2022 SPONSORSHIP PROSPECTUS
cdCon will be hosted June 7-8, 2022 both in Austin, TX and virtual

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day hybrid 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.

- Discover, learn, and connect with those working on open source application development and deployment. OpenJS World and cdCon are co-locating in Austin for two conferences in one.
- Two conferences. One ticket. Unlimited ways to collaborate on the Expo floor.

Contact us at events@cd.foundation to secure your sponsorship today.
Who Attends?

1,600 attendees for cdCon + OpenJS World
5,000+ Virtual attendees based on 2021 attendance

Attendees from 124 countries across 6 continents
- 29% from the United States
- Other countries with a sizeable audience at the event include: India - 18%, United Kingdom - 4%, Canada - 4.4%, France - 4%, Germany - 4%, Brazil - 3.5%

3,084 companies
- 28 member companies

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

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## Sponsorship At-A-Glance

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DELIVERABLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEMBER PRICING</strong></td>
<td><strong>DIAMOND</strong> 4 AVAILABLE</td>
</tr>
<tr>
<td><strong>NON-MEMBER PRICING</strong></td>
<td>$75,000</td>
</tr>
</tbody>
</table>

### SPEAKING OPPORTUNITY
- **10-Minute Keynote or 2 Breakout Sessions**: Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event
- **5-minute Keynote or 1 Breakout Session**: Content to be approved by program committee. 5-minute keynote on Day 1 or 1 Breakout Session
- Demo Theater, Lightning Talk, or BoF: Content to be approved by program committee

### ON-SITE EXPERIENCE
- **Recognition on Event Signage**: Sponsor logo on conference signage
- **Collateral Distribution**: Laid out in a prominent location near registration
- Logo included on “Thank you to our Sponsors” slide during keynote sessions
- **Exhibit Booth**: Includes counter with graphic and stools. Upgrades options available
- **Lead Retrieval Scanners**: Live scans, real-time reporting and ability to take notes on captured leads

### MARKETING/BRAND EXPOSURE
- **Blog Post**: Featured profile or interview on Continuous Delivery Foundation blog
- **Assistance With Press Bookings at Event**: Helping you get the most out of an on-site announcement
- **Sponsor Recognition in Event Announcement**
- **Recognition on Event Website**: Prominent logo display on event homepage
- **Social Media Recognition**: Predetermined number of “thank you” tweets
- **The Pipeline Podcast Sponsor**: 1 episode, 30-second promotion
- **Pre- or Post-Conference Email Blast**: 1 email to opt-in list to be sent by event organizers
- **Pre- or Post Event Email Recognition**: 50-word entry in attendee email
- **Email Recognition**: Sponsor logo in footer of attendee emails
- **Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee survey**: Follow up reporting will be provided with survey results
- **Post-Event Data Report**: Provides event demographics and additional details on event performance

### Pricing

<table>
<thead>
<tr>
<th><strong>MEMBER</strong></th>
<th><strong>NON-MEMBER</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$75,000</strong></td>
<td><strong>$100,000</strong></td>
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<tr>
<td><strong>$50,000</strong></td>
<td><strong>$65,000</strong></td>
</tr>
<tr>
<td><strong>$24,000</strong></td>
<td><strong>$30,000</strong></td>
</tr>
<tr>
<td><strong>$12,000</strong></td>
<td><strong>$15,000</strong></td>
</tr>
<tr>
<td><strong>$5,000</strong></td>
<td><strong>$10,000</strong></td>
</tr>
</tbody>
</table>

*Includes membership
**Number of sponsorships available per tier is subject to change.
***Virtual deliverables to be announced at a later date.

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## Contributor Summit Add-On

Expand your support of cdCon and sponsor a CDF project Contributor Summit that will take place Thursday, June 9 or Friday, June 10.

- Logo on signage and thank you slide
- Logo and link on event website
- 5-minute remarks during opening session

$5,000

## Promotional Marketing Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Recording Sponsor</td>
<td>Includes logo on post-event recordings</td>
<td>$10,000 (1 AVAILABLE)</td>
</tr>
<tr>
<td>Attendee T-Shirt</td>
<td>Every in-person attendee will receive an event t-shirt. The design will include your logo on sleeve of t-shirt.</td>
<td>$10,000 (1 AVAILABLE)</td>
</tr>
<tr>
<td>Diversity Scholarship</td>
<td>The CD Foundation support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend OpenJS Foundation events for financial reasons. Top applicants will be awarded a fully paid scholarship to attend OpenJS World, including registration, airfare (up to $1,500) and hotel (up to 3 nights).</td>
<td>$5,000 EACH</td>
</tr>
<tr>
<td>Diversity &amp; Inclusion</td>
<td>Show your support for increasing diversity in open source by sponsoring a featured session on diversity and inclusion. Includes pre-event blog and promotion, inclusion/recognition on the event website homepage, and recognition at the event.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Community Awards</td>
<td>CD Foundation Community Awards reward community members, open source contributors, and end users. Our annual awards will be presented live at cdCon and will include Top Ambassador, Top Contributor, Top End User, and more. Includes pre-event blog and promotion, inclusion/recognition on the event website homepage, and recognition at the event.</td>
<td>$10,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>Exclusive Sponsor logo will appear across the lanyard</td>
<td>$5,000</td>
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</table>

## Joint Promotional Marketing Opportunities

Joint Promotional Marketing Opportunities provide sponsors the most visibility as your branding will be showcased to all 1,600+ attendees from both cdCon and OpenJS World.

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<th>Sponsorship Type</th>
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<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Live Stream &amp; Recording</td>
<td>Includes logo on live stream and event website. Sponsors will be allowed to use recordings on their website or in promotional materials</td>
<td>$10,000</td>
</tr>
<tr>
<td>Sponsor Showcase Reception</td>
<td>Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage</td>
<td>$10,000</td>
</tr>
<tr>
<td>Breaks</td>
<td>2 available, 1 per day</td>
<td>$5,000</td>
</tr>
<tr>
<td>Wireless Access</td>
<td>Conference WiF network or password to include sponsor’s name (based on venue capabilities)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Lanyards</td>
<td>Exclusive sponsor logo will appear across the lanyard for both cdCon + OpenJS World</td>
<td>$7,500</td>
</tr>
<tr>
<td>Job Board</td>
<td>Logo on physical job board located near registration</td>
<td>$5,000</td>
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### 2021 Sponsors

- CloudBees
- HUAWEI
- circleci
- JFrog
- NETFLIX
- armory
- BMC
- CapitalOne
- Lightstep
- Rancher
- accurics
- codefresh
- GitLab
- OpsMx
- puppet
- DeployHub
- NeuraLegion
- Open Mainframe Project
- ozone
- shipa
- snapt
- STACKHawk

### 2021 Media Sponsors

- learnk8s
- NAOG
- NORTH AMERICAN DEVOPS GROUP

### 2021 Community Partners

- blackgirlCODE
- WOMEN WHO CODE

### 2021 Speakers

- Alibaba Cloud
- Allianz
- armory
- AWS
- AUTODESK
- BMO
- Bootstrap
- CAMUNDA
- CAPITAL CARBON CREDITING
- CapitalOne
- circleci
- CloudBees
- codefresh
- dailymotion
- DeployHub
- DevOps Institute
- DISCOVER
- dynatrace
- Education Ecosystem
- eficode
- ERICSSON
- Fideliy
- Google
- harness
- honeycomb.io
- IBM
- JFrog
- LaunchDarkly
- Lightstep
- Microsoft
- OpsMx
- puppet
- Red Hat
- salesforce
- RedMonk
- SAP
- Seldon
- verizon media
- YAHOO! JAPAN
- ZUP