



September 20-24, 2021 | Virtual

# 2021 SPONSORSHIP PROSPECTUS

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

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

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

### Benefits of Sponsorship:



Recruit and acquire top talent



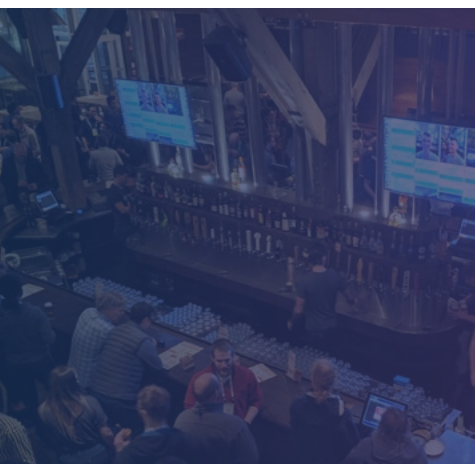
Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies





## Sponsorship Opportunities

	DIAMOND <small>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.



## Promotional Marketing Opportunities



### Video Editing and Posting (Shared) \$20,000

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

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



### Speaker Gifts (Exclusive) \$15,000 Stand Alone

Every speaker at the event will receive an event gift. Branding will be subject to the gift selected and imprint options. Your exclusive sponsorship benefits include:

- Recognition as the speaker gift sponsor on event website and virtual signage
- 4 Attendee Passes to LPC 2021



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

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

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



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

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

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



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

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