging and inspiring keynotes on each day.

Who Attends?

2020 cdCon Audience Snapshot

<table>
<thead>
<tr>
<th>JOB FUNCTION</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>DevOps/SRE/Sysadmin</td>
<td>44%</td>
</tr>
<tr>
<td>Application Developer</td>
<td>14%</td>
</tr>
<tr>
<td>Architect</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Manager - Technical Teams</td>
<td>6%</td>
</tr>
<tr>
<td>Executive Leader</td>
<td>4%</td>
</tr>
<tr>
<td>Academic</td>
<td>3%</td>
</tr>
<tr>
<td>Systems/Embedded Developer</td>
<td>2%</td>
</tr>
<tr>
<td>Manager - Other</td>
<td>2%</td>
</tr>
<tr>
<td>Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Product/Biz Dev</td>
<td>2%</td>
</tr>
<tr>
<td>Media / Analyst</td>
<td>1%</td>
</tr>
</tbody>
</table>

Benefits of Sponsoring

- Generate new partnerships, alliances & customers
- Increase brand awareness & recognition
- Showcase your thought Leadership
- Demonstrate support for the continuous delivery community
- Take advantage of media exposure & PR announcements
- Showcase products, services & technologies
- Leverage highly targeted marketing opportunities
- Recruit and acquire top talent
# Sponsorship Opportunities

Contact [events@cd.foundation](mailto:events@cd.foundation) to secure your sponsorship today.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START-UP*</th>
<th>END USER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>5 AVAILABLE</td>
<td>5 AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>NON-MEMBER PRICING</td>
<td>$30,000</td>
<td>$18,000</td>
<td>$9,000</td>
<td>$6,000</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>MEMBER PRICING</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$2,500</td>
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</tbody>
</table>

- (1) 15-minute demo video posted on YouTube channel
- 15-minute keynote - Day 1 & Sponsored Breakout Session*
- 15-minute keynote - Day 2 or Sponsored Breakout Session*
- Sponsored Lightning Talk
- Sponsored Birds-of-a-Feather Session
- (1) Specific call-out to attendees to visit your booth or attend your sponsored session
- (1) 20-second video ad before virtual event session block (sponsor to submit video)
- (1) 5-second slide before virtual event session block (sponsor to submit slide)
- Recognition on rotating sponsor logo slides between sessions

<table>
<thead>
<tr>
<th>Additional Sponsorships</th>
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<tbody>
<tr>
<td>Diversity Scholarship Fund</td>
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<tr>
<td>The Continuous Delivery Foundation’s scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend Continuous Delivery Summit for financial reasons. Diversity and inclusion are important to the Continuous Delivery Foundation, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization’s support of this important initiative by sponsoring the diversity scholarship program.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lunch</th>
<th>$5,000</th>
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<tbody>
<tr>
<td>Includes logo on the event website and branded signage on lunch stations.</td>
<td></td>
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<table>
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<tr>
<th>Session Recording</th>
<th>$3,000</th>
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</thead>
<tbody>
<tr>
<td>Extend your presence beyond on-site attendees with the post-event session recordings. Includes logo on the event website and introduction slide on each video will include ‘Sponsored by’ with your logo.</td>
<td></td>
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</tbody>
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*Sponsored Breakout Session will include the contact info of opted-in attendees

*Start-ups must: (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.

**Con 2020**
**Experiences**

**Speaker Swag Sponsor**

Speakers who speak during the virtual conference either as an individual speaker, co-speaker, or panelist will receive a gift after the event. Sponsor to provide a thank you message with your logo to be sent alongside the gift to thank the speakers for their contribution to a successful event.

<table>
<thead>
<tr>
<th>Availability</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1 AVAILABLE</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Benefits include:
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @cdCon handle
- Recognition in (1) daily event update email sent to attendees by CDF
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition

**Happy Hour**

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual games party, trivia night, escape room, or musical performances. We provide the entertainment - you enjoy the recognition!

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**Diversity & Inclusion**

Everyone attending is invited to join this special program featuring a speaker and discussion around diversity and inclusivity in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

Benefits include:
- Option to set the topic and create content for the program (subject to approval by CDF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CDF)
- Recognition on the conference website
- Workshop listed on the official conference schedule

**Virtual Job Board and Job Theater**

cdCon is the best place to recruit the most talented developers in the continuous delivery community. Sponsor the online job board and theater and your job posts prioritized.

Benefits include:
- Sponsor branding on job board and job theater in the virtual event platform

...additional sponsorship options...

**Wellbeing Activity**

Keep the CDF community well by sponsoring activities that support individual wellbeing both on and off-screen. Instructor-led chair yoga, meditation, and other relaxing activities allow attendees to recharge between sessions.

Benefits include:
- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @cdCon handle
- (1) pop-up notification in the virtual event platform before the sponsored activity
- Prominent sponsor logo + link in virtual wellbeing lounge
- Optional 2-minute welcome video or intro slide with sponsor recognition
- Sponsor recognition in downloadable resources for attendees

**Selfie Booth**

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Benefits include:
- Optional sticker for photo booth frames
- Recognition in (1) daily event update email sent to attendees by CDF

**Community Awards Sponsor**

CDF Community Awards reward community members, open source contributors, ambassadors and end users who are working most effectively to advance the adoption of continuous delivery.

Our annual awards will be presented live at cdCon and will include Top Ambassador, Top Contributor, Top End User and more.

Benefits include:
- Opportunity to present the award to recipients on-screen
- On-screen logo during event
- Recognition on the conference website
- Recognition in the CDF Community Awards email announcement to the community.
- Recognition in the CDF Community Awards social media
- Reconciliation in the CDF Community Awards press release

*CDF members receive feature listings as a member benefit
Co-Located Event  UNLIMITED
Host your event as a co-located event the day prior to cdCon. You may select one of two packages: up to 3 or up to 8 hours of content, up to two tracks, unlimited registrations, (2) virtual walk-throughs, and a plethora of backend support. Details coming soon. For more information email events@cd.foundation.

Cross-Promotion of Pre-Approved Community Events  UNLIMITED $3,000
Organizing an event for attendees? CDF would be happy to help promote your event to our attendees. Only confirmed sponsors of cdCon are eligible for cross-promotion. Events may not overlap with the conference program on June 23-24.
Benefits include:
• Event listed on the conference website
• Event listed on the official conference schedule
• Event listed in a shared pre-event promotional email
• Optional: Event listed on the cdCon registration form for attendees to add it to their conference registration. A 3.5% credit card processing fee per registrant will be charged if a registration fee is required

Sponsor Theater Demo or Tutorial  10 AVAILABLE $7,500
Present a 15-minute pre-recorded technical demo, tutorial, or “how-to” at the sponsor theater and receive a list of attendees who viewed the video including names, job titles, company names, email addresses, and physical work addresses if provided (no phone numbers). Video recording will be posted to the YouTube channel after the event. All sessions subject to approval by CDF.
Benefits include:
• Session available on-demand during the event.
• Session posted on CDF YouTube channel after the event
• Session listed on the conference schedule
• Post-event leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers)

Sponsored BoF  5 AVAILABLE $7,500
Host a 45-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. Informal BoFs are ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Attendee contact information will not be shared and sessions will not be recorded. BoFs will be held before and after the regular conference sessions each day. Time slots are assigned on a first come first serve basis.
Benefits include:
• Option to set the topic of the BoF (subject to approval by CDF)
• Sponsor to nominate BoF moderators/facilitators
• BoF listed on the official conference schedule
• Sponsor recognition on the event website

cdCon Session Recordings  2 AVAILABLE $7,500
Extend your presence long after the conference concludes with the session recording sponsorship. All sessions will be recorded and made available on the CDF YouTube channel.
Benefits include:
• An introduction slide with the co-sponsor company logos and “Recording Sponsored By” will be shown prior to the start of each 70+ session recording on the CDF YouTube channel
• Sponsor recognition in post-event email to attendees
2020 Sponsors

armory  circleci  CloudBees  DeployHub  HUAWEI  harness  JFrog  Lightstep  OpsMx  STACKHAWK  shipa

2020 Media Sponsors

learnk8s  MediaOps  NADoG

2020 Community Sponsors

black girls CODE  WOMEN WHO CODE

2020 Speakers

Alibaba Cloud  Allianz  armory  BMO  Bootstrap  CAMUNDA  CAPITAL CARBON  CapitalOne  circleci  CloudBees  codefresh  dailymotion  DeployHub  dynamic  Education Ecosystem  EFICODE  ERICSSON  Google  harness  IBM  JFrog  LaunchDarkly  Lightstep  OpsMx  puppet  Red Hat  salesforce  SAP  SELDON  shipa  verizon media  YAHOO JAPAN  ZUP