



THE **LINUX** FOUNDATION  
MEMBER SUMMIT

**November 8-10, 2022 | Lake Tahoe, California**

**2022 SPONSORSHIP  
PROSPECTUS**

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**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.

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**“ 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.
-  Join technical leadership discussions to identify overlap between diverse open source projects, in order to create greater efficiencies and encourage cross-pollination of ideas.
-  Learn from other leaders and share your expertise on governance and other best practices for the business of open source and collaborative development.

## 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.*

### CEO

*HackerOne*

### CEO

*RackN*

### CEO

*Revelry*

### CEO

*StackPointCloud, Inc.*

### CEO

*Virtuozzo*

### CEO

*Buoyant*

### CEO

*WSO2*

### CEO & Co-Founder

*Codescoop*

### CEO & Co-founder

*Blockchain Technology Partners*

### CEO & Co-founder

*LogDNA*

### CEO and Co-founder

*Bloq, Inc.*

### CEO/Founder

*Serverless*

### Chairman

*EA/N Caltech*

### Chief Data Officer

*National Oceanic and Atmospheric Administration*

### Chief Technology Officer

*Western Digital*

### Co-Founder

*fast.ai*

### COO

*Bocoup*

### COO

*CCI*

### COO and Co-Founder

*bitnami*

### CTO

*Change Healthcare*

### CTO

*SiFive*

### CTO

*Sourcegraph*

### CTO

*Amdocs*

### CTO

*Apprenda*

### CTO

*Heptio Inc*

### CTO

*Kenzan*

### CTO

*Red Hat*

### CTO

*SUSE*

### CTO Cloud Solution, Storage

*Huawei*

### CTO Open Technology

*IBM*

### CTO Platform

*Tigera*

### CTO, Azure

*Microsoft Corp*

### EIR

*Sutter Hill Ventures*

### Executive Director

*Cloud Foundry Foundation*

### Executive Director

*Cloud Native Computing Foundation*

### Executive Director

*Eclipse Foundation*

### Executive Director

*FSFE*

### Executive Director

*OpenStack Foundation*

### Executive Director

*Symphony Software Foundation*

### Founder & CEO

*solo.io*

### Founder & COO

*Instana, Inc.*

### General Partner

*Canvas Ventures*

### Head of Open Source

*Amazon Web Services*

### Head of Open Source Services

*Bosch Software Innovations GmbH*

### Head of Open Source Strategy GCP

*Google*

### Managing Director

*Zetta Venture Partners*

### Managing Director

*Accenture*

### Member of the CTO Office

*Bloomberg*

### Operating Partner & CISO

*ClearSky Security*

### Partner

*Accel*

### Senior Legal Counsel

*Sony*

### Sr. Computer Scientist

*Adobe*

### Sr. Director of Open Source

*Oath Inc.*

### SVP-Architecture & Design, Research & Labs

*AT&T, Inc. Services*

### SVP, Technical Operations

*Ticketmaster*

### SVP, Technology

*Hired*

### Vice President of Technology

*Expedia, Inc.*

### VP Advanced Technologies

*Tech Mahindra*

### VP Engineering Capabilities

*Indeed*

### VP Networks innovation

*Telefonica*

### VP of Engineering

*LinkedIn*

### VP Partner

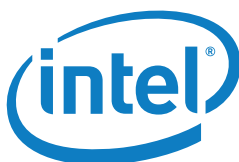
*Chef.io*

### VP Standards & Open Source

*SAP*



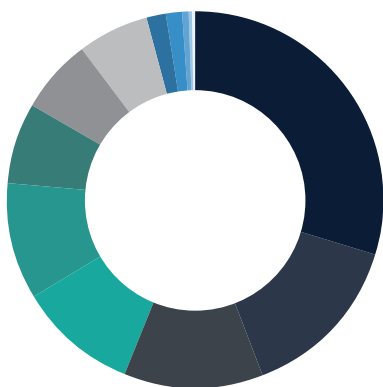
## Previous Sponsors Include





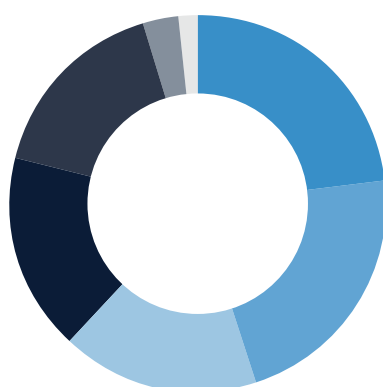
## 2019 Attendee Demographics\*

623 Attendees from 305 Organizations



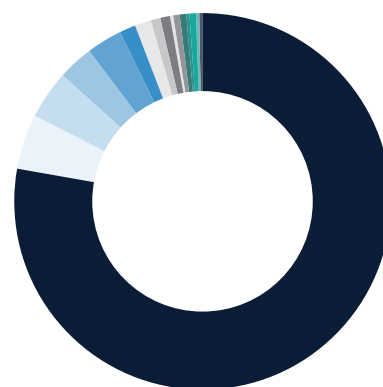
### Job Function

- 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

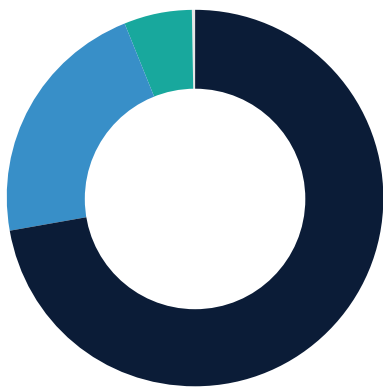
- C-Level **23.94%**
- Director / GM **22.34%**
- VP **17.55%**
- Individual Contributor **17.38%**
- Manager **16.67%**
- Other **3.19%**
- Academic **1.60%**



### Country

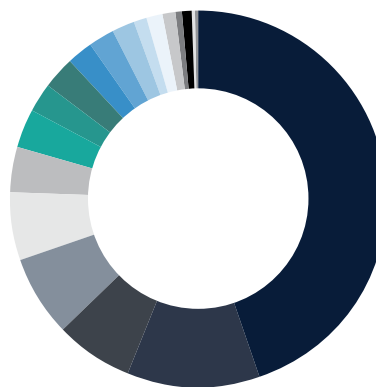
- United States **79.08%**
- China **4.96%**
- Japan **4.08%**
- UK **3.19%**
- Germany **3.01%**
- Canada **1.60%**
- Sweden **1.24%**
- France **0.89%**
- Hong Kong **0.71%**
- Spain **0.53%**
- Hungary **0.53%**
- Finland **0.53%**
- Ireland **0.35%**
- Israel **0.35%**
- The Netherlands **0.35%**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



## Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE 2 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 3 AVAILABLE	SILVER 4 AVAILABLE 2 AVAILABLE	BRONZE 4 AVAILABLE
<b>Conference Room**:</b> For private meeting use only.	•				
<b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Speaking Opportunity:</b> All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
<b>Inclusion in Onsite Press News Package:</b> Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
<b>Recognition During Opening Keynote Session:</b> Sponsor recognition by name.	•	•	•		
<b>Exclusive Sponsorship of 1 Attendee Social Function:</b> Includes branding throughout the social function.	Evening Reception (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
<b>Access to Event Press List</b>	•	•	•	•	•
<b>Member Summit Invitations:</b> Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
<b>Recognition on Event Signage and Event Website:</b> Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in the body of the release.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$65,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$8,000</b>

\*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](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

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