



June 23 - 24, 2021 | Virtual Experience

2021 Sponsorship Prospectus



Who Attends?

2020 cdCon Audience Snapshot

JOB FUNCTION

DevOps/SRE/Sysadmin	44%
Application Developer	14%
Architect	13%
Other	7%
Manager - Technical Teams	6%
Executive Leader	4%
Academic	3%
Systems/Embedded Developer	2%
Manager - Other	2%
Marketing	2%
Product/Biz Dev	2%
Media / Analyst	1%

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](#).

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 to secure your sponsorship today.

LEVEL	DIAMOND 2-AVAILABLE SOLD OUT	PLATINUM 3-AVAILABLE 1 AVAILABLE	GOLD 5 AVAILABLE	SILVER 5-AVAILABLE 2 AVAILABLE	START-UP* UNLIMITED	END USER UNLIMITED
NON-MEMBER PRICING	\$30,000	\$18,000	\$9,000	\$6,000	\$3,000	\$3,000
MEMBER PRICING	\$25,000	\$15,000	\$7,500	\$5,000	\$2,500	\$2,500
(1) 15-minute demo video posted on YouTube channel	x					
15-minute keynote - Day 1 & Sponsored Breakout Session*	x					
15-minute keynote - Day 2 or Sponsored Breakout Session*		x				
Sponsored Lightning Talk*			x	x		
Sponsored Birds-of-a-Feather Session*	x	x				
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	x					
(1) 20-second video ad before virtual event session block (sponsor to submit video)	x					
(1) 5-second slide before virtual event session block (sponsor to submit slide)		x				
Recognition on rotating sponsor logo slides between sessions	x	x				
Emails to opt-in attendees	(1) Exclusive pre- or post-event	150 word message in pre-event attendee email				
Recognition in pre-event promotional emails	logo and link	company name and link				
(1) 50-word message in (1) attendee email during event	x	x				
Recognition in attendee post-conference thank you email	logo and link	logo and link	logo and link	logo and link	logo and link	logo and link
List of registered press/analysts (provided 2 weeks prior to event)	x	x	x			
Logo recognition on keynote screen	x	x	x	x	x	x
Logo and link on conference website	x	x	x	x	x	x
Social media posts	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	x	x	x	x	x	x
Booth gamification to assist in driving booth traffic for a demo, ask the expert, or live broadcast.	x	x	x	x	x	x
Post event data including: full list of attendees that visited booth (incl. name, title, company, physical address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	x	x	x	x	x	x
Opportunity to present in the cdCon Job Theater for 5 minutes and share information on available positions and company culture.	x	x	x	x	x	x

*Sponsored Breakout Session, BoF Sessions, and Lightning Talk 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.

Experiences



Speaker Swag Sponsor 1 AVAILABLE \$5,000

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.



Happy Hour 2 AVAILABLE \$5,000

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!

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



Diversity & Inclusion \$5,000 SOLD OUT

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

1 AVAILABLE \$5,000

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

- (5) featured listings on CDF job board to be redeemed throughout 2020/21*
- Sponsor logo on the event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @cdCon handle



Wellbeing Activity 2 AVAILABLE \$5,000

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 1 AVAILABLE \$3,000

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



Community Awards Sponsor

2 AVAILABLE \$2,500

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



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** **4 AVAILABLE**

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). 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



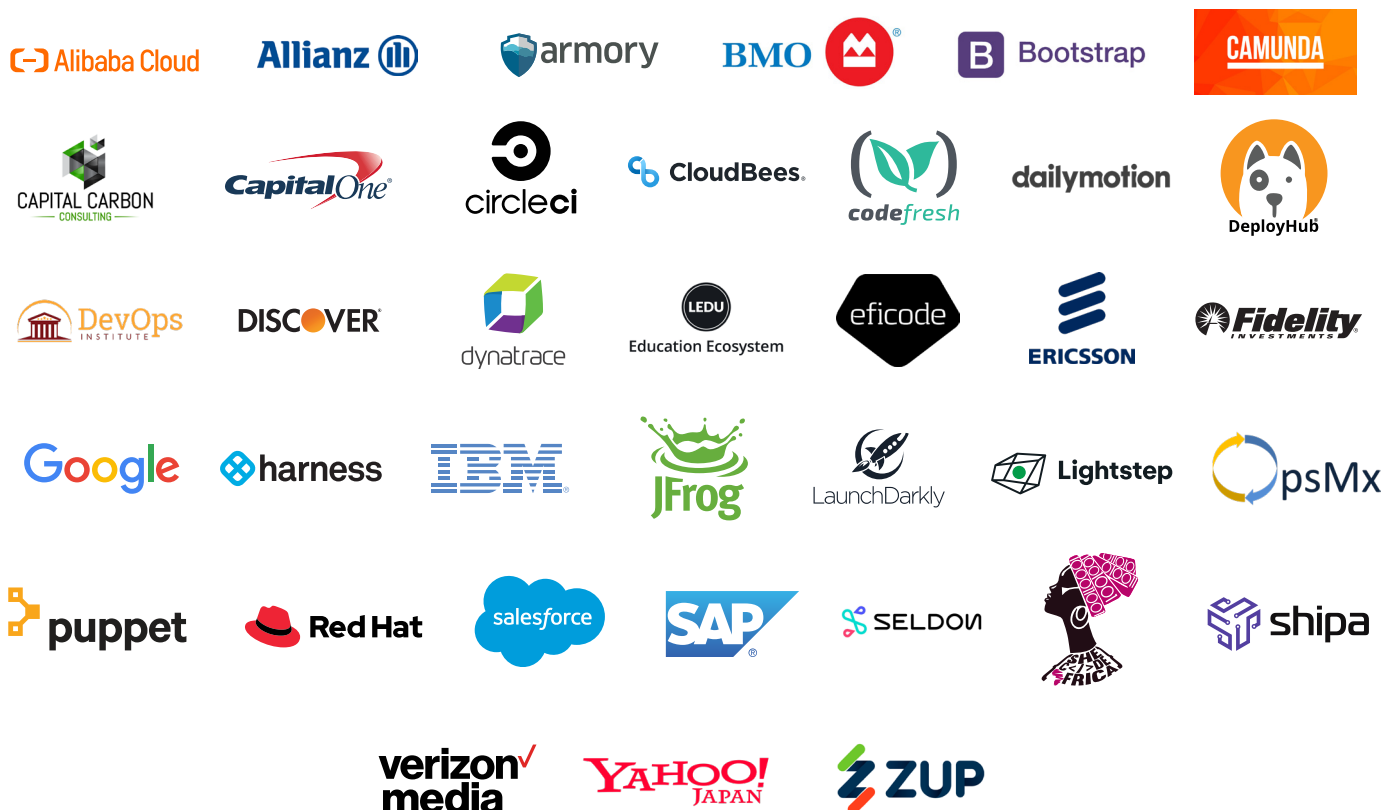
2020 Media Sponsors



2020 Community Partners



2020 Speakers





Expand your support of cdCon and sponsor Spinnaker Summit.

Spinnaker Summit 2021 will be co-located with cdCon as a 3-day summit kicking off with a day zero event, that will take place on June 22. Spinnaker Summit will feature dedicated Spinnaker workshops, community special interest groups (SIG), and a happy hour. A Spinnaker track continues as part of the main cdCon schedule.

CD Foundation and Spinnaker are committed to bringing technology and end user communities together from around the globe and making it possible for new people to discover Spinnaker, fostering greater collaboration and growth. Spinnaker sponsorships are only available to cdCon sponsors.



Spinnaker Summit Partner Sponsor **SOLD OUT**

The Spinnaker Summit Partner Sponsor will be the premier sponsor of the event, and will be featured prominently in all official event materials, website, and conference platform. These benefits are in addition to your cdCon sponsorship benefits.

Benefits include:

- Co-located day package for up to 8 hours of content, up to 2 tracks
- Unlimited registrations
- 2 virtual walkthroughs with a plethora of backend support
- Logo and link on event website
- Logo and link in event emails
- (1) custom pre-event and during event tweet from the @Spinnaker handle
- Recognition during kick off day opening and closing session



Spinnaker Summit Advocate

6 AVAILABLE **\$7,500**

The Spinnaker Summit Advocate sponsor will be featured prominently in all official event materials. These benefits are in addition to your cdCon sponsorship benefits.

Benefits include:

- Logo and link on event website
- Logo and link in event emails
- (1) pre-event tweet from the @Spinnaker handle
- Recognition during kick off day opening and closing session



Spinnaker Summit Swag Sponsor

3 AVAILABLE **\$5,000**

Spinnaker branded swag for the first 100 registrations. Sponsor to provide a thank you message with your logo to be sent virtually alongside the gift voucher to thank the attendees for their contribution to a successful event.

Sponsor Add-ons



Spinnaker Summit Happy Hour

1 AVAILABLE **\$5,000**

SOLD OUT

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!

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 @Spinnaker handle
- Prominent sponsor logo + link in Happy Hour session on the event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition



Spinnaker Community Awards Sponsor

1 AVAILABLE **\$2,500**

Spinnaker Community Awards reward Spinnaker community members, open source contributors, and end users.

Spinnaker awards will be presented live at cdCon and will feature awards for Top Contributor and Top End User.

Spinnaker community awards will be part of the CDF community awards ceremony. Our annual awards will be presented live at cdCon and will include Top Ambassador, Top Contributor, Top End User, and more.

Benefits include:

- On-screen logo during event
- Recognition in the CDF Community Awards email announcement to the community
- Recognition in the CDF Community Awards social media
- Recognition in the CDF Community Awards press release



Spinnaker Summit Session Recordings

2 AVAILABLE **\$2,500**

Extend your presence long after the conference concludes with the session recording sponsorship. All sessions will be recorded and made available on the Spinnaker 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 session recording on the Spinnaker YouTube channel
- Sponsor recognition in post-event email to attendees