cdCON

June 7-8, 2022 | Virtual + Austin, TX

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 sponsorships@linuxfoundation.org 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

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%

JOB LEVEL	
CXO / ED	3%
VP / SVP / GM	2%
Director	7%
Manager	17%
Individual Contributor	45%
Academic	6%
Other	20%

GENDER	
Man	61%
Woman	7%
Non-binary	1%
Opted not to answer	31%

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

CATEGORY	DELIVERABLES	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE *Diamond level receive additional benefits from OpenJS World.*	PLATINUM ~~3 AVAILABLE~~ 1 AVAILABLE	GOLD ~~4 AVAILABLE~~ 3 AVAILABLE	SILVER 6 AVAILABLE	BRONZE 8 AVAILABLE
CD FOUNDATION MEMBER PRICING		$75,000	$50,000	$24,000	$12,000	$5,000
NON-CD FOUNDATION MEMBER PRICING		$100,000	$65,000	$30,000	$15,000	$10,000*
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. Table and chairs only for Bronze sponsors. (Upgrade options available).	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
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 from the Continuous Delivery Twitter handle	3	2	1	SHARED	SHARED
	The Pipeline Podcast Sponsor: 1 episode, 30-second promotion	•	•			
EMAIL 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	•	•	•	NAME ONLY	NAME ONLY
POST-EVENT	**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	•	•	•	•	•
EVENT PASSES	Complimentary Attendee Passes to be Shared by Sponsor	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED

* 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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Promotional Marketing Opportunities
*Leveled Sponsorship Required

Session Recording Sponsor: Includes logo on post-event recordings	**$10,000 (1 AVAILABLE)**
Attendee T-Shirt: Every in-person attendee will receive an event t-shirt. The design will include your logo on sleeve of t-shirt.	**$10,000 (1 AVAILABLE)**
Diversity Scholarship: 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 CD Foundation events for financial reasons. Top applicants will be awarded a fully paid scholarship to attend cdCon, including registration, airfare (up to $1,500) and hotel (up to 3 nights). Your logo will be displayed on the event website.	**$5,000 EACH**
Diversity & Inclusion: Show your support for increasing diversity in open source by sponsoring a featured session (typically 30 minutes) on diversity and inclusion. Content must be approved by PC and the LF. Based on availability. Includes pre-event blog and promotion, inclusion/recognition on the event website homepage, and recognition at the event.	
Community Awards: CDF Community Awards reward community members, open source contributors, ambassadors and end users who are working most effectively to advance the adoption of continuous delivery. Our annual awards will be presented live at cdCon and will include Top Ambassador, Top Contributor, Top End User and more. Benefits include: • Opportunity to present the award to recipients • Logo on screen during event • Recognition on the conference website • Recognition in the CDF Community Awards email announcement to the community. • Recognition in the CDF Community Awards social media • Reconciliation in the CDF Community Awards press release	
Lanyards: Exclusive Sponsor logo will appear across the lanyard	$5,000 **SOLD OUT**
Contributor Summit: Expand your support of cdCon and sponsor a CDF project Contributor Summit. This will take place Thursday, June 9 and Friday, June 10. You will receive 5-minute remarks during the opening session. Your logo will be included on the event site, signage, and a thank you slide during the session.	**$5,000 (UNLIMITED)**

Joint Promotional Marketing Opportunities
*Leveled Sponsorship Required

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.

Keynote Live Stream & Recording: Includes logo on live stream and event website. Sponsors will be allowed to use recordings on their website or in promotional materials	**$10,000 (1 AVAILABLE)**
Sponsor Showcase Reception: Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage	**$10,000 (1 AVAILABLE)**
Breaks: Sponsorship includes prominent branding at all break stations.	**$5,000 (2 AVAILABLE)**
Wireless Access: Conference WiFi network or password to include sponsor's name (based on venue capabilities)	**$7,500 (1 AVAILABLE)**
Lanyards: Exclusive sponsor logo will appear across the lanyard for both cdCon + OpenJS World	$7,500 **UNAVAILABLE**
Job Board: Logo on physical job board located near registration	**$5,000 (1 AVAILABLE)**

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2021 Sponsors

CloudBees · HUAWEI · circleci · JFrog · NETFLIX · armory · bmc · Capital One

Lightstep · RANCHER · accurics · codefresh · GitLab · OpsMx · puppet · DeployHub

NeuraLegion Application security testing · OPEN MAINFRAME PROJECT · ozone · shipa · snapt · STACKHAWK

2021 Media Sponsors

learnk8s · NADOG NORTH AMERICAN DEVOPS GROUP

2021 Community Partners

black girls CODE imagine. build. create. · WOMEN WHO CODE

2021 Speakers

Alibaba Cloud · Allianz · armory · aws · AUTODESK · BMO · Bootstrap

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