May 10-12, 2023 | Vancouver, BC

2023 SPONSORSHIP PROSPECTUS
ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY.

OPEN SOURCE SUMMIT IS A FUNDAMENTAL GATHERING PLACE FOR EXCHANGING IDEAS ACROSS PROJECTS AND MEETING ALL OF THE PEOPLE WHO MAKE OPEN SOURCE COMMUNITIES WORK.

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About Open Source Summit

May 10-12, 2023 | Vancouver, BC

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

**OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.**

Events Under the OS Summit North America 2023 Conference Umbrella include:
Why Sponsor

Sponsoring Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event.

“WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE’RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE!”
Who Attends Open Source Summit

Developers
Systems, Embedded, Applications, Kernel & Operating Systems

Operations
Architects, SRE, System Administrators and DevOps

Community & Leadership
Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other
Professors, Students, Media, Analysts, Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America each year to:

• Meet face-to-face for problem-solving, discussions and collaboration
• Learn about the latest trends in open source and open technologies
• Access leading experts to learn how to navigate the complex open source environment
• Find out how others have used open source projects to gain efficiencies
• Gain a competitive advantage by learning about the latest in innovative open solutions
• Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
• Explore career opportunities with the world's leading technology companies

2022 Attendee Survey Results

97% found the conference content and sessions to be informative and useful.

95% would recommend attending the event to a friend or colleague.

93% felt they had the right amount of time for networking/collaboration.

93% said they are likely to join the event in-person in the future.

Quick Facts

• Anticipated 2023 Attendance: 2,000 In-Person Attendees

• Open Source Summit North America 2022 was held as a hybrid event, gathering 2,770+ attendees from 1,041 organizations across 68 countries.

• Highest sponsor booth leads generated in 2022 — 423 with an average of 90.
Attendee Demographics

- **2,771 total attendees**: 1,286 in-person and 1,485 virtual
- Attendees from 1,041 organizations
- Attendees from 68 countries
- **70%** of registered attendees participated in the virtual experience
- **77%** of all attendees were from the United States, Canada, and Mexico

*Demographics are from the Open Source Summit 2022.*
Diversity & Inclusion

We want to help make the open source community a more diverse and inclusive community, and feel that events are one of the ways to help further that goal. Thus creating the diversity & inclusivity we want to see in the community is paramount to a successful Open Source Summit, including on stage and in the audience.

In 2022

- 36% of Keynote Speakers identified as women or non-binary
- 33% of PC members identified as women or non-binary, and 26% as people of color
- 30% of conference speakers identified as women or non-binary
- An estimated 25% of conference speakers were people of color
- 23%* of attendees identified as women or non-binary
- 15%* of attendees identified as a person of color

*I am thrilled to see the diversity and inclusion initiatives!

*The importance of diversity and inclusion were evident in words and practice. Well done!

*These are optional questions on our registration form that also include ‘prefer not to answer’ as an option, or can be skipped entirely, thus these numbers may be higher than reflected here.
## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</thead>
<tbody>
<tr>
<td>AVAILABLE</td>
<td>AVAILABLE</td>
<td>AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
</tbody>
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### Sponsorship Cost

- **DIAMOND**: $70,000
- **PLATINUM**: $45,000
- **GOLD**: $30,000
- **SILVER**: $15,000
- **BRONZE**: $8,000

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*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they:
1. Have been in business less than 3 years;
2. Have less than $5M in annual revenue; and
3. Have less than 30 employees at signing of contract.*

**As permitted per COVID-19 safety + social distancing requirements.**

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*The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.*
Diamond Sponsorship Detail

Marketing and Brand Exposure:

- **Assistance with Press Bookings at Event:** Helping you get the most out of an on-site announcement.
- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company logo listed on all event webpages and all event email promotions.**
- **Social Media Promotion of Sponsorship (3X):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **20’x20’ Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).
- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **15-minute Keynote:** Content must be approved by PC and The Linux Foundation. Based on availability.

Lead Generation:

- **2 Lead Retrievals:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **20 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Diamond Sponsors receive a **speaking opportunity: 15-min Keynote!**

* All sponsor content must be approved by Program Committee and The Linux Foundation.
Platinum Sponsorship Detail

Marketing and Brand Exposure:

• **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.

• **Company logo listed on all event webpages and all event email promotions.**

• **Social Media Promotion of Sponsorship (2X):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).

• **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.

• **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.

• **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

• **Recognition on Event Signage:** Prominent logo display on conference signage onsite.

• **Recognition During Opening Keynote Session:** Sponsor recognition by name.

• **Keynote Stage Branding:** Logo prominently displayed on stage screens.

• **Collateral Distribution:** Laid out in a prominent location near registration onsite.

• **15’x15’ Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).

• **Private Meeting Room:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

Speaking Opportunity:

• **5-minute Keynote:** Content must be approved by PC and The Linux Foundation. Based on availability.

Lead Generation:

• **1 Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

• **15 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

• **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.

• **Ability to add 1 Custom Question in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.

• **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Platinum Sponsors receive a **speaking opportunity: 5 min Keynote!**

*All sponsor content must be approved by Program Committee and The Linux Foundation.*
Gold Sponsorship Detail

Marketing and Brand Exposure:
- Company logo listed on all event webpages and all event email promotions.
- Social Media Promotion of Sponsorship (1 shared): From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- Sponsor Designation in Press Releases: Recognition as sponsor in body of release.
- Access to Event Press/Analyst List: Contact list shared one week prior to event for your own outreach.

On-site Experience:
- Recognition on Event Signage: Prominent logo display on conference signage onsite.
- Collateral Distribution: Laid out in a prominent location near registration onsite.
- 10’x10’ Exhibit Booth: Includes counter with graphic and stools (upgrade options available).
- Private Conference Room: Reserved for 4 hours to host your VIP customers and exclusive meetings.

Speaking Opportunity:
- Conference Session or BoF: Content must be approved by PC and The Linux Foundation. Based on availability.

Lead Generation:
- 1 Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:
- 10 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.
- 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
- Post-Event Data Report: Provides event demographics and additional details on event performance.

All Gold Sponsors receive a speaking opportunity: Conference Session or BoF!
* All sponsor content must be approved by Program Committee and The Linux Foundation.
Silver Sponsorship Detail

Marketing and Brand Exposure:
• Company logo listed on all event webpages and all event email promotions.
• Access to Event Press/Analyst List: Contact list shared one week prior to event for your own outreach.

On-site Experience:
• Recognition on Event Signage: Prominent logo display on conference signage onsite.
• Collateral Distribution: Laid out in a prominent location near registration onsite.
• 10’x10’ Exhibit Booth: Includes counter with graphic and stools (upgrade options available).

Lead Generation:
• 1 Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:
• 6 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.
• 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
• Post-Event Data Report: Provides event demographics and additional details on event performance.
Bronze Sponsorship Detail

Marketing and Brand Exposure:
- Company logo listed on all event webpages and all event email promotions.
- Access to Event Press/Analyst List: Contact list shared one week prior to event for your own outreach.

On-site Experience:
- Recognition on Event Signage: Prominent logo display on conference signage onsite.
- Collateral Distribution: Laid out in a prominent location near registration onsite.
- Tabletop Exhibit Booth: Includes table and chairs (upgrade options available).

Lead Generation:
- 1 Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:
- 3 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.
- 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
- Post-Event Data Report: Provides event demographics and additional details on event performance.
Open Source Summit ‘Micro’ Conference Sponsorship Opportunities

In addition to a leveled Open Source Summit sponsorship — or in lieu of — you can also show your support for a specific subject matter area by sponsoring one of the micro-conferences within Open Source Summit.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>PRINCIPAL • $10,000</th>
<th>SUPPORTER • $5,000</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3 AVAILABLE PER MICRO CONFERENCE</td>
<td>8 AVAILABLE PER MICRO CONFERENCE</td>
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<tr>
<td>CloudOpen</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
</tr>
<tr>
<td>Community Leadership Conference</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
</tr>
<tr>
<td>ContainerCon</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>Critical Software Summit</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>Diversity Empowerment Summit</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>Emerging OS Forum</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>LinuxCon</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>Open AI + Data Forum</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>Open Source On-Ramp</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>OSPOCon</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
</tr>
<tr>
<td>SupplyChainSecurityCon</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
</tr>
</tbody>
</table>

Sponsorship Levels

**PRINCIPAL • $10,000**
- Large logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and event promotional materials
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen micro-conference. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands
- Social Media Promotion: 1 Tweet from the LF Twitter account promoting your sponsorship. Sponsor can provide custom content (must be approved by The Linux Foundation)
- 3 Open Source Summit Conference Passes

**SUPPORTER • $5,000**
- Medium logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and event promotional materials
- 2 Open Source Summit Conference Passes
Promotional Marketing Opportunities

Open Source Summit Speed Networking & Mentoring Session $5,000 • 1 Available
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

Women in Open Source Lunch** $15,000 • 1 Available
Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.

Lanyards $10,000 • 1 Available
Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Attendee T-Shirt $15,000 - Leveled sponsor $20,000 - Non-leveled sponsor
Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Keynote Live Stream & Recording $10,000 • 1 Available
Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Attendee Lounge** $5,000 Per Lounge
Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

Onsite Happy Hour & Onsite Reception $12,500 • 1 Available
Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.

Breakfast & Breaks $12,000 • 3 Available
Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.

Attendee Evening Event $20,000 and up
Please contact us for customized offers. A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue.

First-time Attendee Breakfast** $7,500 • 1 Available (200 expected attendance)
Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.
Promotional Marketing Opportunities

**Coffee Bar Sponsorship $20,000**
Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:
- Dedicated space with a coffee bar in the Sponsor Showcase
- (1) 43” monitor or similar. Sponsor may provide (1) video or slide to be played on a loop on the monitor (no audio).
- Prominent sponsor branding
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by The Linux Foundation.
- Specialty coffees served during morning and afternoon breaks

Additional opportunities at sponsor’s own expense (subject to availability and approval by The LF):
- Branded coffee cups
- Branded napkins

Location, layout, and design, as well as coffee service and operating hours, will be determined by The Linux Foundation. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.

**Wireless Access Sponsorship $15,000 • 1 Available**
Conference wifi will be named after sponsor. Level sponsorship required.

**Allyship Workshop $10,000 • 1 Available**
Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program focusing on actively promoting and aspiring to advance the culture of inclusion through intentional, positive and conscious efforts that benefit people as a whole. Benefits include:
- Set the topic and create content for the workshop (subject to approval by The Linux Foundation).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by The Linux Foundation).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.

**Diversity Scholarships $2,500 minimum • Unlimited**
Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Showcase your organization’s support by sponsoring the diversity scholarship program. Benefits include:
- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.
Promotional Marketing Opportunities

‘Celebrate Diversity’ Networking Event $15,000
Show your support of the underrepresented minorities in our community by hosting an networking event to allow them to meet and support each other. Includes sponsor signage and verbal recognition. Sponsorship will cover light appetizers and unlimited non-alcoholic beverages.

Kids Day $7,500
Support our next generation of OS developers! Kids Day provides local children the opportunity to get hands on experience coding. Your logo will be featured on room signage and on the applicable web page. A social post recognizing your support will also be sent from Linux Foundation channels.

Attendee Experience Station $5,000 and up
Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.

Cross-Promotion of Pre-Approved Community Events $7,500 Each • Unlimited
Organizing an event for attendees? The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of Open Source Summit North America 2023 are eligible for cross-promotion. Events may not overlap with the conference program on May 10 - 12. Benefits include:
• Event listed on the conference website
• Event listed on the official conference schedule
• Event listed in a shared pre-event promotional email
• Optional: Event listed on the Open Source Summit NA registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.
Previous Sponsors

BMW GROUP  CISCO  COLLABORA  criteo labs  FOSSA  Flowchain  Kitware  emtrion  sumo logic

FUJITSU  Red Hat  Sony  Vates  Adobe  arm  AWS

BearingPoint  Bitergia  Huawei  Codelink  credativ  Datadog  DigitalOcean  DOULOS  Google

IBM  igalia  Incredibuild  Intel  Hewlett Packard Enterprise  MENDER.io  Siemens  TogdaLabs

Melodic  $merico  Microsoft  MPSI  Nutanix  InfluxDB  JFrog  NetApp

Oracle  Pantacor  Sayonara LINUX  Synopsys  SUSE  TerminusDB  ubuntu  e-Torodex  TrustedFirmware.org

Linaro  VMware  Western Digital  VictorOps  sysdig  Wipro  Citrix
Media Coverage
Share Announcements and News with global media outlets covering the event.

Previous participants included:

During our OSS North America 2022 event window, June 17 - 27, 2022

- 2.7M Twitter impressions #oss summit
- 200K Facebook impressions
- 279k LinkedIn impressions
Hear what our previous attendees have said!

"I really enjoyed being part of such an excellent event. This was without a doubt an extremely enriching experience. Thank you."

"OSS gets your creative juices flowing. It helps provide clarity on what’s important and how to achieve it."

"If you want to learn, OSS is the place to be. The presentations absolutely added to my knowledge base."

"Open Source Summit & ELC is a great event that enables me to learn and expand my networking with other open source enthusiasts around the world."

"LinuxCon provides a unique opportunity to learn about a range of OSS projects/technologies, meet with developers and vendors, make important contacts, and have fun at the social events. I highly recommend LinuxCon (and other LF events) for anyone wanting to expand their understanding of the people, culture, and machinery behind Linux and OSS."

"OSS is amazing. So many people gathered with a high technical level - all aiming to learn and network. I encourage you to attend the next time, the experience was incredible."

"The best inclusive conference of the year. Talks, people, sponsors and projects are just amazing."

"A great event to connect with smart people who share a passion for open source!"

"The best open source event."

"I managed to attend every edition of the Embedded Linux Conference since the beginning. I always get back from the conference with a huuuge list of new ideas to explore. This conference is a great way to stay up to date with the developments in open-source projects that matter in embedded, and to meet the maintainers and fellow developers."
Participate in all 2023 Open Source Summit Events!

North America | May 10-12, 2023 | Vancouver, BC, Canada
Europe | September 19-21, 2023 | Bilbao, Spain
Japan | Winter, 2023 | TBD

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; 5% discount or 7% when signing up for multiple events at once.

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

www.events.linuxfoundation.org