



## 2021 Event Sponsorship Prospectus

“We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We’re looking forward to more Linux Foundation events in the future!” -EMC



About Linux Foundation Events .....	3
Audience Snapshot .....	4
Promotional Marketing Opportunities .....	59

## LINUX FOUNDATION EVENTS

### MARCH

Open Networking & Edge Executive Forum .....	6
March 10-12, 2021   Virtual	

### SEPTEMBER

KVM Forum .....	8
September 15-16, 2021   Virtual	
Linux Plumbers Conference .....	9
September 20-24, 2021   Virtual	
Open Source Summit + Embedded Linux Conference .....	11
September 27-30, 2021   Seattle, WA	
Linux Kernel Maintainer Summit .....	13
September 29, 2021   Dublin, Ireland	
Linux Security Summit .....	14
September 29 - October 1, 2021   Seattle, WA	

### OCTOBER

Open Source Strategy Forum .....	15
October 4-5, 2021   London	
OSPOCon Europe .....	17
October 6, 2021   London, UK	
ONE Summit + Kubernetes on Edge Day .....	19
October 11-12, 2021   Los Angeles, CA	

### NOVEMBER

The Linux Foundation Member Summit .....	21
November 2-4, 2021   Napa Valley, California	
Open Source Strategy Forum .....	15
November 9-10, 2021   New York	

### DECEMBER

Linux Storage, Filesystem, Memory Management & BPF Summit .....	23
December 6-8, 2021   Palm Springs, CA	
Open Source Summit Japan + Automotive Linux Summit .....	24
December 14-15, 2021   Virtual	
Open Compliance Summit .....	26
December 16, 2021   Virtual	

## LINUX FOUNDATION PROJECT EVENTS

### APRIL

LF Energy Spring Summit .....	28
April 14, 2021   Virtual	
RISC-V Forums .....	30
April 14: Security   April 28: Embedded Technology   Virtual	

### MAY

KubeCon + CloudNativeCon Europe .....	31
May 4 - 7, 2021   Virtual	
Cloud Native Rust Day .....	33
May 3, 2021   Virtual	
PromCon .....	34
May 3, 2021   Virtual	
Cloud Native Security Day .....	35
May 4, 2021   Virtual	
Cloud Native Wasm Day .....	36
May 4, 2021   Virtual	
Crossplane Community Day .....	37
May 4, 2021   Virtual	
FluentCon .....	38
May 4, 2021   Virtual	
Kubernetes AI Day .....	39
May 4, 2021   Virtual	
Kubernetes on Edge Day .....	40
May 4, 2021   Virtual	
ServiceMeshCon .....	42
May 4, 2021   Virtual	
RISC-V Forums .....	30
May 12: Developer Tools and Tool Chains   May 26: Embedded Industry   Virtual	
Xen Developer and Design Summit .....	41
May 25-28, 2021   Virtual	

### JUNE

Hyperledger Global Forum .....	43
June 8-10, 2021   Virtual	
OpenJS World .....	45
June 9, 2021   Virtual	
cdCon .....	47
June 23-24, 2021   Virtual	

### JULY

Cloud Foundry Summit .....	49
July 21-22, 2021   Virtual	

### SEPTEMBER

PX4 Developer Summit .....	51
September 14-15, 2021   Virtual Experience	
Open Mainframe Summit .....	53
September 22-23, 2021   Virtual Experience	

### OCTOBER

KubeCon + CloudNativeCon North America .....	55
October 12-15, 2021   Los Angeles, USA	

### DECEMBER

KubeCon + CloudNativeCon + Open Source Summit China .....	57
Early December   TBD	

## COVID-19 & 2021 Events:

Many of our 2021 events are being planned as 'hybrid events' - 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.

\*Note that some LF Project events will adhere to different timelines and/or virtual event pricing and refund policies. Any event not adhering to the above will note its own policies on their individual event websites.



## Technologies Covered By Event:

### Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

### Applications

OpenJS World, API Specifications Conference

### Networking & Edge Computing

ONE Summit + Kubernetes on Edge Summit, Open Source Summit, DPDK Summit

### IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

### Artificial Intelligence & Machine Learning

Open Source Summit, ONE Summit + Kubernetes on Edge Summit, Open Source Strategy Forum, The Linux Foundation Member Summit

### Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open Source Strategy Forum, The Linux Foundation Member Legal Summit,

### Cloud & Cloud Native

KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, ONE Summit + Kubernetes on Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

### Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

### Hardware

OpenPOWER Summit, RISC-V Summit

### Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 60,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

**Contact us** today for more information on sponsoring at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org).

# 2019 LF EVENT **AUDIENCE SNAPSHOT**

\*Updated with 2020 audience snapshot at the completion of events.

## ATTENDANCE

# 42,000+ attendees





31.25% YoY Growth

## REPRESENTING

# 12,000+ organizations

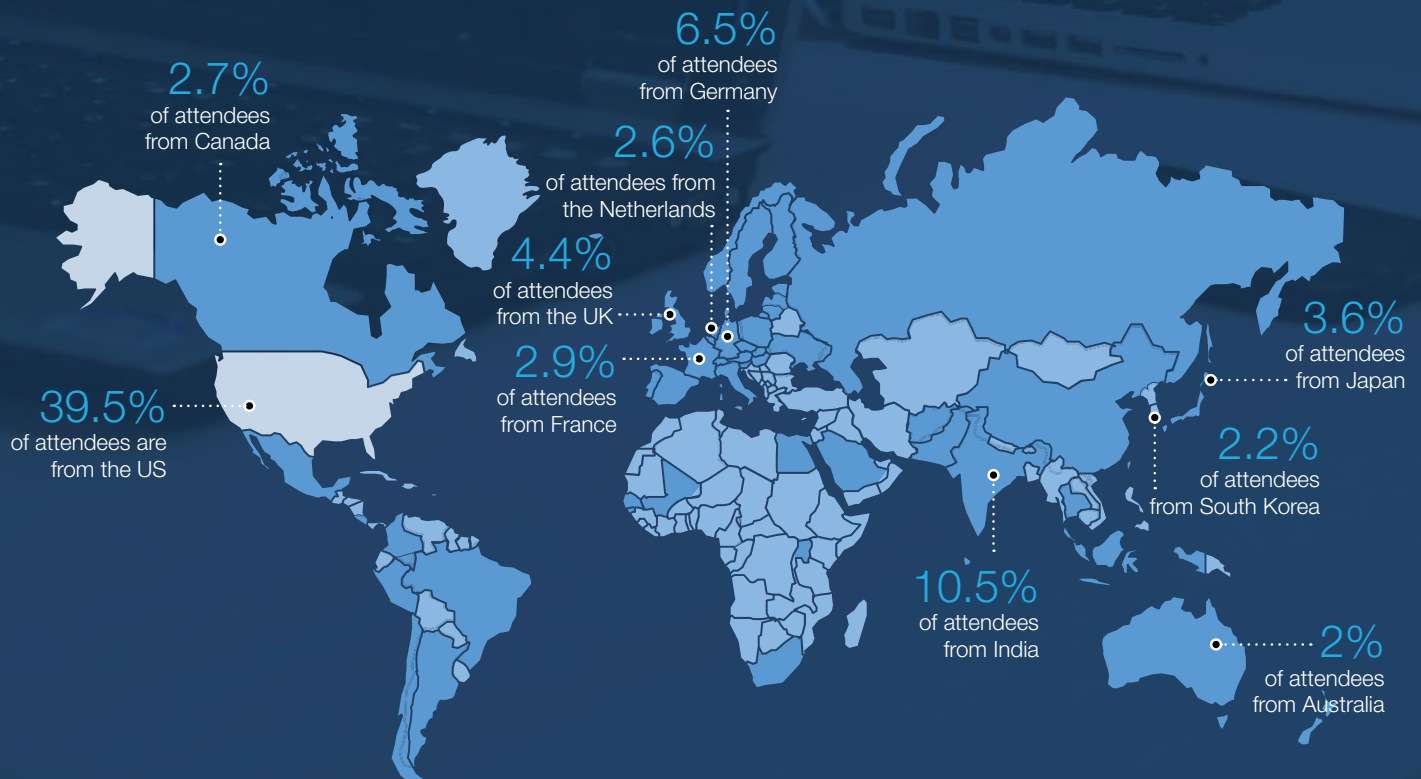
Including corporations, associations and academic institutions worldwide

## AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 49	16%
 50 - 499	21%
 500 - 999	6%
 1,000-2,999	10%
 3,000+	47%

## FROM

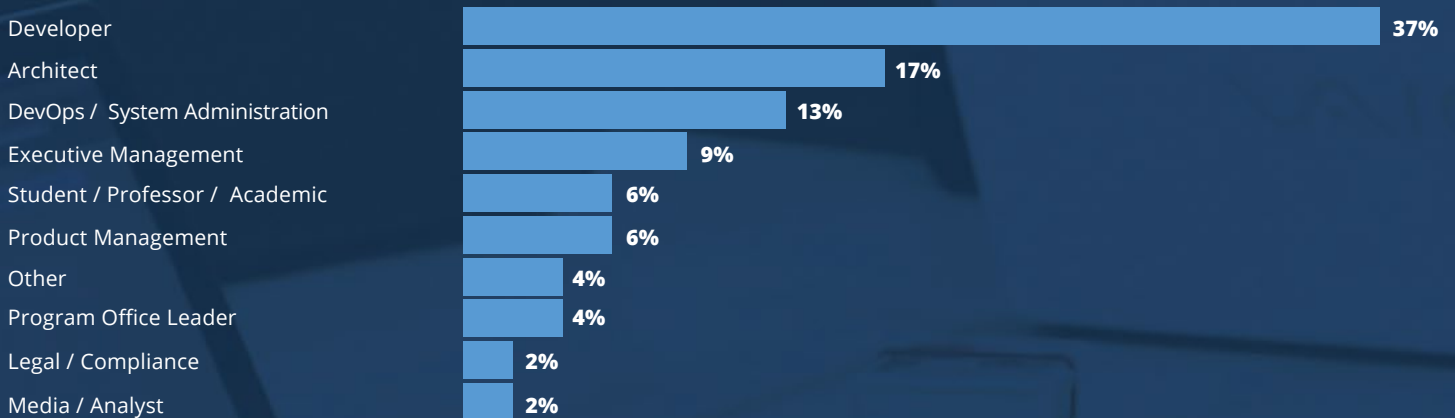
# 141 countries



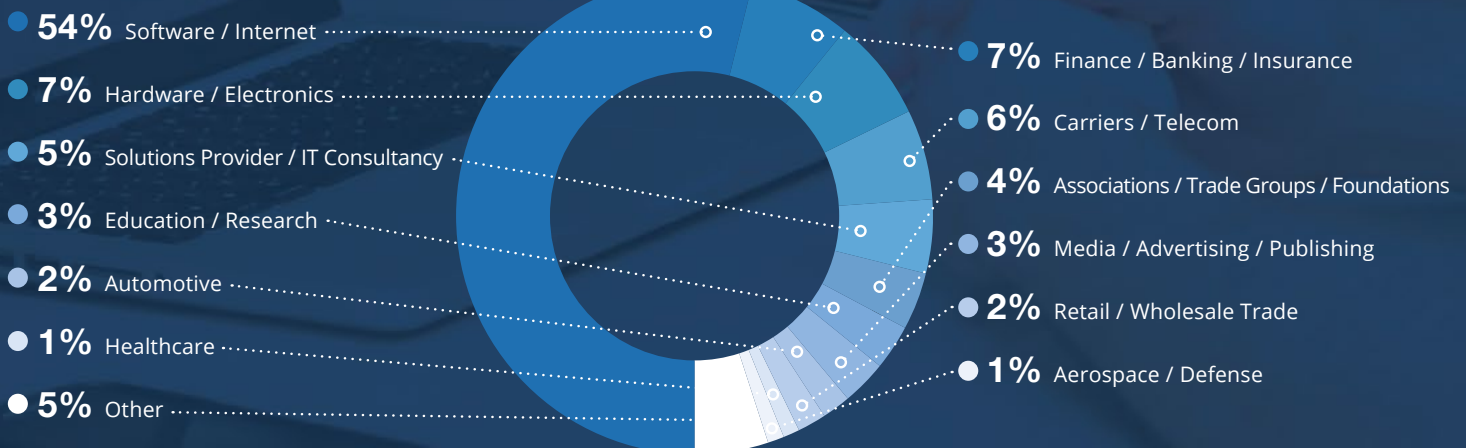


# 2019 LF EVENT AUDIENCE SNAPSHOT (CON'T)

## AUDIENCE BY JOB FUNCTION



## AUDIENCE BY INDUSTRY



## PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2019 events generated:

30,000+  
media clips

2,000,000,000+  
potential impressions

90,000+  
social media  
engagements on  
Facebook &  
Twitter

730,000,000+  
event keyword  
impressions on  
social media

Nearly 500  
media professionals  
attended,  
representing global  
media outlets



March 10-12, 2021 | Virtual

Sponsor this special executive edition of Open Networking & Edge Summit, the industry's premier open networking & edge computing event.

At Open Networking & Edge Executive Forum, executive leadership across the networking & edge ecosystems will share their visions with a global audience in the Telco, Cloud and Enterprise verticals. As a sponsor, you can be one of those leaders sharing your vision and thought leadership.

Presented in a virtual format across three days, this is a one track event that will be held in a different time zone each day to reach our global audience.

To sponsor, contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org).

## Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 6 AVAILABLE 5 AVAILABLE
<b>Sponsored Session with Lead Generation:</b> Attendees will be able to opt-in to a conference session you can hold on any of the event dates, either before or after the day's programming. We will host and promote with content & speaker of your choosing. You receive contact information for opt-in registrants.	•	
<b>Keynote Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15 minute keynote, must be VP level or higher	5 minute keynote, must be VP level or higher, OR host a Q&A with an end user speaker
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	20 passes	10 passes
<b>Prominent logo display on event platform.</b>	•	•
<b>Prominent logo display on all event web pages.</b> Includes link to your URL.	•	•
<b>Social Posts From The Linux Foundation (Twitter, FB and LinkedIn).</b> Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	3x
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•
<b>Sponsorship Cost</b>	<b>\$30,000</b>	<b>\$15,000</b>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Hosted By

September 15-16, 2021 | Virtual

KVM Forum is an annual event that presents a rare opportunity for developers and users to connect, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

---

### Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2020 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

### Benefits of Sponsorship:

- Connect with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.



## Sponsorships-at-a-Glance

	<b>PLATINUM</b> <small>3 AVAILABLE</small> <b>2 AVAILABLE</b>	<b>GOLD</b> <b>6 AVAILABLE</b>	<b>SILVER</b> <b>UNLIMITED</b>
<b>Session Speaking Opportunity:</b> In conjunction with The Linux Foundation, develop and present a session at the event.	•		
<b>Pre- or Post-Event Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•		
<b>Recognition in Pre-Conference Email Marketing.</b>	•	•	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	
<b>Recognition During Opening Keynote Session.</b>	•	•	
<b>Social Media Promotion of Sponsorship:</b> From the Linux Foundation channels via Twitter, Facebook, and LinkedIn. Sponsor to provide custom content (must be approved by the Linux Foundation).	•	•	
<b>Conference Attendee Passes:</b> Full-access passes to the entire conference for your staff or customers.	15	10	5
<b>Virtual “Swag Bag” with contact info of opted-in attendees provided:</b> Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor.	•	•	•
<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	•	•	•
<b>Prominent branding throughout virtual conference.</b>	•	•	•
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

September 20-24, 2021 | Virtual

## 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



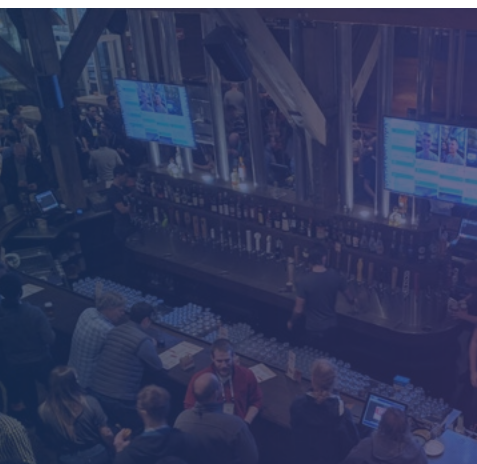
Increase brand awareness  
& recognition



Generate new  
partnerships, alliances &  
customers



Showcase products,  
services & technologies



## Sponsorship Opportunities

	DIAMOND <small>1 AVAILABLE SOLD OUT</small>	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual Meeting Room for Exclusive Use	•			
Sponsor Designation in Session Room Name	•			
Logo Prominently Displayed on Post-Event Recordings (shared)	•			
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	•			
Social Media Promotion of Sponsorship	•	•		
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference	•	•	•	•
Free Attendee Passes	12	9	6	3
<b>Sponsorship Cost</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

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.

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

- Diamond: May purchase up to 22 additional passes
- Platinum: May purchase up to 15 additional passes
- Gold: May purchase up to 7 additional passes
- Silver: No bulk purchase at this level

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.

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)).

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.



September 27-30, 2021 | Seattle, WA

## About Open Source Summit + Embedded Linux Conference

Join us at the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

**Open Source Summit (OSS)** covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

**Embedded Linux Conference (ELC)** co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 16 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

### Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.
- 4 full days of programming, including **interactive keynotes, live Q&A, conference sessions, tutorials, collaboration opportunities** and **open source project mini-summits** delivered by some of the brightest minds across the open source ecosystem.
- We expect this years hybrid event to gather over 4,000 attendees.
- 4,183 people joined the event virtually in 2020.

## Sponsorships-at-a-Glance

	DIAMOND <small>4 AVAILABLE</small> 1 AVAILABLE	PLATINUM <small>8 AVAILABLE</small> 7 AVAILABLE	GOLD <small>10 AVAILABLE</small> 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an on-site announcement.	•				
<b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•	•			
<b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.	•	•			
<b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
<b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt-in attendees only).</i>	15-minute Keynote or 1-hour Tutorial	5-minute Keynote or 1-hour Tutorial	Conference Session or BoF		
<b>Social Media Re-Share:</b> The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.	•	•	•		
<b>Conference Room**:</b> For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
<b>Collateral Distribution**:</b> Laid out in a prominent location near registration.	•	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	4x	3x	2x	1x
<b>Recognition on Event Signage, Virtual Platform and Website:</b> Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
<b>Exhibit Booth**:</b> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'X10'	6'x6'	Tabletop
<b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$65,000</b>	<b>\$45,000</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$8,000</b>

\*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (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. \*\*As permitted per COVID-19 safety + social distancing requirements.



# THE LINUX KERNEL MAINTAINER SUMMIT

September 29, 2021 | Dublin, Ireland

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

## Sponsorship Opportunities

	ATTENDEE GIFT <small>↑ AVAILABLE SOLD OUT</small>	DINNER RECEPTION <small>1 AVAILABLE</small>	LUNCH CO-SPONSORSHIP <small>2 AVAILABLE</small>	BREAKFAST AND BREAKS CO-SPONSORSHIP <small>2 AVAILABLE 1 AVAILABLE</small>
Sponsor Logo on Attendee Gift	•			
Sponsor Designation in Promotional Emails	•	•	•	•
Recognition during Opening Session	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Logo on Conference Signage	•	•	•	•
Logo on Website	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$25,000	\$20,000

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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.





September 29 - October 1, 2021 | Seattle, WA

Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

---

#### Host Sponsorship | 2 Available • \$8,000

- Sponsorship of video recording for 1 day of Event. Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on The Linux Foundation YouTube Channel.
- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 6 Attendee passes.

**LSS GATHERS 200+ SECURITY ENGINEERS,  
SECURITY ARCHITECTS, SOFTWARE ENGINEERS,  
SECURITY DEVELOPERS, KERNEL DEVELOPERS,  
SYSADMINS AND RELEASE ENGINEERS.**

#### General Sponsorship | 21 Available • \$5,000

- Sponsorship of coffee breaks for 1 day of Event. Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.
- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.

#### Supporter Sponsorship | Unlimited • \$3,000

- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.

# OPEN SOURCE STRATEGY FORUM (OSSF)

October 4-5, 2021 | London • November 9-10, 2021 | New York

PRESENTED BY



Fintech  
Open Source  
Foundation



## 2021 TOPICS & TECHNOLOGIES COVERED

### Projects & Standards

Hear from, and interact with, leaders driving standards, innovation, and collaboration to meet an evolving financial services landscape and changing customer demand, including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

### Policy, Process & Tools

Learn how to seamlessly deliver compliant open source software through policies, processes, best practices, and technology to manage the full open source software lifecycle from evaluation to consumption to contribution. This also includes topics like DevOps, CI/CD, and licensing.

### Tech & Community

A look at the languages, frameworks, pioneers, and more that are driving innovation, being developed in the open, and have the potential to change the financial services industry and its historically “closed” culture.

## EVENT SUMMARY

The Open Source Strategy Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster. Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

### LAST IN-PERSON EVENT BY THE NUMBERS

**400+**  
**Attendees & Participants**  
*Almost 200% increase year to year*

**150+**  
**Managing Director, Global Head, C-Level Attendees**

**55** **Thought-Leading Speakers**

**60%**  
**Financial Services Industry Attendee Makeup**

**200+**  
**Organizations Represented**  
*100% increase year to year*

**12** **Visionary Keynotes**

## PAST SPEAKERS

Many of the world’s financial services and open source technology experts have presented in previous years. Each year the lineup is a who’s who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees. 2021 will undoubtedly maintain that tradition in both London and New York.



Alejandra Villagra,  
Citi



Bjarne Stroustrup,  
Morgan Stanley



Russell Green,  
Deutsche Bank



Neema Raphael,  
Goldman Sachs



Chris Wright,  
Red Hat



Vanessa Fernandes,  
Itau Unibanco



Kim Prado,  
Royal Bank of Canada (RBC)



Tracy Miranda,  
Continuous Delivery Foundation



Justin Rackliffe,  
Fidelity Investments



Keesa Schreane,  
Refinitiv

# OSSF SPONSORSHIP



Fintech  
Open Source  
Foundation



## SPONSORSHIP OPPORTUNITIES

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) today to secure your sponsorship or if you have any questions.

	<b>Leader</b> London: 2   New York: 2 SOLD OUT Available	<b>Contributor</b> London: 4   New York: 4 Available	<b>Community</b> London: 8   New York: 7 Available	<b>Start-Up</b> Unlimited
<b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation prior to the event. Speaking slots based on availability.	10 Minute Keynote			
<b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2x	1x		
<b>Social Media Re-Share:</b> The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•		
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•		
<b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.	•	•		
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to event for your own outreach.	•	•	•	
<b>Exhibit Table*:</b> Includes (1) tabletop and (2) chairs.	•	•	•	
<b>Lead Retrieval Scanners*:</b> Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	4x	3x	2x	1x
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	10	6	5	2
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•
<b>Recognition on Event Signage:</b> Prominent logo display on conference signage.	•	•	•	•
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•	•
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•	•	•	•
<b>Recognition on Event Website:</b> Prominent logo display on all event web pages. Includes link to your URL.	•	•	•	•
<b>Collateral Distribution*:</b> Laid out in a prominent location near registration.	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
<b>FINOS Member Sponsorship Cost</b>	<b>\$28,000</b>	<b>\$14,000</b>	<b>\$7,000</b>	<b>\$3,500</b>

Receive an additional 7% discount when signing up for multiple events at once.

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



October 6, 2021 | London, UK

OSPOCon Europe is the event for those working to create a center of competency for open source in their organizations to join together to overcome these challenges through sharing experiences, best practices, and tooling.

An open source program office (OSPO) is the center of gravity for an organization's open source operations and structure. This can include training developers, ensuring legal compliance, engaging with and building communities, and defining policies that govern code usage, distribution, selection, auditing and more.

These programs face many challenges, such as ensuring high-quality and frequent releases, engaging with developer communities, and contributing back to other projects effectively.

As open source program offices have spread, there has been increased interest in applying this best practice in non-corporate contexts. Cities, universities, and other non-corporate organizations are starting to see the benefits of creating a center of competency for open source.

**Join OSPOCon Europe to learn and share best practices and experiences to help create better, more efficient open source ecosystems.**

## Sponsorships-at-a-Glance

	CO-HOST 3 AVAILABLE	LEADER UNLIMITED	SUPPORTER UNLIMITED
<b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15-Minute Session		
<b>Exhibit Table*:</b> Includes (1) tabletop and (2) chairs.	•		
<b>Recognition During Opening Keynote Session:</b> Sponsor recognition by Name.	•	•	
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•
<b>Recognition on Event Signage and Website:</b> Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	10	6	2
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•
<b>Sponsorship Cost</b>	<b>\$15,000</b>	<b>\$5,000</b>	<b>\$2,500</b>

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



October 11-12, 2021 | Los Angeles, CA

Open Networking & Edge Summit is the ONE Event for End to End Connectivity Solutions powered by Open Source. It enables the collaborative development necessary to shape the future of networking and edge computing. In 2021, Kubernetes on Edge Day will be hosted as part of ONE Summit.

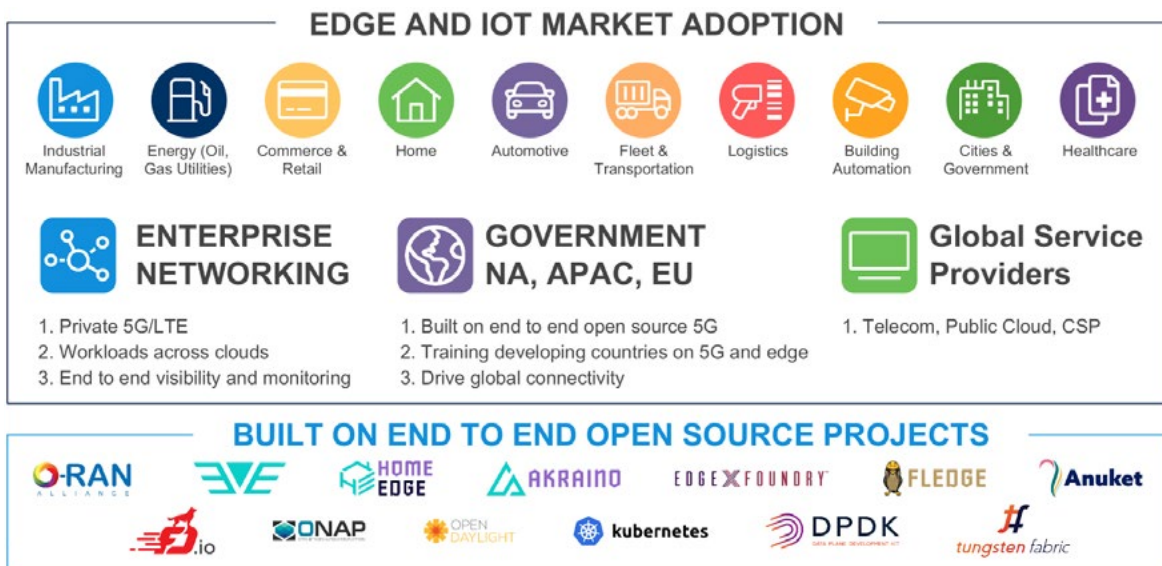
**Open Networking & Edge Summit is the only event for the networking & edge computing industries that:**

- Crosses enterprises, government, global service providers and cloud.
- Focuses on open first. In a market now built on open source, this is critical.
- Gathers both the executives making decisions and the developers creating the code to participate, plus everyone in between.

- Is produced by the leading neutral organizations committed to innovation in networking, edge and other technology areas required for end to end solutions: LF Networking, LF Edge, CNCF, Hyperledger, ORAN, AGL, LF AI & Data, Magma, LF Energy and more.

- **Kubernetes on Edge Day** gathers developers and adopters to share their lessons learned in building, breaking, and bettering their edge infrastructure on top of Kubernetes.

In short, the event enables the collaborative development necessary to shape the future of networking and edge computing.







#### START-UP PACKAGE

Includes:  
Bronze sponsorship  
benefits

\$5,000

#### EXHIBITOR PACKAGE

Includes:  
Tabletop, 1 lead scanner  
and 2 conference passes

\$8,000

## Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER 10 AVAILABLE	BRONZE UNLIMITED
<b>LF Live Webinar:</b> We will host and promote with content and speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Assistance with Press Bookings:</b> Helping you get the most of your onsite announcements.	•				
<b>Editorial Interview or Article on Linux.com:</b> Over 1M unique visitors per month. The Linux Foundation to approve final content and delivery date.	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•	•			
<b>Complimentary Add-On Event Sponsorship**:</b> Sponsorship includes sponsor branding in developer lounge.	Developer Lounge Co-Sponsor	Developer Lounge Co-Sponsor			
<b>Sponsor Recognition by Name &amp; Logo during Opening Keynote Session</b>	•	•			
<b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
<b>Keynote Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</i>	15-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
<b>Social Media Re-Share:</b> The Linux Foundation Twitter account with re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
<b>Conference Track Speaking Opportunity:</b> Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Registration for 2 speakers included. Additional benefits via virtual participation: Sponsor will receive contact info for opt-in attendees viewing online, online session metrics, and recognition in the session chat with a link of the sponsors choice posted.</i>	3-hour Tutorial	1.5-hour Tutorial	Conference Session or BoF	BoF or 6'x6' Booth <sup>1</sup>	
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation and project handle channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	4x	3x	2x	1x
<b>Conference Space**:</b> For private meeting use only.	Throughout Event	Throughout Event	One Day of Event	4 hours total	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to event for your own outreach.	•	•	•	•	
<b>Recognition in Pre- and Post- Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Exhibit Booth**:</b> Includes counter with graphic and stools. Backwall included for Diamond and Platinum sponsors. Table and chairs only for Bronze sponsors. (Upgrade options available) Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'x10'	6'x6' or BoF <sup>1</sup>	Tabletop
<b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1 <sup>1</sup>	1
<b>Recognition on Event Signage, Virtual Platform and Website:</b> Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	40	30	20	12	6
<b>Collateral Distribution**:</b> Laid out in prominent location onsite.	•	•	•	•	•
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$95,000</b>	<b>\$70,000</b>	<b>\$45,000</b>	<b>\$25,000</b>	<b>\$12,000</b>

\*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. \*\*As permitted per COVID-19 safety + social distancing requirements. <sup>1</sup> Sponsorship comes with only 1 of these deliverables. You can choose either a booth space or a BoF. Lead retrieval scanner only comes with the booth space option.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.



Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and

organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

---

**“ THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY. ”**

**- SAM RAMJI, VP CLOUD PLATFORM, AUTODESK**

## Sponsorship Opportunities

### Co-Host Sponsorship

(2 Available) – ~~\$30,000~~ **SOLD OUT**

Gain valuable mindshare as a co-host of this prestigious event.

**Benefits include:**

- LF Live Webinar: The Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Date and time of your choice with approval from The Linux Foundation. Sponsor will receive contact information for webinar registrants.
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

### Attendee Reception Sponsorship\*

(2 1 Available) – **\$15,000**

**Benefits include:**

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

### Attendee Lunch Sponsorship\*

(3 2 Available) – **\$10,000**

**Benefits include:**

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

### Attendee Breakfast & Breaks Sponsorship

(3 Available) – ~~\$10,000~~ **SOLD OUT**

**Benefits include:**

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

### Supporter Sponsorship – \$5,000

**Benefits include:**

- Logo on event signage and on home page of event website
- 2 Conference Invitations

---

\*Exact plans subject to change in 2021 due to COVID.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

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



December 6-8, 2021 | Palm Springs, CA

## Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

### Sponsorships-at-a-Glance

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

	DIAMOND <small>1 AVAILABLE SOLD OUT</small>	PLATINUM <small>5 AVAILABLE 3 AVAILABLE</small>	GOLD <small>UNLIMITED</small>	SILVER <small>UNLIMITED</small>
<b>Breakfast Sponsorship:</b> Exclusive sponsor of attendee breakfast on all days of event	•			
<b>Recognition on Event Signage:</b> Prominent logo display on conference signage	•	•	•	•
<b>Recognition on Event Website:</b> Prominent logo display on all website pages	•	•	•	•
<b>Recognition in Pre-Event Attendee Email</b>	•	•	•	•
<b>Summit Invitation:</b> Invitation(s) to attend the event	3	2	1	0
<b>Sponsorship Cost</b>	\$35,000	\$20,000	\$12,500	\$6,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

December 14-15, 2021 | Virtual

## About Open Source Summit Japan + Automotive Linux Summit

Join us at the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

**Open Source Summit (OSS)** covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

**Automotive Linux Summit (ALS)** gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car. The open source community and automotive industry gather here for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena.

### Quick Facts

- 2021 is being planned as a virtual event.
- 3 full days of programming, including **interactive keynotes, live Q&A, conference sessions, tutorials, collaboration opportunities** and **open source project mini-summits** delivered by some of the brightest minds across the open source ecosystem.
- 1000 people have joined this event annually and are expected to attend in the 2021 virtual event.

## Sponsorships-at-a-Glance

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD <del>10 AVAILABLE</del> 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an event announcement.	•				
<b>Pre or Post Conference Email Blast:</b> To be sent by The Linux Foundation to our opted-in mailing list.	•	•			
<b>Recognition during Opening Keynote Session:</b> By event emcee.	•	•			
<b>Opportunity to add custom questions to the post event attendee survey.</b> Follow-up reporting will be provided with survey results.	2	1			
<b>Speaking Opportunity with contact info of opted-in attendees provided.</b> Sponsor recognition in the session chat with a link of the sponsors choice posted during the session. Opt-in attendee list and session metrics will be provided postevent. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote** OR 1 Hour Tutorial	5-minute Keynote** OR 1 Hour Tutorial	Conference Session or BoF		
<b>Social Media Promotion of Sponsorship:</b> From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	5x	4x	3x		
<b>Social Media Re-share:</b> The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	•		
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.	•	•	•		
<b>Keynote Branding:</b> Logo prominently displayed.	•	•	•	•	
<b>Recognition in Pre-Conference Email Marketing:</b> Includes company logo linked with URL of your choice.	•	•	•	•	•
<b>Recognition on Event Website:</b> Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
<b>Prominent branding throughout virtual conference.</b>	•	•	•	•	•
<b>Virtual Exhibit Booth:</b> See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
<b>Sponsored Slack Channel:</b> A sponsored Slack channel will be created for each sponsor to use throughout the event to post resources, host conversations and more.	•	•	•	•	•
<b>Virtual "Swag Bag" with contact info of opted-in attendees provided:</b> Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor.	•	•	•	•	•
<b>Event Registration Passes.</b>	50	40	30	20	10
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$42,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$8,000</b>

\*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (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. \*\*Keynote sessions are not eligible to receive the opt-in attendee contact list. Keynote sessions also do not allow for a link of sponsors choice to be provided to attendees viewing the keynote.

December 16, 2021 | Virtual

## About Open Compliance Summit

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Discuss common compliance challenges and how to address them.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

**This is the ONLY event focused solely on compliance in the world of open source.**

Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the **Chatham House Rule**.





## Sponsorship Opportunities

	<b>GOLD</b> 2 AVAILABLE	<b>SILVER</b> 4 AVAILABLE	<b>BRONZE</b> UNLIMITED
<b>Session Speaking Opportunity:</b> Content must be approved by The Linux Foundation.	•		
<b>Social Media Re-share:</b> The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	
<b>Social Media Promotion of Sponsorship:</b> From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	•	•	
<b>Virtual Exhibit Booth:</b> See below for inclusions.	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth.	•	•	•
Chat function with booth attendees.	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•
<b>Recognition on Event Website:</b> Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•
<b>Prominent branding throughout virtual conference.</b>	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes company logo linking to URL of your choice.	•	•	•
<b>Attendee Passes:</b> Full-access passes to the entire conference for your staff or customers.	4	2	1
<b>Recognition during Opening Remarks.</b>	•	•	•
<b>Keynote Branding:</b> Logo prominently displayed.	•	•	•
<b>Virtual “Swag Bag” with contact info of opted-in attendees provided:</b> Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor.	•	•	•
<b>Sponsorship Cost</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

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

April 14, 2021 | Virtual Experience

## Leading the energy transition through global open source collaboration.

Join LF Energy for a one-day event supporting the global collaboration of utilities, OEMs, suppliers, and significant energy users. Together we will learn, participate, build community and fundamentally reimagine software investments – whether spent on commercial, in-house, or by joining us to leverage an open source development model.

*LF Energy is an open source foundation focused on the power systems sector, hosted within The Linux Foundation. LF Energy provides a neutral, collaborative community to build the shared digital investments that will transform the world's relationship to energy.*

### Benefits of Sponsorship:



Generate new partnerships & alliances



Showcase your thought leadership



Demonstrate support for the LF Energy community



Develop brand awareness to support programs of importance to you



Showcase products, services & technologies



Network with business and technical leaders

Event Partnership	\$5,000 USD
<b>Speaking Opportunity</b>	5-minute speaking slot, content reviewed by Program Committee
<b>Pre-Event Email Blast</b>	One-time use of the opt-in list to be sent by event organizers
<b>Post-Event Email Recognition</b>	Logo in footer of email
<b>Social Media "Thank You" Tweet</b>	2 total (1 pre-event, 1 post-event) posted by @LFE_Foundation
<b>Keynote Recognition</b>	Logo included on "Thank You to Our Sponsors" slide during keynote sessions
<b>Event Website Recognition</b>	Logo and link on event website
<b>Event Announcement</b>	1 specific call-out to attendees to visit your booth or attend your sponsored session
<b>Virtual Booth</b>	Custom-branded graphics*, looping video/demo*, downloadable resources*, chat function (*provided by sponsor)
<b>Post-Event Attendee Data</b>	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
<b>Complimentary Passes</b>	5 complimentary registrations

Contact Shuli Goodman, [sgoodman@lfenergy.org](mailto:sgoodman@lfenergy.org), to secure your sponsorship today.

## Previous Event Sponsors



RISC-V Forum short-form virtual events provide deep exploration into a single-topic that is important and timely to the RISC-V Community. By bringing together the community and RISC-V experts for deep-dive presentations, hands-on learning, and networking with technical enthusiasts, the Forums are a unique opportunity to connect with the RISC-V community.

Three events, each on a specific topic, with one sponsor. Sponsor one or multiple events and gain visibility with your target audience.

### Who attends:

Chip designers and manufactures, cloud / hyperscale companies, solution and testing providers in the area of chip management, CIOs, CTOs, and end users.

## Why Sponsor?

- **Educate the community** on your work in the specific Forum topic area and meet the attendees who are interested in that topic.
- **Take advantage** of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- **Associate your brand** with one of the fastest-growing open source hardware technologies.
- **Support and engage** with the RISC-V ecosystem and community.

2021 Opportunities *1 Sponsor Per Forum	Security APRIL 14 \$5,000 USD <small>1-AVAILABLE SOLD OUT</small>	Developer Tools & Tool Chains JUNE 2 \$5,000 USD <small>1-AVAILABLE SOLD OUT</small>	Embedded Technologies JULY 21 \$5,000 USD <small>1-AVAILABLE SOLD OUT</small>
<b>Speaking Opportunity</b> (1) 20-minute presentation - 15 minute session with 5 minutes Q&A <small>* NEEDS TO BE COMMUNITY FOCUSED, NOT PRODUCT FOCUSED</small>	X	X	X
<b>Recognition in Pre-event email marketing</b>	X	X	X
<b>Recognition on Event Website:</b> Prominent logo displayed on website	X	X	X
<b>Recognition in Opening &amp; Closing Remarks:</b> By event emcee	X	X	X
<b>Lead Generation:</b> Full contact information of registrants supplied	X	X	X
<b>Message in Attendee Post-Event Email</b>	X	X	X

Contact [sponsor@riscv.org](mailto:sponsor@riscv.org) to secure your sponsorship.  
Sponsorship Deadline: March 26, 2021





**KubeCon**



**CloudNativeCon**

**Europe 2021**

*Virtual*

**May 4 - 7, 2021**

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities in a unique virtual setting to further the education and advancement of cloud native computing.

Join our community for an immersive digital experience that provides interactive content, networking opportunities and collaboration with peers. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 15,000+ developers, architects, and technical leaders. Together we will shape the future of the rapidly evolving cloud native ecosystem.

## Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon Europe 2021 - Virtual.

**4 days**

**200+ sessions and keynotes**

**15,000+ attendees**

**5,000+ participating companies**

## Benefits of Sponsorship

- ✓ Expand the number of attendees you can reach by participating in a global digital event that can be accessed anytime, anywhere.
- ✓ Participate in an online sponsor showcase to present videos, demos, and other resources, capture leads, and communicate directly with attendees via live chat.
- ✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- ✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- ✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- ✓ Associate your brand with one of the fastest-growing technology communities.
- ✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- ✓ Join CNCF's hosted projects – containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, etcd, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos – and help bring cloud native project communities together.
- ✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 4, 2021.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 4, 2021.



Benefit	DIAMOND** 6-AVAILABLE SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*** OPEN	END USER**** OPEN
(1) 5-minute keynote Topic subject to co-chair approval	•					
(1) 5-minute pre-event promotional video*	•					
Opportunity to provide (1) physical insert for gift bags to attendees who meet minimum event participation requirements*	•					
(1) customized pop-up message in event platform during a session break*	•					
(1) rotating banner on virtual event dashboard with link to exhibit space*	•					
Opportunity to participate in media & analyst panel during the event	•					
(1) featured blog post on CNCF.io pre- or post-event*	•					
Speaking Opportunity*	Co-located event cross-promotion OR 30-minute session	5-minute lightning talk or LF Live webinar				
(1) customized sponsor ad before and after keynotes*	(1) 20-second video ad	(1) static banner ad				
Email to opt-in attendees	(1) standalone email pre- or post-event	(1) 400-character message in shared pre-event email				
Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event	•	•				
Sponsor recognition at media & analyst conference during event	•	•				
Recognition in pre-event promotional emails	logo and link	company name and link only				
Sponsor recognition in post-conference thank you email to attendees	logo and link	company name and link only				
(1) 15-minute technical demo or tutorial in the sponsor theater*	•	•	•			
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Custom icon/emoji for CNCF Slack workspace	•	•	•			
Custom-branded virtual exhibit space*	•	•	•	•	•	•
Opportunity to provide (1) virtual swag item for optional download*	•	•	•	•	•	•
Logo recognition on keynote screen	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary attendee passes	150	100	75	50	25	25
Complimentary booth staff passes	30	25	20	15	10	10
Post-event data and leads report*	•	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$153,000</b>	<b>\$90,000</b>	<b>\$58,000</b>	<b>\$21,000</b>	<b>\$7,000</b>	<b>\$7,000</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*See next page for details.

\*\*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

\*\*\*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

\*\*\*\*Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Monday, May 3. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



Inclusions	PARTNER UNLIMITED
Recognition in pre-event attendee email	Logo + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	Group email with job listings (150 words)
Message in post-event attendee email	150 words
(1) Social media mention from project handle	•
Logo on event schedule	•
Linked logo on event website	•
Recognition on event platform	•
Complimentary attendee passes to co-located event	20 passes
(1) Message in event networking channel (50 words)	• (optional for Job listings)
<b>Sponsorship Cost</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

### Session Recording **\$7,500** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Monday, May 3 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE



This is a virtual event that will take place on Monday, May 3. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by Friday, April 2.

PromCon Europe 2021

Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCf's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCf events for financial reasons. Diversity and inclusion are important to CNCf 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.

### Session Recording **\$3,000** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Monday, May 3 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website



# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



**Cloud Native  
SECURITY DAY**  
EUROPE

Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Session Recording **\$3,000** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



CLOUD NATIVE

Wasm DAY

Benefit	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Session Recording **\$3,000** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.

Benefit	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship \$1,500 + UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

### Session Recording \$3,000 1 AVAILABLE

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) \$5,000 1 AVAILABLE

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



Cloud Native Logging day with Fluent Bit and Fluentd

Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

### Session Recording **\$3,000** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



**Kubernetes**  
**AI DAY**

Benefit	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Session Recording **\$3,000** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website



# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.



**Kubernetes  
on EDGE DAY**

Benefit	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

### Session Recording **\$3,000** **1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

# SPONSORSHIP BENEFITS AT-A-GLANCE

This is a virtual event that will take place on Tuesday, May 4. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by April 2.

Benefit	DIAMOND 2 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking opportunity (10 minutes)	•		
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Pre-conference attendee email blast (to opt-in attendees only)	•		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle	•	Group mention	Group mention
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Recognition on event platform	•	•	•
Custom pop-up message during event	1	1	
Complimentary attendee passes to co-located event	20 passes	15 passes	10 passes
(1) Message in event networking channel (50 words)	•	•	•
In-platform logo linking to main booth	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## ADD-ON OPPORTUNITIES

### Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

### Session Recording **\$3,000** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

### 30-minute virtual BoF (dependent on Program Committee approval) **\$5,000** **1 AVAILABLE**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is 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. BoF can only be held on Tuesday, May 4 before or after the co-located event.

Benefits include:

- Option to set the topic of the BoF (subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule
- Sponsor recognition on the event website

May 25-28, 2021 | Virtual Experience

The Xen Project creates an industry leading open source hypervisor that is powering some of the largest clouds in production today.

During 15 years of development, the Xen Project enabled many different use cases covering datacenter and server virtualization, cloud computing, desktop virtualization, security for desktop computing and within hardware appliances.

The Xen Project has also started to expand into new markets covering NFV, mobile virtualization, embedded virtualization and automotive.

The Xen Project Developer and Design Summit brings together the Xen Project's community of developers and power users for their annual developer conference. The conference is about sharing ideas and the latest developments, sharing experience, planning, collaboration and above all to have fun and to meet the community that defines the Xen Project.

## Sponsorships-at-a-Glance

Sponsorship Sales Deadline: **May 7, 2021**

	PLATINUM	GOLD
Speaking Session	•	
Logo and Weblink on Event Website	•	•
Recognition in Opening Session	•	•
Message in Attendee Post-Event Email	•	•
Recognition in Marketing Emails	•	•
Logo Placement in Hallway Track	•	•
Free Passes to Event	10	6
<b>Sponsorship Cost</b>	<b>\$2,000</b>	<b>\$750</b>



**Hyperledger Global Forum 2021** will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate virtually. A community focused event, Global Forum provides an opportunity to learn and understand various aspects of the ecosystem including technical roadmaps and milestones of not only Hyperledger specific projects but the latest uses and applications of other related technologies across industries and markets. Social networking for the community to bond, and hacking activities will also be front and center at this annual event. Hyperledger Global Forum will be the premier virtual enterprise blockchain event of 2021.

Sponsoring this event is a unique opportunity to showcase leadership in this cutting-edge technology, gain valuable mindshare of an elite audience of technical pioneers defining the future of business blockchain technologies and support the growth and innovation of Hyperledger projects.

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

# SPONSORSHIP OPPORTUNITIES

Sponsorship sales deadline **May 14, 2021**

	DIAMOND <sup>*</sup> 4 AVAILABLE 2 AVAILABLE	PLATINUM <sup>*</sup> UNLIMITED	SILVER <sup>*</sup> UNLIMITED
<b>Keynote:</b> 20 Minute Keynote Session (content to be approved by program committee)	.		
<b>1-Minute Video During Opening Keynote:</b> Provided by sponsor company.	.		
<b>Blog:</b> Featured profile or interview on Hyperledger Blog	.		
<b>Presentation:</b> 30 Minute Presentation + Q&A. Maximum 2 of Presenters. (content to be approved by program committee)	.	.	
<b>Pre-Conference Email Blast:</b> One time use of opt-in list to be sent by event organizers. Date option is based on availability.	.	.	
<b>Press List Access 2 Weeks Prior to Event</b>	List and Booking Assistance	List	
<b>Sponsor Recognition in Promotional Emails and News Release</b>	.	.	
<b>Promotion of Events Related to Hyperledger Global Forum 2021</b>	.	.	
<b>Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions</b>	.	.	.
<b>Social Media ‘Thank You’ Tweet</b>	1 during event	1 post-event	1 post-event
<b>Social Media Re-share:</b> Hyperledger Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Hyperledger.	.	.	Members Only
<b>Recognition in Pre-Event Attendee Emails:</b> Includes logo and link to your URL.	.	.	Company Name Only
<b>Message in Attendee Post-Event Email</b>	200 words	100 words	Company Name Only
<b>Recognition on Event Website:</b> Prominent logo displayed on event homepage by tier.	.	.	.
<b>Recognition on Event Platform:</b> Prominent logo displayed on virtual event platform	.	.	.
<b>Virtual Exhibit Booth: See below for details.</b>	.	.	.
Custom-branded graphics	.	.	.
Ability to generate leads with attendee contact information for those that visit your booth	.	.	.
Chat function with booth attendees	.	.	.
Ability to link to resources, social media, job postings, etc.	.	.	.
<b>Complimentary Passes</b>	20	15	5
<b>Premier Member Price</b>	<b>\$25,000</b>	N/A	N/A
<b>Hyperledger Member Price</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$2,500</b>
<b>Non-Member Price</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$3,500</b>

\*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.





# OpenJS World

Contact us at [membership@openjsf.org](mailto:membership@openjsf.org)  
to secure your sponsorship today.

June 9, 2021 | Virtual Experience

## JavaScript has become a first class enterprise development platform.

OpenJS Foundation's annual event brings together the JavaScript and web ecosystem including Node.js, Electron, AMP and more.

Learn and engage with leaders deploying innovative applications at massive scale. The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including performance, testing, automation, CI/CD, security, development, and community building.

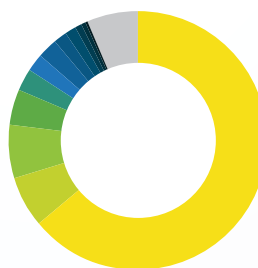
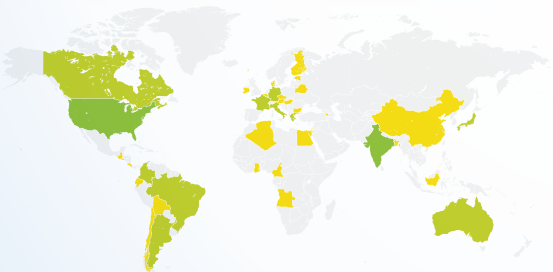
With an agenda full of keynotes, breakout sessions, and interactive workshops from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

### 2020 Attendance - Total Registration:

 2233 attendees

### 2020 Attendee Demographics

- ★ 1381 companies participated
- 🌐 Attendees from **81 countries**  
Increase of 55 countries from 2019



#### Attendee Role

- Application Developer (Front-end/Back-end/Mobile/Full Stack) **63.91%**
- Manager - Technical Teams **6.60%**
- Architect **6.51%**
- Student **4.43%**
- Executive Leader **2.76%**
- DevOps/SRE/Sysadmin **2.40%**
- Systems/Embedded Developer **2.40%**
- Marketing **1.72%**
- Product/Biz Dev **1.45%**
- Professor / Academic **0.68%**
- Media / Analyst **0.54%**
- DevOps/SRE/Sysadmin Architect **0.41%**
- Other **6.20%**



All new and existing corporate OpenJS members receive these benefits.

	PLATINUM OpenJS Member	GOLD OpenJS Member	SILVER OpenJS Member	New OpenJS Members
<b>Keynote</b> Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	20 minutes	10 minutes		
<b>Breakout</b> Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	•	•		
<b>Logo on event website</b>	Largest Size	Medium Size	Small Size	
<b>Company description on event website</b>	500 characters	300 characters	200 characters	
<b>Embedded video on event website</b>	•	•	•	
<b>Logo in footer of email promotions</b>	•	•	•	
<b>Email to attendees</b> (pre or post event) One email to opt-in list to be sent by event organizers.	•	•		
<b>Slack Channel on OpenJS Foundation Workspace</b> (2 weeks pre and post event)	•	•		
<b>Social media thank you tweets</b> 1x	•	•	•	
<b>Blog on openjsf.org</b>	Mention	Mention	Mention	Standalone
<b>Yearly marketing benefits through Foundation</b> (tiered by level)	•	•	•	
<b>Community Onboarding</b>				•

Enhance your exposure at OpenJS World by selecting an add-on package.

\$40,000 USD	\$30,000 USD	\$15,000 USD
<b>2-minute bumper video between keynotes:</b> Provided by sponsor company	—	—
<b>Full-day Workshop</b> To be held on a separate date, with its own marketing and lead generation plan.	<b>Half-day Workshop</b> To be held on a separate date, with its own marketing and lead generation plan.	<b>1-hour Webinar</b> To be held on a separate date, with its own marketing and lead generation plan.
<b>Email leads from Workshop registrations.</b>	<b>Email leads from Workshop registrations.</b>	<b>Email leads from Webinar registrations.</b>
<b>Social media thank you tweets</b> 5x	<b>Social media thank you tweets</b> 3x	<b>Social media thank you tweets</b> 2x

## 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](mailto: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 3 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 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.



July 21-22, 2021 | Virtual

**More than half the Fortune 500, and hundreds of billions of dollars in global commerce, rely on Cloud Foundry technologies to unlock their developers' productivity and realize business returns on their technology investments. Cloud Foundry Summit is where the ecosystem comes together to innovate, collaborate and diversify.**

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape—and because Cloud Foundry is the proven developer experience for Kubernetes, the next generation of infrastructure.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this global community to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Google, IBM, SAP, SUSE and VMware to support the growth and innovation of Cloud Foundry, the world-class developer experience for teams building the next generation of enterprise applications.



## SPONSORSHIP-AT-A-GLANCE

Sponsorship Deadline: June 25, 2021

Contact Chip Childers at [cchilders@cloudfoundry.org](mailto:cchilders@cloudfoundry.org) to secure your sponsorship



	PLATINUM	GOLD	BRONZE
<b>Speaking Opportunity</b> All sponsor content must be approved by Program Committee and Cloud Foundry. <i>Speaking slots based on availability.</i>	15 Minute Session		
<b>30-second Video Ad during Keynotes</b> Provided by sponsor company	•		
<b>Sponsor Designation in Press Releases</b>	•		
<b>Access to Event Press/Analyst List</b> Contact list shared one week prior to event for your own outreach	•		
<b>Pre or Post Event Email Blast</b> One time use of opt-in list to be sent by Cloud Foundry Foundation. Date option is based on availability.	•		
<b>Virtual Exhibit Booth</b> Static page with the ability to link resources and social media, and embed sponsor videos.	•	•	
<b>Push Notifications to Attendees During Event</b> Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	3	2	
<b>Custom Questions in Post Event Attendee Survey</b> Opportunity to add question(s) of your choice (must be approved by Cloud Foundry), and follow up reporting with data results.	2	1	
<b>Recognition in Opening &amp; Closing Remarks</b> Sponsor recognition by name.	•	•	•
<b>Social Media Promotion of Sponsorship</b> From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry).	4	3	2
<b>Social Media Re-share</b> Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry.	•	•	•
<b>Recognition in Pre-Event Email Marketing</b> Includes link to your URL.	•	•	•
<b>Recognition on Event Website</b> Prominent logo displayed on event homepage.	•	•	•
<b>Message in Attendee Day-Of Email</b>	200 words	150 words	100 words
<b>Recognition on Virtual Platform</b> Logo on virtual event home page.	Individual	Shared	Shared
<b>Virtual Stage Branding</b> Logo featured in Sessions	Individual	Shared	Shared
<b>Blog Post on CloudFoundry.org</b> Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team.	•	•	•
<b>Post-Event Data Report</b> Provides event demographics and additional details on event performance.	•	•	•
<b>Event Attendee Passes</b> Full access passes to the entire event for your staff or customers	20	15	5
<b>Sponsorship Cost</b>	<b>\$12,000</b>	<b>\$7,000</b>	<b>\$2,500</b>



September 14-15, 2021 | Virtual Experience

Join the Dronecode Foundation leaders, open source maintainers, system integrators, industry members, open-source developers, students, and researchers for a two-day virtual experience to celebrate the open-source community's achievements.

**Be part of the conversation driving the future of drone hardware and application development for technology teams, industry leadership, and open source communities.**

The PX4 Developer Summit is the third iteration of our annual event by the Dronecode Foundation. This vendor-neutral organization hosts open-source and open-standard projects critical to the drone industry and establishes best practices for drone application development. The DF is home to the fastest-growing open-source projects for Drone development, including the PX4 Autopilot, Pixhawk, QGroundControl, MAVLink, and MAVSDK.

The PX4 Developer Summit is expected to host 500+ virtual attendees, offer 45+ sessions with two main tracks focused on learning and collaboration, and a vast networking and career development component, plus engaging and inspiring keynotes on each day.

#### **Who Attends?**

2020 Audience Snapshot

- **Software Engineer** 32%
- **Student / Professor** 20%
- **C-Level Executive** 10%
- **Researcher** 7%
- **Director / VP / President** 5%
- **Hardware Engineer** 5%
- **Program / Product Manager** 5%
- **Other** 4%
- **Founder** 3%
- **Not Specified** 2%
- **UAV Pilot** 2%
- **Business / Sales / Success** 1%
- **Scientist** 1%
- **Engineering Intern** 1%



## Sponsorship Opportunities

**Sales deadline: August 6**

Any sponsors that come in after this date will not be included on the attendee t-shirt

	DIAMOND <small>3 AVAILABLE 2 AVAILABLE</small>	PLATINUM <small>5 AVAILABLE 2 AVAILABLE</small>	GOLD <small>5 AVAILABLE 4 AVAILABLE</small>	SILVER <small>5 AVAILABLE 3 AVAILABLE</small>	PARTNERS* <small>UNLIMITED</small>
Complimentary Registration Passes	20	15	7	5	2
Includes 50% discount on a Silver Membership (for non-members)	•				
(1) 15-minute demo video posted on YouTube channel	•				
30-minute post-event hosted webinar with the Dronecode Foundation following the event (Date to be mutually agreed)	•				
30-minute - Day 1 Sponsored Session (limited availability)	•				
30-minute - Day 2 Sponsored Session (limited availability)		•			
Sponsored Lightning Talk (limited availability)			•	•	
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	•	•			
Attendee list (opt-in at registration)	•	•			
Emails to opt-in attendees	(1) Exclusive pre-or post-event	(1) 150 word message in pre-event attendee email			
Participation on the program committee	•	•			
Original Blog Post Highlighting Sponsorship	•	•			
Logo on conference virtual platform welcome page	•	•	•		
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	•	•	•	•	•
Post event data including: full list of attendees that visited booth (incl. name, title, company, address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	•	•	•	•	•
Careers Breakout: Opportunity for a 5-minute session to share information on available positions and company culture in the Virtual Job Theater.	•	•	•	•	•
25% Bulk Discount on Registrations	•	•	•	•	•
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•	•
Logo recognition on welcome announcement	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•
Social Media Posts	(1) pre-event and (1) during the event standalone tweet			(1) pre-event group tweet	
<b>Non-Member Pricing</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>Member Pricing</b>	<b>\$22,500</b>	<b>\$11,250</b>	<b>\$5,625</b>	<b>\$3,750</b>	<b>–</b>

**NOTE TO MEMBERS:** The Diamond package is part of the Platinum members benefits. The Platinum package is a benefit of the Gold members. Silver members enjoy a 25% discount on all the available packages.

**\*PARTNERS:** This sponsorship is for our community partners, non-profits, or other open-source projects who wish to support our community. Please make sure to identify yourself correctly, as we will only accept those who meet the criteria.



# OPEN MAINFRAME SUMMIT

September 22-23, 2021 | Virtual Experience

The open source movement has rapidly become the way code is being developed for today's smart and agile businesses. Open Mainframe Project is at the forefront of this movement by being the project that supports and launches new open source initiatives that play an integral role in making mainframes modern to meet today's business needs.

Currently, Open Mainframe Project hosts 18 projects and working groups, with focuses in COBOL, Linux on Z, and z/OS with Zowe, as well as education, training and mentorships.

The Open Mainframe Summit brings together all of the different type of mainframers - from students to hobbyists, seasoned professionals to new engineers, developers and educators - to share best practices, discuss hot topics, learn technical insight from the best, and network with like-minded individuals who are passionate about the mainframe industry.

## As an Open Mainframe Summit Sponsor:

- Show your organization's support for the open source community building the modern mainframe ecosystem and educating the next generation of mainframers.
- Enable the mainframe community to advance development work by providing the space to form connections with those evaluating and creating the open source initiatives for the mainframe.
- Leverage real experience from thought leaders and influencers from across the industry within a professionally-organized conference run by a neutral nonprofit, where content is curated by the mainframe community.

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

	PLATINUM <small>4 AVAILABLE</small> SOLD OUT	GOLD <small>4 AVAILABLE</small> 3 AVAILABLE	SILVER <small>4 AVAILABLE</small>	ACADEMIC <small>4 AVAILABLE</small> 2 AVAILABLE
<b>Speaking Session:</b> All sponsor content must be approved by Program Committee and Open Mainframe. Speaking slots based on availability.	10 minute keynote			
<b>Session Banner Ad:</b> Logo featured in Session.	•			
<b>Pre or Post-Event Email Blast:</b> One time use of opt-in list to be sent by Open Mainframe. Email option based on availability.	•			
<b>Virtual Stage Branding:</b> Logo displayed.	•			
<b>Message in Attendee Post-Event Email</b>	•	•		
<b>Opportunity To Add Custom Questions To Post-Event Attendee Survey.</b> Follow-up reporting will be provided with survey results.	2	1		
<b>Recognition in Opening &amp; Closing Remarks:</b> By event emcee.	•	•		
<b>Push Notifications to Attendees During Event:</b> Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	2	1		
<b>Recognition on Event Platform Signage:</b> Logo displayed.	Individual	Shared	Shared	
<b>Virtual Exhibit Booth:</b> See below for details.	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•
Ability to link resources, social media, job postings, etc.	•	•	•	•
Embedded sponsor videos in booth	•	•	•	•
Ability to survey booth attendees	•	•	•	•
Chat function with booth attendees	•	•	•	•
<b>Recognition in Pre-Event Email Marketing:</b> Includes link to your URL.	•	•	•	•
<b>Recognition on Event Website:</b> Prominent logo display on event homepage.	•	•	•	•
<b>Social Media Promotion of Sponsorship:</b> From the Open Mainframe channel.	3	2	1	1
<b>Event Attendee Passes:</b> Full access passes to the entire event for your staff or customers.	25	15	10	10
<b>Sponsorship Cost</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$8,000</b>	<b>\$2,500</b>
<b>Open Mainframe Project Member Cost</b>	<b>\$13,500</b>	<b>\$9,000</b>	<b>\$7,200</b>	<b>\$2,250</b>





**KubeCon**



**CloudNativeCon**

**North America 2021**

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

## **KubeCon + CloudNativeCon North America 2021**

**Los Angeles, USA**

**October 12-15, 2021**

**10,000+ attendees**

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event.

In the event we need to pivot from a hybrid to a virtual event:

- 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 event, apply a credit to a future CNCF event in 2022 or receive a full refund.

CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

## **Who Attends?**

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

## **Benefits of Sponsorship:**

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

**KubeCon****CloudNativeCon**

North America 2021

# SPONSORSHIP BENEFITS AT-A-GLANCE

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

Signed contracts must be received by July 22, 2021.

	<b>DIAMOND*</b> 6 AVAILABLE 2 AVAILABLE	<b>PLATINUM</b> OPEN	<b>GOLD</b> OPEN	<b>SILVER</b> OPEN	<b>START-UP**</b> OPEN	<b>END USER***</b> OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Email to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet****	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device****	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>Sponsorship Cost</b>	<b>\$190,000</b>	<b>\$115,000</b>	<b>\$75,000</b>	<b>\$26,000</b>	<b>\$7,000</b>	<b>\$7,000</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

\*\*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

\*\*\*Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

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



**KubeCon**



**CloudNativeCon**

**OPEN SOURCE SUMMIT**

**China 2021**

KubeCon + CloudNativeCon + Open Source Summit is the premier event to engage with the most talented developers, IT professionals, and project leaders of China's active open source and cloud native communities. Join us to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

## Early December 2021

3 consecutive days

Dates to be determined

China, location to be determined

3,000 attendees

KubeCon + CloudNativeCon + Open Source Summit China 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event. In the event we need to pivot from a hybrid to a virtual event:

- 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 event, apply a credit to a future CNCF event in 2022 or receive a full refund.

The Linux Foundation and Cloud Native Computing Foundation reserve the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

## Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon + Open Source Summit.

## Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as innovative startups.
- Inform and educate the community about your organization's products, services, open source strategies, and cloud native direction.
- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.
- Associate your brand with one of the fastest-growing technology communities.
- Join The Linux Foundation and Cloud Native Computing Foundation's hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring cloud native project communities together.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Give back to the open source community. Profits from our events directly support hosted projects.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.  
Signed contracts must be received by October 1, 2021.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*/ END USER** OPEN
Logo on Attendee T-shirt	•					
Logo on Lanyard	•					
Executive Lunch Capacity subject to COVID-19 safety + social distancing requirements	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for (1) conference day	(1) exclusive meeting room for half of a conference day			
20-minute demo: Your presentation in the demo theater will be listed in the main schedule***	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Promotional posts on WeChat	(2) standalone articles	(1) standalone article	(1) standalone article	(1) shared group article	(1) shared group article	(1) shared group article
Promotional posts on Twitter from the @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card	(1) pre-event shared group tweet	(1) pre-event shared group tweet	(1) pre-event shared group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet***	6m (w) x 6m (d) custom-built only	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2m (w) x 2m (d) turnkey only	2m (w) x 2m (d) turnkey only
Lead retrieval device***	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$286,000	\$131,000	\$79,000	\$52,000	\$21,000	\$6,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

\*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

\*\*Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

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

# Promotional Marketing Opportunities

*Please check with us on pricing and availability for individual events.*

*A number of other opportunities may be available depending on the event. Please inquire on these and additional customized opportunities.*

*\*Note these opportunities require a base leveled sponsorship.*

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



## Lanyards\* **\$5,000 AND UP**

Every attendee will wear a name badge and lanyard, and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



## Breakfast & Breaks **\$5,000 AND UP**

Includes large branded signage in breakfast and break areas, as well as recognition on event website.



## Women in Open Source Lunch/Diversity Social **\$5,000 AND UP**

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



## Attendee T-Shirt **\$7,500 and up**

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



## Attendee Lounge **\$7,500 AND UP**

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



## Evening Event **\$10,000 AND UP**

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.







## Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

**Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.**

Please note that LF member discounts do not extend to events run by projects or community groups.



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

**[events.linuxfoundation.org](https://events.linuxfoundation.org)**