



**September 27 - 29, 2021 | Hybrid Event | Dublin, Ireland**

# **2021 SPONSORSHIP PROSPECTUS**



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## COVID-19 & 2021 Events:

This event is being planned as a 'hybrid event' - an in person event with a virtual component for those that cannot attend in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot hybrid events to virtual ones.

In the cases where this happens:

- We will make the decision and notify all participants at least 3 months in advance.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

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## The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems. The conference is divided into several working sessions focusing on different “plumbing” topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

### Benefits of Sponsorship:



Recruit and acquire top talent



Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies





## Sponsorship Opportunities

	DIAMOND <small>↑ AVAILABLE SOLD OUT</small>	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual and Physical Meeting Room* for Exclusive Use	•			
Sponsor Designation in Session Room Name	•			
Company logo on Attendee Badge Lanyard	•			
Opportunity to Add Custom Question to the Post-Event Attendee Survey Follow-up reporting will be provided with survey results	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	•	•		
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes (In-person or virtual passes)	8	6	4	2
<b>Sponsorship Cost</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

\*As permitted per COVID-19 safety + social distancing requirements.

Bulk purchase of tickets is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order.

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope ([cpope@linuxfoundation.org](mailto:cpope@linuxfoundation.org)).

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 additional passes
- Silver: No bulk purchase at this level

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.



## Promotional Marketing Opportunities



### Evening Event Sponsorship (Exclusive) \$25,000

Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment. Your exclusive sponsorship benefits include:

- Evening event signage showcasing your company (with logo/branding) as the official event sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 8 Attendee Passes to LPC 2021



### Livestream (Exclusive) \$20,000

Extend your presence beyond on-site attendees with the livestream sponsorship. Benefits include:

- Sponsor logo on livestream to YouTube and Virtual Platform
- Recognition as the Livestream sponsor on event website, virtual platform, and main event conference signage
- 6 Attendee Passes to LPC 2021



### Video Recording (Shared) \$20,000

Extend your presence long after the live conference concludes with the video recording sponsorship. Your exclusive benefits include:

- Footer bar on each recorded video will include "Sponsored By" with your logo
- Recognition as the video recording sponsor on event website and main event conference signage
- 6 Attendee Passes to LPC 2021



### Lunch Sponsorship (Shared)

**3 AVAILABLE \$20,000**

Sponsorship of lunch for 1 day during the event. Your logo will appear on signage placed strategically in the lunch area and on tables for maximum exposure.

- 6 Attendee Passes to LPC 2021



### Evening Event (Shared) \$15,000

Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment.

Your co-sponsorship benefits include:

- Evening event signage showcasing your company (with logo/branding) as the official event co-sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2021



### Catchbox Throwable Microphones (Exclusive)

**\$15,000 Stand Alone**

Gain great branding visibility by sponsoring the conference Catchboxes - unique, throwable microphones that engage the audience and increase participation in group discussions. The catchboxes can be seen in the conference session video recordings post event as well. Your exclusive sponsorship benefits include:

- Your company logo on all conference Catchbox covers
- Recognition as the Catchbox sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2021

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## Promotional Marketing Opportunities



### Coffee Breaks (Shared) **3 AVAILABLE** • \$10,000

Sponsorship is for a full day's worth of coffee breaks at the event. Your exclusive benefits include:

- Coffee Break area signage showcasing your company (with logo/branding) as the official sponsor for that day's breaks
- Recognition as a Coffee Break sponsor on event website and main event conference signage
- 2 Attendee Passes to LPC 2021



### Remote Attendee Infrastructure (Exclusive) \$10,000

Multiple dedicated instances (virtual or physical machines) to run a distributed BBB cluster. Benefits Include:

- Recognition as the Remote Attendee Infrastructure sponsor on event website, virtual event platform, and main event conference signage
- 2 Attendee Passes to LPC 2021



### Big Blue Button (Virtual Platform) Work (Shared) \$10,000

Help contribute to the Virtual Platform used for LPC 2021 by sponsoring and providing work on a Workstream. Each Workstream will result in a feature important to the conference. Benefits include:

- Recognition for facilitating work on the platform on event website, virtual event platform, and main event conference signage
- 2 Attendee Passes to LPC 2021



### Attendee T-Shirt (Exclusive) ~~\$7,000~~ **SOLD OUT**

LPC attendees love sporting the official LPC shirt both at and after the event. Support the community, and gain great branding visibility by sponsoring the attendee shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Your exclusive sponsorship benefits include:

- Your company logo on the sleeve of the LPC 2021 attendee shirt
- Recognition as attendee shirt sponsor on event website and main event conference signage
- 1 Attendee Pass to LPC 2021



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

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