# Table of Contents

- About The Linux Foundation Member Summit .......................................................... 3
- Why Sponsor .............................................................................................................. 4
- Who Attends ............................................................................................................. 5
- Benefits of Attending ............................................................................................... 5
- Previous Attendees ................................................................................................. 7
- Previous Sponsors .................................................................................................... 8
- Demographics .......................................................................................................... 9
- Sponsorships-at-a-Glance ...................................................................................... 11
- Sponsorship Bundles & Custom Packages .............................................................. 12
November 8-10, 2022 | Lake Tahoe, CA

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, CHIEF STRATEGY OFFICER, DATASTAX
Why Sponsor

Sponsorship of LFMS offers a multitude of benefits:

- Increase brand awareness & recognition
- Showcase thought leadership
- Generate leads and customers
- Leverage highly targeted marketing opportunities
- Take advantage of media exposure & PR announcements
- Create new partnerships & alliances
- Obtain and learn valuable mindshare from developers, technologists and business leaders
- Demonstrate support for the important work of the open source community
Who Attends:

Executives, business, and open source program office leaders of organizations using open source software and shared R&D with others in the industry.

Technical leaders responsible for key projects or open source strategies within organizations.

Open source foundation and project leaders who need to share best practices and strategies for leading the technical and executive leadership to maximum innovation.

Benefits of Attending:

Participate in an exclusive gathering of the brightest minds in open source, shaping strategy and implementation across the ecosystem.

Learn from other leaders and share your expertise on governance and other best practices for the business of open source and collaborative development.

Join technical leadership discussions to identify overlap between diverse open source projects, in order to create greater efficiencies and encourage cross-pollination of ideas.
Event Format:

- State of the Union talks covering the current opportunities and challenges facing key open source technologies
- Tracks focused on:
  - Best Practices & Lessons Learned
  - Future Trends
  - Community & Project Growth
  - Compliance & Standards
  - Professional Open Source Management
  - Business Leadership
- Linux Foundation Project Board Meetings
- Unconference sessions for participant-curated discussions and collaboration
Previous Attendees Include:

**Board Member**
- XBMC Foundation

**Board Partner**
- Andreessen Horowitz

**CEO**
- GitLab, Inc.
- HackerOne
- RackN
- Revalry
- StackPointCloud, Inc.
- Virtuozzo
- Buoyant
- WSO2

**CEO & Co-Founder**
- Codescoops
- Blockchain Technology Partners
- LogDNA
- Bloq, Inc.
- Serverless

**Chairman**
- EAN Caltech

**Chief Data Officer**
- National Oceanic and Atmospheric Administration

**Chief Technology Officer**
- Western Digital

**Co-Founder**
- fast.ai
- Bocoup
- CCI
- bitnami

**CTO**
- Change Healthcare
- SiFive
- Sourcegraph
- Amdocs
- Apprenda
- Heptio Inc
- Kenzan
- Red Hat
- SUSE
- Cloud Solution, Storage
- Huawei
- Open Technology
- IBM
- Platform
- Tigera
- Azure
- Microsoft Corp
- Sutter Hill Ventures
- Cloud Foundry Foundation
- Cloud Native Computing Foundation
- Eclipse Foundation
- FSFE
- OpenStack Foundation
- Symphony Software Foundation
- solo.io
- Instana, Inc.

**General Partner**
- Canvas Ventures
- Amazon Web Services
- Bosch Software Innovations GmbH
- Google
- Zetta Venture Partners
- Accenture
- Bloomberg
- ClearSky Security
- Adobe
- Oath Inc.
- AT&T, Inc. Services
- IBM
- Tigera
- Microsoft Corp
- Sutter Hill Ventures
- Cloud Foundry Foundation
- Cloud Native Computing Foundation
- Eclipse Foundation
- FSFE
- OpenStack Foundation
- Symphony Software Foundation
- solo.io
- Instana, Inc.
Previous Sponsors Include

- code
- cloudbees
- FOSSA
- GitLab
- IBM
- Intel
- Synopsys
- Tencent Cloud
- vmware
- Walmart Labs
- Wipro
2019 Attendee Demographics*

623 Attendees from 305 Organizations

**Job Function**
- Executive 30.67%
- Developer 14.72%
- Program Office Leader 12.41%
- Sales / Marketing / Business Dev 10.46%
- Architect 10.28%
- Other 7.27%
- Product Manager 6.56%
- Legal / Compliance 6.21%
- Media / Analyst 1.77%
- Professor / Academic 1.24%
- IT Operations - DevOps 0.53%
- Student 0.35%
- IT Operations - Sys Admin 0.18%

**Job Level**
- C-Level 23.94%
- Director / GM 22.34%
- VP 17.55%
- Individual Contributor 17.38%
- Manager 16.67%
- Other 3.19%
- Academic 1.60%

**Country**
- United States 79.08%
- China 4.96%
- Japan 4.08%
- UK 3.19%
- Germany 3.01%
- Canada 1.60%
- Sweden 1.24%
- France 0.89%
- Hong Kong 0.71%
- Spain 0.53%
- Hungary 0.53%
- Finland 0.53%
- Ireland 0.35%
- Israel 0.35%
- The Netherlands 0.35%
- Korea 0.18%

*Event not held in 2020 due to COVID-19 pandemic. 2021 numbers will be updated after the event is held.
Gender

- Male 73.94%
- Female 22.16%
- Prefer not to answer 6.03%
- Non-binary 0.18%

Industry

- Software 45.92%
- Internet or Web Services 11.88%
- Telecommunications 6.91%
- Computer Hardware or Consumer Electronics 6.91%
- Non Profit Organization 6.03%
- Aerospace / Defense 3.90%
- Other 3.55%
- Consulting 2.48%
- Education 2.84%
- Finance / Banking / Insurance 2.48%
- Carriers / Telecommunications 2.13%
- Media / Advertising / Publishing 2.13%
- Energy 1.42%
- Retail / Wholesale Trade 1.06%
- Automotive / Transport 1.06%
- Healthcare 0.71%
- Transportation / Logistics / Warehousing 0.71%
- Industrial Equipment / Heavy Manufacturing 0.35%
- Government 0.18%
# Sponsorship Benefits Overview

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conference Room</strong></td>
<td>3 available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LF Live Webinar</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td>15-minute Keynote</td>
<td>5-minute Keynote + Session</td>
<td>Session</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Inclusion in Onsite Press News Package</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recognition During Opening Keynote Session</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exclusive Sponsorship of 1 Attendee Social Function</strong></td>
<td>Evening Reception (1 day)</td>
<td>Lunch (1 day)</td>
<td>Breakfast &amp; Breaks (1 day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Stage Branding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Access to Event Press List</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Member Summit Invitations</strong></td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Recognition on Event Signage and Event Website</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recognition in Pre-Conference Email Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor Designation in Press Releases</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Sponsorship Cost

- **Diamond**: $65,000
- **Platinum**: $35,000
- **Gold**: $20,000
- **Silver**: $10,000
- **Bronze**: $8,000

---

*The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships. Exact plans subject to change in 2022 due to COVID.**

**As permitted per COVID-19 safety + social distancing requirements.**
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. Please inquire for details.

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

www.events.linuxfoundation.org