Spinnaker SUMMIT

October 23-24, 2022 • Detroit, MI

2022 SPONSORSHIP
PROSPECTUS

October 23-24, 2022 • Detroit, MI

The sixth annual Spinnaker Summit will be co-located with KubeCon+CloudNativeCon in Detroit on October 23-24, 2022.

Why Sponsor Spinnaker Summit 2022?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of engineers, architects, and managers involved in:

- DevOps
- Site Reliability Engineering
- Cloud Engineering
- Software Development
- IT Operations
- Product Management

The Summit will bring together a global community of collaborators, focused on the future of Spinnaker, the open-source continuous delivery platform. The event will include hands-on workshops, keynotes, happy hours, and more. Targeted toward developers, architects, operators, and technical leaders, this event will be a great place to share knowledge and build connections.

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 4 3 AVAILABLE	PLATINUM 6 5 AVAILABLE	GOLD UNLIMITED
SPEAKING OPPORTUNITY	**20-minute keynote or 30-minute breakout presentation:** Content to be approved by program committee and based on availability. First-come, first-served.	●		
	15-minute breakout presentation: Content to be approved by program committee		●	
ON-SITE EXPERIENCE	**Recognition on Event Signage:** Sponsor logo on conference signage	●	●	●
	1-minute video during opening keynote: Provided by sponsor company	●	●	
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	●	●	●
	Exhibit Booth: -Location selected in order of sponsorship tier	6' TABLETOP	6' TABLETOP	6' TABLETOP
MARKETING/ BRAND EXPOSURE	**Blog Post:** Featured profile or interview on project blog	●	●	
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	●	●	
	Sponsor recognition in news release: Contract required to be signed by September 16.	●	●	
	Recognition on Event Website: Prominent logo display on event homepage	●	●	●
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) PRE AND (1) DURING	(1) PRE AND (1) DURING	(1) PRE-EVENT
	60-minute Webinar: CDF will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	●		
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	●		
	Pre or Post Event Email Recognition: Sponsor logo in footer of post-event attendee email	●	●	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	●	●	●
MISC.	**Complimentary attendee passes to be shared by Sponsor**	5	4	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED
Sponsorship Cost		Member $30,000 Non-Member $36,000	Member $20,000 Non-Member $24,000	Member $5,000 Non-Member $6,000

Add-On Opportunities Tiered sponsorship required.

Reception in Sponsor Showcase - 2 available: Sponsor can host this evening with branding on all food and drink stations and prominently placed signage.	**$5,000**
Live Stream - 1 available: Includes logo on live stream and event website. Sponsor will be allowed to use recordings on their website or in promotional materials.	**$5,000**
Session Recording Sponsor - 1 available: Includes logo on post-event recordings.	**$5,000**
Wireless Access - 1 available: Conference Wi-Fi network name or password will be named after Sponsor. Naming based on venue's capabilities.	**$5,000**
Attendee T-Shirt - 1 available: Every in-person attendee will receive an event t-shirt. The design will include your logo on sleeve of t-shirt.	**$5,000**
Developer Lounge - 1 available: Provides the space and snacks to get developers hacking and connecting into the wee hours. Features comfy seating areas, bean bags and more. Includes sponsored signage.	**$5,000**
Lunch - 1 available: Signage on all lunch stations in common areas.	**$5,000**
Breaks - 2 available: Signage on all break stations in common areas	**$2,500**
Lanyards - 1 available: Exclusive Sponsor logo will appear across the lanyard.	**$5,000**
Diversity Scholarship: Showcase your organization's support of CDF's scholarship program by sponsoring the Diversity scholarship - unlilmited available. Sponsors receive: - Recognition during the opening Keynote - Signage onsite at the conference - Recognition on pre-conference promotion	**$2,500**
Job Board - 1 available: Logo on job board located near registration.	**$5,000**

Contact us at **events@cd.foundation** to secure your sponsorship, request additional details or discuss custom options.