We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux 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! —EMC
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- CNCF Events
- Past Events
- Future Events
WHY SPONSOR

Sponsorship of Linux Foundation events offers a multitude of benefits:

- **Increase brand awareness & recognition**
- **Showcase thought leadership**
- **Recruit and acquire top talent**
- **Generate sales leads and customers**
- **Leverage highly targeted marketing opportunities**
- **Take advantage of media exposure & PR announcements**
- **Display products, services & technologies**
- **Create new partnerships & alliances**
- **Gain valuable mindshare from developers, technologists and business leaders**
- **Demonstrate support for the important work of the open source community**

Technologies Covered by Event:

**Linux Systems**
- Open Source Summit
- Embedded Open Source Summit
- Automotive Linux Summit
- Linux Plumbers Conference
- Linux Kernel Maintainer Summit
- Linux Security Summit

**Applications**
- API Specifications Conference

**Networking & Edge Computing**
- ONE Summit
- Open Source Summit
- DPDK Summit

**IoT, Embedded & Automotive**
- Embedded Open Source Summit
- Automotive Linux Summit
- Open Source Summit

**Artificial Intelligence & Machine Learning**
- Open Source Summit
- ONE Summit
- The Linux Foundation Member Summit

**Open Source Governance, Community & Management**
- The Linux Foundation Member Summit
- Open Source Summit
- Open Compliance Summit
- The Linux Foundation Member Legal Summit

**Blockchain**
- Hyperledger Member Summit

**Hardware**
- RISC-V Summit

**Cloud & Cloud Native**
- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- FoundationDB Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- KVM Forum
- Xen Summit

**Invitation-Only Events**
- Linux Storage/Filesystem/MM & BPF Summit
- The Linux Foundation Member Legal Summit
- Open Compliance Summit
- Linux Kernel Maintainer Summit
- The Linux Foundation Member Summit
Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

• The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
• A forum to identify software trends early to inform future technology investments.
• The ripest recruiting ground in today’s technology landscape.
• The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.
90,000+ attendees

Representing
12,000+ organizations
Including corporations, associations and academic institutions worldwide

From
175 countries

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49</td>
<td>16%</td>
</tr>
<tr>
<td>50 - 499</td>
<td>21%</td>
</tr>
<tr>
<td>500 - 999</td>
<td>6%</td>
</tr>
<tr>
<td>1,000-2,999</td>
<td>10%</td>
</tr>
<tr>
<td>3,000+</td>
<td>47%</td>
</tr>
</tbody>
</table>

*Updated with 2022 audience snapshot at the completion of events.*
**LF EVENT AUDIENCE SNAPSHOT**

*Updated with 2022 audience snapshot at the completion of events.

**AUDIENCE BY JOB FUNCTION**

- **ARCHITECT**: 14.2%
- **DEVOPS/SRE/SYSADMIN**: 12.5%
- **EXECUTIVE LEADER**: 10.7%
- **APPLICATION DEVELOPER**: 9.6%
- **OTHER**: 9.2%
- **SYSTEMS/EMBEDDED DEVELOPER**: 9.1%
- **KERNEL/OPERATING SYSTEMS DEVELOPER**: 7.2%
- **MANAGER - TECHNICAL TEAMS**: 6.4%
- **MARKETING**: 4.1%
- **STUDENT**: 4.1%
- **MANAGER - OSPO**: 4%
- **MANAGER - OTHER**: 3%
- **PRODUCT/BIZ DEV**: 2%
- **PROFESSOR / ACADEMIC**: 1.7%
- **MEDIA / ANALYST**: 1.7%
- **LEGAL / COMPLIANCE**: 0.6%
- **IT OPERATIONS - DEVOPS**: 0%

**AUDIENCE BY INDUSTRY**

- **66.8% INFORMATION TECHNOLOGY**
- **6.9% FINANCIALS**
- **5.3% TELECOMMUNICATIONS**
- **5.1% NON-PROFIT ORGANIZATION**
- **4.6% PROFESSIONAL SERVICE**
- **3.2% AUTOMOTIVE**
- **2.6% CONSUMER GOODS**
- **2.2% HEALTHCARE**
- **2% INDUSTRIALS**
- **.9% ENERGY**
- **.3% MATERIALS**
- **.1% OTHER**
- **0% AEROSPACE**

**PRESS & SOCIAL MEDIA**

Linux Foundation Events are highly engaging and interactive. Our 2020 events generated:

- **35,000+** media clips
- **350M+** average aggregated readership during each 2 week event window.*
- **200K+** average number of total impressions for posts made on LF Facebook and Linkedin during 2 week event window.*
- **1B+** event hashtag impressions on Twitter
- **Nearly 500** media professionals participated, representing global media outlets

*event window is measured as week before event + event week.

**2023 EVENT SPONSORSHIP PROSPECTUS**
PART 1
Linux Foundation Events
### About Linux Storage, Filesystem, MM & BPF Summit

**May 8-10, 2023 | Vancouver, BC**

Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company’s support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

---

### Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND 1 AVAILABLE</th>
<th>PLATINUM 5 AVAILABLE</th>
<th>GOLD UNLIMITED</th>
<th>SILVER UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast Sponsorship</strong>: Exclusive sponsor of attendee breakfast on all days of the event</td>
<td>.</td>
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</tr>
<tr>
<td><strong>Recognition on Event Signage and Website</strong>: Prominent logo display on all event web pages, and on conference signage onsite.</td>
<td>.</td>
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<tr>
<td><strong>Recognition in Pre-Conference Email Marketing</strong>: Includes link to your URL.</td>
<td>.</td>
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<td>.</td>
</tr>
<tr>
<td><strong>Conference Attendee Invitations</strong>: Full access invitations to the entire conference for your staff or customers.</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><strong>Sponsorship Cost</strong></td>
<td>$35,000</td>
<td>$20,000</td>
<td>$12,500</td>
<td>$6,000</td>
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</table>

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September 20-21, 2023 | Bilbao, Spain

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LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Sponsorships-at-a-Glance

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<th>GOLD</th>
<th>SILVER</th>
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<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>3 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>UNLIMITED</td>
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<tr>
<td>EUROPE</td>
<td>2 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>UNLIMITED</td>
</tr>
</tbody>
</table>

**Video Recording:** Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.

**1 Day of Event**

**Breakfast & Breaks:** Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.

**Recognition in opening session**

**Recognition on Event Signage and Website:** Prominent logo display on all the event web pages and on conference signage.

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

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<tbody>
<tr>
<td>Sponsorship Cost</td>
<td>$8,000</td>
<td>$5,000</td>
<td>$3,000</td>
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</table>

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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:
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**.
## Sponsorships-at-a-Glance

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<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>DIAMOND</td>
<td>4 AVAIL.</td>
<td>8 AVAIL</td>
<td>40 AVAIL</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>8 AVAIL.</td>
<td>8 AVAIL</td>
<td>7 AVAIL</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>GOLD</td>
<td>40 AVAIL</td>
<td>7 AVAIL</td>
<td>7 AVAIL</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
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<tr>
<td>SILVER</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
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<tr>
<td>BRONZE</td>
<td>UNLIMITED</td>
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<td>UNLIMITED</td>
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</table>

### 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.

### Recognition During Opening Keynote Session:
Sponsor recognition by name.

### Custom Question in Post Event Attendee Survey:
Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.

### Speaking Opportunity:
Content must be approved by PC and the LF. Based on availability.

### 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.

### Meeting Room**:
For private meeting use only.

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

### Keynote Stage Branding:
Logo prominently displayed on stage screens.

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

### Recognition in Pre-Conference Email Marketing

### Access to Event Press/Analyst List:
Contact List shared one week prior to the event for your own outreach.

### Recognition on Event Signage and Website:
Prominent logo display on event web pages, onsite conference signage.

### Exhibit Booth**:
Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).

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

### 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.

### Sponsorship Cost

<table>
<thead>
<tr>
<th></th>
<th>$70,000</th>
<th>$45,000</th>
<th>$30,000</th>
<th>$15,000</th>
<th>$8,000</th>
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</thead>
</table>

*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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Embedded Open Source Summit

June 27-30, 2023 | Prague, Czech Republic

About the Summit

Embedded computing systems are essential to the operation of electronic devices and systems across a wide range of industries, and the Linux Foundation is host to numerous open source projects dedicated to this space.

Embedded Open Source Summit (EOSS) is a new umbrella event for open source embedded projects and developer communities to come together under one roof for important collaboration, discussions and education.

The event is composed of micro conferences including Embedded Linux Conference and Zephyr Developer Summit. Micro conferences will include presentations, BoFs, training, workshops and min-conf’s designed for real time problem solving and deep discussion. Additional micro conferences in the EOSS umbrella will be announced soon. The conference will take place Tuesday, June 27-Friday, June 30 with optional co-located events and training on Monday, June 26.

Who Attends

• Anticipated 2023 Attendance: 750 In-Person Attendees
• Developers: Kernel Developers, System Developers and User Space Developers
• Architects
• Product Vendors

Why Attend Embedded Open Source Summit?

• Learn about the newest and most interesting embedded technologies and projects in a vendor-neutral setting.
• Get access to leading experts in both formal and informal settings.
• Have fascinating discussions and collaborate with both peers and experts in embedded Linux and adjacent projects
• Gain a competitive advantage with innovative embedded solutions.

Why Sponsor

Sponsoring Embedded Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of practitioners, in one place. Many organizations are engaged in a number of the technology areas covered at Embedded Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event and to achieve a variety of sponsorship goals:

Increase brand awareness & recognition
Showcase thought leadership
Recruit and acquire top talent
Generate sales leads and customers
Leverage highly targeted marketing opportunities
Take advantage of media exposure & PR announcements
Display products, services & technologies
Create new partnerships & alliances
Gain valuable mindshare from developers, technologists and business leaders
Demonstrate support for the important work of the open source community
## Embedded Open Source Summit

**June 27-30, 2023 | Prague, Czech Republic**

### Sponsorships-at-a-Glance

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<table>
<thead>
<tr>
<th>Details</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Blog Post: Featured profile or interview on project or LF blog.</td>
<td>•</td>
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<tr>
<td>Pre-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.</td>
<td>•</td>
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<tr>
<td>Pre or Post Event Email Recognition: 50-word entry in attendee email.</td>
<td>•</td>
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<tr>
<td>Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement</td>
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<td>•</td>
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</tr>
<tr>
<td>Sponsor Designation in Press Releases: Recognition as sponsor in body of release.</td>
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</tr>
<tr>
<td>Meeting Room: For private meeting use only.</td>
<td>Private Use - 2 days</td>
<td>Private Use - 1 day</td>
<td></td>
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</tr>
<tr>
<td>Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.</td>
<td>15-Minute Keynote or 4-Hour Tutorial</td>
<td>5-Minute Keynote or 2-Hour Tutorial</td>
<td>Conference Session or BoF</td>
<td></td>
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<tr>
<td>Keynote Stage Branding: Logo prominently displayed on stage.</td>
<td>•</td>
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</tr>
<tr>
<td>Social Media Recognition: Pre-determined number of “Thank you” tweets.</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>Shared Post</td>
<td></td>
</tr>
<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on event web pages, and onsite conference signage.</td>
<td>•</td>
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</tr>
<tr>
<td>Post-Event Email Recognition: Sponsor logo in footer of post-event email.</td>
<td>•</td>
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<td>•</td>
<td>Name Only</td>
<td>Name Only</td>
</tr>
<tr>
<td>Exhibit Space: Includes table and chairs.</td>
<td>2 Tables</td>
<td>2 Tables</td>
<td>1 Table</td>
<td>1 Table</td>
<td>1 Table</td>
</tr>
<tr>
<td>Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.</td>
<td>14</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues</td>
<td>•</td>
<td>•</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Post-Event Data Report: Provides event demographics and additional details on event performance.</td>
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### Sponsorship Cost

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Cost</td>
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<td>$25,000</td>
<td>$15,000</td>
<td>$7,500</td>
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</tr>
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<th>SILVER</th>
</tr>
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<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>3 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>UNLIMITED</td>
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<tr>
<td>EUROPE</td>
<td>2 AVAILABLE</td>
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<tr>
<td>Video Recording:</td>
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<td>1 Day of Event</td>
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<td>Breakfast &amp; Breaks:</td>
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<tr>
<td>Recognition in opening session</td>
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<tr>
<td>Recognition on Event Signage and Website:</td>
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<tr>
<td>Conference Attendee Passes:</td>
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<tr>
<td>Sponsorship Cost</td>
<td>$8,000</td>
<td>$5,000</td>
<td>$3,000</td>
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</tbody>
</table>

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.
About Open Source Summit
September 19-21, 2023 | Bilbao, Spain

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 Europe 2023 Conference Umbrella include:
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 Europe 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

98% found the conference content and ses- 
  sions to be informative and useful.

94% would recommend attending the event  
  to a friend or colleague.

98% felt they had the right amount of time  
  for networking/collaboration.

91% 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 Europe 2022 was  
  held as a hybrid event, gathering 2,400+  
  attendees from 1,271 organizations across  
  75 countries.

• Highest sponsor booth leads generated in  
  2022 — 366 with an average of 121.
## Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<td>3 AVAILABLE</td>
<td>8 AVAILABLE</td>
<td>10 AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
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</tbody>
</table>

### 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.

### Recognition During Opening Keynote Session
- Sponsor Recognition by Name.

### Custom Question in Post Event Attendee Survey
- Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.

### Speaking Opportunity
- Content must be approved by PC and the LF. Based on availability.

### 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.

### Meeting Room**
- For private meeting use only.

### Social Media Promotion of Sponsorship
- From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).

### Keynote Stage Branding
- Logo prominently displayed on stage screens.

### Collateral Distribution**
- Laid out in a prominent location near registration onsite.

### Recognition in Pre-Conference Email Marketing

### Access to Event Press/Analyst List
- Contact List shared one week prior to the event for your own outreach.

### Recognition on Event Signage and Website
- Prominent logo display on event web pages, onsite conference signage.

### Exhibit Booth**
- Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).

### Lead Retrieval**
- Live scans, real time reporting and ability to take notes on captured leads.

### 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.

### Sponsorship Cost
- DIAMOND: $70,000
- PLATINUM: $45,000
- GOLD: $30,000
- SILVER: $15,000
- BRONZE: $8,000

*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.

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.
About The Linux Foundation Member Summit

October 24-26, 2023 | Monterey, 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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.
Sponsorships-at-a-Glance

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

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<tr>
<th><strong>Conference Room</strong></th>
<th><strong>DIAMOND</strong></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
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*Conference Room*: For private meeting use only.

**LF Live Webinar**: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.

**Speaking Opportunity**: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.

**Inclusion in Onsite Press News Package**: Announcements you’d like to make onsite will be included in the daily news package sent to media covering event.

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

**Exclusive Sponsorship of 1 Attendee Social Function**: Includes branding throughout the social function.

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

**Access to Event Press List**

**Member Summit Invitations**: Full access passes to the entire conference for your staff or customers.

**Recognition on Event Signage and Event Website**: Prominent logo display on all event web pages and on the conference signage.

**Recognition in Pre-Conference Email Marketing**: Includes link to your URL.

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

**Sponsorship Cost**

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<th><strong>DIAMOND</strong></th>
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*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
About Open Source Summit Japan
Fall, 2023 | TBA

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 Japan 2023 Conference Umbrella include:
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 Japan 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

2021 Attendee Survey Results

- **98%** found the conference content and sessions to be informative and useful.
- **96%** would recommend attending the event to a friend or colleague.
- **95%** felt they had the right amount of time for networking/collaboration.
- **88%** said they are likely to join the event in-person in the future.

Quick Facts

- Anticipated 2023 Attendance: **1,000 In-Person** Attendees
- Our 2019 in-person Open Source Japan 2019 gathered **1000+** attendees from **284** organizations across **40** countries.
- Highest in-person sponsor booth leads generated in 2019 - **214** with an average of 67 and virtually in 2021 — **66** with an average of **36**.
## Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
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<tr>
<td>4 AVAILABLE</td>
<td>8 AVAILABLE</td>
<td>9 AVAILABLE</td>
<td>UNLIMITED</td>
<td>4 AVAILABLE</td>
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</tbody>
</table>

### 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.

### Recognition During Opening Keynote Session:
Sponsor recognition by name.

### Custom Question in Post Event Attendee Survey:
Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.

### Speaking Opportunity:
Content must be approved by PC and the LF. Based on availability.

### 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.

### Meeting Room**:
For private meeting use only.

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

### Keynote Stage Branding:
Logo prominently displayed on stage screens.

### Collateral Distribution**:
Laid out in a prominent location near the registration desk onsite.

### Recognition in Pre-Conference Email Marketing

### Access to Event Press/Analyst List:
Contact List shared one week prior to the event for your own outreach.

### Recognition on Event Signage and Website:
Prominent logo display on event web pages, onsite conference signage.

### Exhibit Booth**:
Includes table and chairs.

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

### 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.

## Sponsorship Cost

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
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<td>$50,000</td>
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<td>$22,500</td>
<td>$15,000</td>
<td>$8,000</td>
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</table>

*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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About Open Compliance Summit

Fall, 2023 | TBA

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Discuss common compliance challenges and how to address them.
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source. Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the Chatham House Rule.

Sponsorships-at-a-Glance

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

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<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>Shared Bookable Meeting Room*</td>
<td>4 AVAILABLE</td>
<td>4 AVAILABLE</td>
<td>UNLIMITED</td>
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<tr>
<td>Shared Branding on Signage in Meal Area</td>
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</tr>
<tr>
<td>Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.</td>
<td>10-Minute Keynote</td>
<td>5-Minute Keynote</td>
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<tr>
<td>Exhibit Booth*: Includes (1) table and (2) chairs</td>
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<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.</td>
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<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
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<tr>
<td>Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Recognition During Opening Keynote Session: Sponsor Recognition by Name.</td>
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<tr>
<td>Keynote Stage Branding: Logo prominently displayed on stage screens or signage.</td>
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<tr>
<td>Sponsorship Cost</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,000</td>
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About Open Source in Finance Forum

Fall, 2023 | New York, NY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

2023 Event Topics

OSS Projects & Standards
- Including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

Secure Open Source
- Secure and Collaborative Innovation using Tooling and Processes for Identifying Vulnerabilities
- How to Build a Robust Community around Software Projects to Maximize Eyeballs on Issues, as well as Solutions

Solving Industry Challenges
- Using OSS to Deliver Business and/or Tech Value to Your Organization & Consumer
- Open Source Collaboration to Tackle Pervasive Challenges or New Opportunities;
- Application Interoperability including Regulatory Interpretation and Compliance, Open Data, Leveraging Industry Standards like ISDA CDM

Delivering Business and/or Tech Value
- Specific Examples of How OSS has Delivered Business and/or Tech Value to Your Organization & Consumers in areas including Operations, Interoperability and Commercial OSS
- Leveraging Commercial Open Source; OSS ROI and Speed to Market (with Newest Tools)

Developing Open Source Maturity in an Organization
- Developing and Delivering Open Source Tooling, Training & Best Practices
- Addressing Open Source Legal, Compliance, and Policy Concerns
- Leveraging OSS to Attract and Retain Talent
- Upskilling and Becoming More Employable for Contributors
- The Journey through Open Source Readiness for Financial Institutions
- Innersource

Building Successful & Sustainable OSS Communities
- Tools, Advice and Approaches for Creating Diverse and Equitable (DEI) Communities
- Building and Sustaining OSS Communities in a Highly Regulated Industry
- Attracting and Rewarding Contributors

Hot Topics for OSS in Finance
- ESG, CBDC, Blockchain, NFTs, AI, Machine Learning, Automation, Banking in the Cloud, Credit, Identity Management; Governments and OS
### Sponsorships-at-a-Glance
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Leader (3 Available)</th>
<th>Contributor (4 Available)</th>
<th>Community (8 Available)</th>
<th>Start-Up (Unlimited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speaking Opportunity:</strong> All sponsor content must be approved by Program Committee and LF/FINOS prior to the event. Speaking slots based on availability.</td>
<td>10 Minute Keynote</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Custom Questions in Post-Event Attendee Survey:</strong> Opportunity to add question of your choice (must be approved by LF/FINOS), and follow up reporting with data results.</td>
<td>2x</td>
<td>1x</td>
<td></td>
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<tr>
<td><strong>Social Media Re-Share:</strong> The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.</td>
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<tr>
<td><strong>Recognition in Pre-Conference Email Marketing:</strong> Includes link to your URL.</td>
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<tr>
<td><strong>Recognition During Opening Keynote Session:</strong> Sponsor recognition by name.</td>
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<tr>
<td><strong>Access to Event Press/Analyst List:</strong> Contact List shared one week prior to event for your own outreach.</td>
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<tr>
<td>*<em>Exhibit Table</em>: Includes table with chairs and 1 tabletop sign with your logo.</td>
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<tr>
<td>*<em>Lead Retrieval</em>: Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>2</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong> From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).</td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
</tr>
<tr>
<td><strong>Conference Attendee Passes:</strong> Full access passes to the entire conference for your staff or customers.</td>
<td>10</td>
<td>6</td>
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</tr>
<tr>
<td><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</td>
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<tr>
<td><strong>Recognition on Event Signage:</strong> Prominent logo display on conference signage.</td>
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<tr>
<td><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens.</td>
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<tr>
<td><strong>Post-Event Data Report:</strong> Provides event demographics and additional details on event performance.</td>
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<tr>
<td><strong>Recognition on Event Website:</strong> Prominent logo display on all event web pages. Includes link to your URL.</td>
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<tr>
<td>*<em>Collateral Distribution</em>: Laid out in a prominent location near the registration desk onsite.</td>
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**Sponsorship Cost**
- **Leader:** $45,000
- **Contributor:** $20,000
- **Community:** $10,000
- **Start-Up:** $5,000

**FINOS Member Sponsorship Cost**
- **Leader:** $31,500
- **Contributor:** $14,000
- **Community:** $7,000
- **Start-Up:** $3,500

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

Linux Foundation Members receive a 5% discount (or 7% when signing up to sponsor multiple events at once). Note that membership discounts may not be combined.

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.
About Cassandra Summit

December 12-13, 2023 | San Jose, CA

It’s time for the Apache Cassandra® community to gather again! Since a small group of distributed systems engineers gathered for the first Cassandra Summit, Apache Cassandra has grown into a worldwide phenomenon that powers critical workloads. The project’s velocity is up, and its most exciting years are ahead. It’s time to show how organizations everywhere are bridging Cassandra to the future, at Cassandra Summit 2023.

Cassandra Summit is a two-day, vendor neutral event where the industry will connect to share best practices and use cases, celebrate makers and users, forge critical relationships, and learn about advancements in the Apache Cassandra ecosystem.

The event will feature keynotes, hands-on labs, sessions, and the popular hallway track. There will also be many places to make community memories in a festival-like atmosphere with experiential, interactive exhibits and entertainment breaks.

Apache Cassandra is in use at organizations of all sizes like Ably, Apple, Backblaze, Bloomberg Engineering, Flant, Home Depot, Instana, Liquibase, Netflix, Target, Yelp, and thousands of other companies that have large, active data sets.

Cassandra Summit 2023 Topics

• Developing applications with Cassandra
• Cloud-native deployments and strategies
• Ecosystem tools that leverage Cassandra
• What’s coming for future Cassandra versions
• Use cases and sharing about best practices
# Sponsorships-at-a-Glance

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

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<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>Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.</td>
<td>❌</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.</td>
<td>❌</td>
<td>❌</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.</td>
<td>15-Minute Keynote &amp; Conference Session</td>
<td>10-Minute Keynote</td>
<td>Conference Session</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition During Opening Keynote Session: Sponsor Recognition by Name.</td>
<td>❌</td>
<td>❌</td>
<td></td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Meeting Room: For private meeting use only.</td>
<td>Private Use - 2 Days</td>
<td>Private Use - 1 Day</td>
<td>Private Use - 2 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).</td>
<td>3</td>
<td>2</td>
<td>1 (shared post)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Sponsor Designation in Press Releases: Recognition as sponsor in body of release.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Keynote Stage Branding: Logo prominently displayed on stage screens.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Collateral Distribution: Laid out in a prominent location near the registration desk onsite.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).</td>
<td>20’x20’</td>
<td>10’x10’</td>
<td>10’x10’</td>
<td>Table</td>
<td>Table</td>
</tr>
<tr>
<td>Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.</td>
<td>30</td>
<td>15</td>
<td>10</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.</td>
<td>30</td>
<td>25</td>
<td>20</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Post-Event Data Report: Provides event demographics and additional details on event performance.</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>

| Sponsorship Cost | $70,000 | $40,000 | $25,000 | $12,000 | $7,000 |

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.
PART 2
Linux Foundation Project Events
Automotive Grade Linux All Member Meeting

March 8–9, 2023 | Berlin, Germany

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

Sponsorships-at-a-Glance

Contact events@automotivelinux.org to secure your sponsorship today. **Sponsorship Deadline: February 10, 2023**

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND 1 AVAILABLE</th>
<th>PLATINUM 1 AVAILABLE</th>
<th>GOLD 3 AVAILABLE</th>
<th>SILVER 6 AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collateral at Registration:</strong> Ability to provide a piece of collateral or give-away for attendees when they check-in</td>
<td>・</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speaking Opportunity:</strong> Sponsor to work directly with AGL on signoff for content of session</td>
<td>Keynote, Day 1 20 mins</td>
<td>Keynote, Day 1 15 mins</td>
<td>Keynote 15 mins</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition in Pre-Conference Email Marketing</strong></td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Stage Branding:</strong> Logo in Welcome slides</td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition in Opening &amp; Closing Keynotes</strong></td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition on Event Website:</strong> Prominent logo displayed on website</td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Recognition on Event Signage:</strong> Logo on onsite signage</td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibit Space:</strong> The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors</td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>All Attendee Access at Demo Showcase Reception</strong></td>
<td>・</td>
<td>・</td>
<td>・</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship Cost</strong></td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Add-On Opportunities

**Lunch Sponsor**

$2,000 • 2 AVAILABLE

Logo on lunch signage and event website. Thank you in opening and closing remarks.

**Offsite Reception Sponsor**

$10,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

**Welcome Reception Sponsor**

$5,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.
About Cephalocon
April 16-18, 2023 | Amsterdam, The Netherlands

Cephalocon 2023 brings together the global Ceph community, comprised of passionate storage engineers and researchers.

Ceph is an open source distributed object store and file system designed to provide excellent performance, reliability and scalability.

Why Sponsor Cephalocon 2022?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of engineers, researchers and end-users.

Building on the success of Ceph Days and virtual Developer Summits, Cephalocon brings together more than 400 attendees from across the globe to showcase Ceph's history and its future, real world applications, and of course, highlight vendor solutions. Cephalocon 2023 promises to make for incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent industry sponsors in supporting the growth and innovation of Ceph and its global community.

Contact us at sponsorships@ceph.foundation to secure your sponsorship, request additional details or discuss custom options.
## Sponsorships-at-a-Glance

Contact us at sponsorships@ceph.foundation to secure your sponsorship.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>DELIVERABLES</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>STARTUP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td><em>Speaker name and session abstract are required by February 25.</em></td>
<td>15 minute keynote or 30-minute breakout presentation: Content to be approved by program committee</td>
<td>•</td>
<td></td>
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<tr>
<td></td>
<td>5 minute keynote or 15-minute breakout presentation: Content to be approved by program committee</td>
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<tr>
<td></td>
<td>Lightning Talk or BoF: Content to be approved by program committee</td>
<td>•</td>
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<tr>
<td></td>
<td>Recognition on Event Signage: Sponsor logo on conference signage</td>
<td>• • • •</td>
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<tr>
<td></td>
<td>Collateral Distribution: Laid out in a prominent location near registration</td>
<td>• • • •</td>
<td></td>
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<tr>
<td></td>
<td>1-minute video during opening keynote: Provided by sponsor company</td>
<td>• • • •</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Logo included on &quot;Thank you to our Sponsors&quot; slide: Appears during keynote sessions</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Site Experience</td>
<td>Exhibit Booth:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Lead retrieval device (Live scans, real time reporting and ability to take notes on captured leads)</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>• Location selected in order of sponsorship tier</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Conference Room: For private meeting use only.</td>
<td>(SHARED)</td>
<td>(SHARED)</td>
<td></td>
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</tr>
<tr>
<td>Marketing/Brand Exposure</td>
<td>Blog Post: Featured profile or interview on project blog</td>
<td>• • • •</td>
<td></td>
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<tr>
<td></td>
<td>Assistance with press bookings at event: Helping you get the most out of an on-site announcement</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sponsor recognition in news release</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recognition on Event Website: Prominent logo display on event homepage</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social Media Recognition: Pre-determined number of &quot;Thank you&quot; tweets</td>
<td>(1) pre and (1) during</td>
<td>(1) pre and (1) during</td>
<td>(1) pre-event</td>
<td>(1) pre-event</td>
</tr>
<tr>
<td></td>
<td>Job Opening Recognition: Call-out during keynotes of specific job openings</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Promotion</td>
<td>Webinar: Ceph will host and promote with content &amp; speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pre- or Post- Event Email Recognition: 50-word entry in attendee email</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-Event</td>
<td>Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post-Event Data Report: Provides event demographics and additional details on event performance</td>
<td>• • • •</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Misc.</td>
<td>Complimentary attendee passes to be shared by Sponsor</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

### Sponsorship Cost

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$30,000</td>
<td>$36,000</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>$20,000</td>
<td>$24,000</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>$12,500</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>STARTUP</strong></td>
<td>$5,000</td>
<td>$6,000</td>
</tr>
</tbody>
</table>
About LF Energy Summit

June 1-2, 2023 | Paris, France

The LF Energy Summit will gather stakeholders from the energy and technology industries with policymakers and academics from around the world to advance the open source technologies needed to develop a modern technology stack for the power sector to achieve decarbonization goals. Attendees will include developers along with decision makers within utilities, power transmission and distribution companies, carbon tracking companies, RE credits and markets companies, and those providing technology solutions to the industry.

Sponsorships-at-a-Glance

Contact Dan Brown, dbrown@linuxfoundation.org, to secure your sponsorship today. Signed sponsorship contracts must be received by May 12, 2023.

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND 1 AVAILABLE</th>
<th>PLATINUM 3 AVAILABLE</th>
<th>GOLD UNLIMITED</th>
<th>SILVER UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Session:</td>
<td>10-minute keynote and 30-minute breakout session</td>
<td>30-minute breakout session</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event Attendee Email:</td>
<td>sent to opt-in attendees by LF Energy on behalf of sponsor.</td>
<td>1 Exclusive</td>
<td>1 Shared Platinum Sponsors Email</td>
<td>1 Shared Gold Sponsors Email</td>
</tr>
<tr>
<td>Post-Event Attendee Email:</td>
<td>sent to opt-in attendees by LF Energy on behalf of sponsor.</td>
<td>1 Exclusive</td>
<td>1 Shared Platinum Sponsors Email</td>
<td></td>
</tr>
<tr>
<td>Exhibit Space + Lead Retrieval App:</td>
<td>Lead retrieval to be used for lead capture in onsite exhibit space only.</td>
<td>Including pull-up banner, 6’ table, 2 chairs, and power Use of lead retrieval app (no physical device provided)</td>
<td>Including pull-up banner, 6’ table, 2 chairs, and power Use of lead retrieval app (no physical device provided)</td>
<td>6’ table, 2 chairs, and power Use of lead retrieval app (no physical device provided)</td>
</tr>
<tr>
<td>Social Media Promotion from @LFE_Foundation</td>
<td>3 posts</td>
<td>2 posts</td>
<td>1 post</td>
<td></td>
</tr>
<tr>
<td>Logo Recognition in Marketing Emails:</td>
<td>sent by LF Energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Logo Recognition:</td>
<td>Logo and web link on event website.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onsite Logo Recognition:</td>
<td>Logo included in ‘Thank You to Our Sponsors’ keynote slide and sponsor signage.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Passes:</td>
<td>Additional passes discounted 20%.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

*LF Energy Members receive a 10% discount on sponsor packages.
Marketing + Branding Opportunities

These enhanced marketing opportunities require a leveled sponsor package. Please note, these additional opportunities are not eligible for a LF Energy member discount.

Contact Dan Brown, dbrown@linuxfoundation.org, to secure your sponsorship today. Signed sponsorship contracts must be received by May 12, 2023.

- **Keynote + Breakout Session Recording**
  - **$7,500 • 1 available**
  - Extend your presence long after the live conference concludes with the session recording sponsorship.
  - All session recordings will be published on the LF Energy YouTube channel after the event. Benefits include:
    - Sponsor recognition slide with logo at the beginning of each video recording
    - Sponsor recognition in post-event email to attendees.

- **Lanyards**
  - **$5,000 • 1 available**
  - Showcase your logo on every attendee with the lanyard sponsorship.* Logo size and placement subject to lanyard design and LF Energy approval. Logo must be single color only (no gradient colors).
  - *Sponsorship must be confirmed with payment by April 7, 2023.

- **Attendee Giveaway**
  - **$5,000 • 1 available**
  - Sponsor logo size, color, and placement will be based on the item and design and are subject to LF Energy approval. Logo must be single color only (no gradient).
  - *Sponsorship must be confirmed with payment by April 7, 2023.

- **Coffee Breaks Sponsor**
  - **$7,500 • 1 available**
  - Keep onsite attendees well-fueled with coffee and snacks. Benefits include:
    - Prominent sponsor branding on signage
    - Logo on napkins
  - Location, layout and menu items will be determined by LF Energy.

- **Lunch Sponsor**
  - **$7,500 • 1 available**
  - Attendees participating onsite will enjoy lunch service with your branding near the service stations. Benefits include:
    - Prominent sponsor branding on signage
  - Location, layout and menu items will be determined by LF Energy.
PART 3

CNCF Events
CloudNativeSecurityCon is a two-day event designed to foster collaboration, discussion and knowledge sharing of developer first cloud native security practices. The goal is to bring application developers and modern security experts together to not just propose solutions that incrementally improve what has come before, but to give room to cutting edge projects and advances in modern security approaches. Topics of sessions and lightning talks presented by expert practitioners include architecture and policy, secure software development, supply chain security, identity and access, forensics, and more.

Contact sponsor@cnfc.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by January 5, 2023.

### SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>START-UP*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SOLD OUT</td>
<td>2 AVAILABLE</td>
<td>LIMITED AVAILABILITY</td>
<td>LIMITED AVAILABILITY</td>
</tr>
<tr>
<td>Five-minute keynote</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Topic subject to program committee approval</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent by CNCF on behalf of sponsor</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td>logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter posts from official @CloudNativeFdn handle</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(1) pre-event standalone tweet with social card</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) pre-event group tweet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) pre-event group tweet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes counter or table, (2) stools or chairs, wastebasket, basic power</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’ x 10’ exhibit space with branded 2m wide counter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8’ x 8’ exhibit space with draped 6’ table</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6’ x 4’ exhibit space with draped 6’ table</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6’ x 4’ exhibit space with draped 6’ table</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical lead retrieval device(s)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To be used for lead capture within onsite exhibit space only</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
</tbody>
</table>

### SPONSORSHIP COST

<table>
<thead>
<tr>
<th></th>
<th>$75,000</th>
<th>$40,000</th>
<th>$15,000</th>
<th>$5,000</th>
</tr>
</thead>
</table>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
The Cloud Native Computing Foundation’s flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

**Benefits of Sponsorship:**
- Engage with the industry’s top developers, end users, and vendors – including the world’s largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization’s products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join [CNCF’s hosted projects](#) such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TiKV, TUF, Vitess, and many more - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF’s hosted projects.

**Event Dates:**
April 18: Pre-Event Programming
April 19 - 21: Main Conference

**Location:** RAI, Amsterdam, The Netherlands + Online

**Estimated Number of Attendees:**
8,000+ Onsite | 6,000+ Virtual

**Who Attends?** Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.
### Sponsorship Benefits at-a-Glance

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by **January 26, 2023**.

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the lottery.

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Start-up</th>
<th>End User</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
<td>SOLD OUT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Speaking
  Opportunity | Choice of (1) 5-minute keynote or (1) 35-minute breakout session |          |      |        |          |          |
| Email to opt-in
  Attendees | (1) exclusive pre- or post-conference email |          |      |        |          |          |
| Opportunity to participate in media + analyst panel during the event | ✓ |          |      |        |          |          |
| Recognition in event promotional emails | logo and link | company name and link only | | | | |
| Sponsor recognition in pre- and post-conference email to attendees | logo | logo | | | | |
| Preferred placement of sponsor announcements in official event news package | ✓ | ✓ | | | | |
| Logo recognition in post-event transparency report | ✓ | ✓ | | | | |
| List of registered press/analysts (provided 3 weeks prior to event) | ✓ | ✓ | ✓ | | | |
| Logo recognition on keynote screen | ✓ | ✓ | ✓ | | | |
| Opportunity to provide (1) contributed article to key publications pre- or post-event | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on onsite sponsor signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo and link on conference website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo recognition on conference schedule | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Opportunity to include news announcements in official event news package | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Twitter posts from official @KubeCon_ handle | (1) pre-event standalone tweet with social card and (1) customizable news spotlight during event | (2) pre-event group tweets and (1) group tweet during event | (1) pre-event group tweet and (1) group tweet during event | (1) pre-event group tweet | (1) pre-event group tweet | (1) pre-event group tweet |
| Complimentary onsite attendee passes | 20 | 15 | 12 | 8 | 5 | 5 |
| Unlimited 20% discount on additional onsite attendee passes | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Onsite exhibit space | 9m (w) x 6m (d) raw exhibit space | 6m (w) x 6m (d) raw exhibit space or turnkey | 4.5m (w) x 3m (d) raw exhibit space or turnkey | 3m (w) x 2.5m (d) turnkey only | 2.5m (w) x 2m (d) turnkey only | 2.5m (w) x 2m (d) turnkey only |
| Physical lead retrieval device(s) for onsite use | (3) devices | (2) devices | (2) devices | (1) device | (1) device | (1) device |

**Sponsorship Cost**

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Start-up</th>
<th>End User</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$155,000</td>
<td>$92,000</td>
<td>$60,000</td>
<td>$23,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

---

### Additional Information

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
CNCF-hosted co-located events are being planned in-person and will now only be held on one day, followed by three days of KubeCon + CloudNativeCon. In-person attendees will now have the option to register for an All-Access In-Person KubeCon + CloudNativeCon pass that will include entry to all CNCF-hosted co-located events + KubeCon + CloudNativeCon. All-Access attendees will be able to participate in any co-located event session of their choosing, offering sponsors a larger audience to engage with.

Recorded content from the event will be available 48-72 hours post event on YouTube for those that cannot attend onsite. All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Contact sponsor@cnf.io to secure your sponsorship today! Signed contracts must be received by 23 February 2023, 11:59 PM PST.

**SPONSORSHIP BENEFITS AT-A-GLANCE**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote at selected co-located event</td>
<td>(1) 5-minute keynote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Topic subject to program committee approval</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td>(1) combined pre- or post-conference email (150 words)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table Top Sponsor Space + Lead Retrieval**</td>
<td>(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, &amp; power</td>
<td>(1) Lead Retrieval Device, 4'x4' footprint includes (1) tall cocktail table, (1) chair, &amp; power</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition during opening session</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Social media mention from @KubeCon or project handle</td>
<td>Group mention Diamond Sponsors</td>
<td>Group mention Platinum + Gold Sponsors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on sponsor signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on event schedule</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and link on event webpage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Tues) + KubeCon + CloudNativeCon Europe (Wed-Fri)</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Provide attendee giveaway during selected in-person co-located event. Giveaways must be distributed at sponsor table top and/or meeting room. <em>CNCF Approval Required</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SPONSORSHIP COST**

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$42,500</td>
<td>$32,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

**Onsite leads only, access to 2,500+ co-located event attendees**

---

**CNCF-Hosted Co-located Events**

**Event Date:** 18 April 2023

**Location:** RAI, Amsterdam, The Netherlands

**Estimated Number of Attendees:** 2,500+

**Who Attends?** Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.
Please see below for available sponsorship opportunities per co-located event.

<table>
<thead>
<tr>
<th>CO-LOCATED EVENT</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>SESSION RECORDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArgoCon</td>
<td>4 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>CiliumCon</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Cloud Native Wasm Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Cloud Native Telco Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Istio Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Kubernetes on Edge Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Kubernetes HPC + Batch Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Linkerd Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Observability Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
</tbody>
</table>
cdCon+GitOpsCon is designed to foster collaboration, discussion, and knowledge sharing by bringing communities, vendors, and end users to meet, discuss, collaborate and start shaping the future of GitOps and CD together. GitOps is a practice that enables organizations to take a declarative approach to cloud native infrastructure and application delivery using CD best practices.

This event is aimed at audiences that are new or already using GitOps and CD. Get connected and learn from practitioners about pitfalls to avoid, hurdles to jump, and how to adopt most popular open source GitOps and CD Technologies such as Argo, Flux, Jenkins, Spinnaker, Tekton, and CDEvents in your cloud native environment.

Topics include getting started with GitOps, scaling and managing GitOps, lessons learned from production deployments, CD best practices, advanced delivery techniques, CD in action, supply chain security technical sessions, and thought leadership.

Contact sponsor@cnfa.org to secure your sponsorship today. Signed contracts for level sponsorships must be received by April 5, 2023.

### SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>SILVER LIMITED AVAILABILITY</th>
<th>START-UP* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute keynote (topic subject to program committee approval)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees (sent by event organizers on behalf of sponsor)</td>
<td>✓ (1) exclusive pre- or post-conference email</td>
<td>✓ (1) pre-conference group email</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td>logo</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Twitter posts from official @gitopswg and @CDeliveryFdn handle</td>
<td>✓ (1) pre-event standalone tweet with social card</td>
<td>✓ (1) pre-event group tweet</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes (to be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Onsite exhibit space (includes counter or table, (2) stools or chairs, wastebasket, basic power)</td>
<td>3M branded backwall and counter</td>
<td>2M branded backwall and counter</td>
<td>Branded counter</td>
<td>6’ table top</td>
<td>6’ table top</td>
</tr>
<tr>
<td>Physical lead retrieval device(s) (to be used for lead capture within onsite exhibit space only)</td>
<td>2 devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
</tbody>
</table>

### SPONSORSHIP COST

<table>
<thead>
<tr>
<th></th>
<th>$60,000</th>
<th>$45,000</th>
<th>$20,000</th>
<th>$10,000</th>
<th>$5,000</th>
</tr>
</thead>
</table>

CDF and CNCF reserve the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be CDF or CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
Benefits of Sponsorship:

- Engage with the industry’s top developers, end users, and vendors – including the world’s largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization’s products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF’s hosted projects such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TUF, TiKV, TUF, Vitess, and many more - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF’s hosted projects.

Event Dates:
November 6: Pre-Event Programming
November 7-9: Main Conference

Location: McCormick Place, Chicago, Illinois + Online

Estimated Number of Attendees*:
8,000+ Onsite | 6,000+ Virtual

Who Attends? Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options available to them as early as possible.

*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 10, 2023.

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the first lottery for the first (5) slots and by June 8, 11:59 PM Pacific Time to be included in the second lottery for the final (2) slots.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS AT-A-GLANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong> 7 AVAILABLE 4 AVAILABLE</td>
</tr>
<tr>
<td>Speaking opportunity</td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
</tr>
<tr>
<td>Opportunity to participate in media + analyst panel during the event</td>
</tr>
<tr>
<td>Recognition in event promotional emails</td>
</tr>
<tr>
<td><strong>Sponsor recognition in pre- and post-conference email to attendees</strong></td>
</tr>
<tr>
<td>Preferred placement of sponsor announcements in official event news package</td>
</tr>
<tr>
<td>Logo recognition in post-event transparency report</td>
</tr>
<tr>
<td>List of registered press/analysts (provided 3 weeks prior to event)</td>
</tr>
<tr>
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</tr>
<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
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<td>Opportunity to include news announcements in official event news package</td>
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<tr>
<td>Twitter posts from official @KubeCon_ handle</td>
</tr>
<tr>
<td><strong>Complimentary onsite attendee passes</strong></td>
</tr>
<tr>
<td>Unlimited 20% discount on additional onsite attendee passes</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
</tr>
<tr>
<td>Physical lead retrieval device(s) for onsite use</td>
</tr>
</tbody>
</table>

**Sponsorship Cost**

<table>
<thead>
<tr>
<th><strong>DIAMOND</strong> 7 AVAILABLE 4 AVAILABLE</th>
<th>PLATINUM OPEN</th>
<th>GOLD OPEN</th>
<th>SILVER OPEN</th>
<th>START-UP OPEN</th>
<th>END USER** OPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPONSORSHIP COST</strong></td>
<td>$195,000</td>
<td>$120,000</td>
<td>$80,000</td>
<td>$28,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.**

2023 EVENT SPONSORSHIP PROSPECTUS | CNCF EVENTS

KubeCon | CloudNativeCon

North America 2023
KubeCon + CloudNativeCon Europe 2022 was CNCF’s second hybrid event with an in-person component held in Valencia, Spain, and a virtual component for those who were not able to attend onsite.

Demographics

Registered: 18,550

- 45.2% Men
- 6.5% Women
- 0.4% Non-binary/Other Genders
- 47.9% Prefer Not to Answer

In Person: 7,084

- 65% First Timers

Attendee Geography

- 53.1% Europe
- 23.5% Asia
- 1.9% Africa
- 0.9% Australia & Oceania
- 3.4% South America
- 17% North America
- 19% Other

Top Three Attendee Job Functions

- DevOps / SRE / Sysadmin: 6,395
- Developer: 3,867
- Architect: 3,127
**KubeCon + CloudNativeCon Europe 2022 Highlights**

May 16 - 20, 2022 | Hybrid Event

### Content

- **17** Keynotes
- **146** Breakout Sessions
- **76** Maintainer Sessions
- **1,178** CFP Submissions
- **12** CNCF-hosted Co-located Events
- **243** Speakers

### Media Coverage

- **250%** More media coverage than Europe 2021 event (fully virtual)
- **2,490** Mentions of KubeCon + CloudNativeCon in media articles, press releases, and blogs
- **159** Journalists & Analysts attended virtually & in-person

### Sponsor Booth Traffic

- Onsite leads total: **63,057**
- Onsite leads average/booth: **367**
- Virtual leads total: **45,897**
- Virtual leads average/booth: **294**

*See the full [post-event transparency report](#) for more details.*
This KubeCon + CloudNativeCon #TeamCloudNative roared back. Detroit marked the first time we’d gathered in such big numbers in the Midwest, and the city did not disappoint! For many of us, we explored a new region, enjoyed some great food, and broke stereotypes with the renaissance of Detroit.

Demographics

Registered: 16,986
- Men: 43.5%
- Women: 8.5%
- Non-binary/Other Genders: 0.42%
- Prefer Not to Answer: 47.5%

In person: 7,403
- First Timers: 61%

Attendee Geography

North America: 56.1%
Europe: 14%
Asia: 24%
Africa: 1.63%
South America: 2.78%
Australia & Oceania: 0.91%

Top Three Attendee Job Functions

- DevOps / SRE / Sysadmin: 4,557
- Developer: 3,378
- Architect: 2,777
Content

18 KEYNOTES
176 BREAKOUT SESSIONS
90 MAINTAINER SESSIONS
1,551 CFP SUBMISSIONS
15 CNCF-hosted CO-LOCATED EVENTS
531 SPEAKERS

Media Coverage

150% MORE MEDIA COVERAGE THAN LAST YEAR
3,833 MENTIONS OF KUBECON + CLOUDNATIVECON
11.3M TWITTER HANDLE IMPRESSIONS

Compared with KubeCon + CloudNativeCon North America 2021 (Los Angeles and virtual)

Sponsor Booth Traffic

Onsite leads total 73,026
Onsite leads average/booth 252
Virtual leads total 33,427
Virtual leads average/booth 140

See the full post-event transparency report for more details.
LF Live provides a platform for you to:

- Expand your lead generation efforts.
- Deliver important and impactful content.
- Reinforce your company’s position in the open source ecosystem as a thought leader, partner and resource.

Webinar Schedule:
5 min: Intro/housekeeping
30 min: Presentation
10 min: Q/A
5 min: Closing

The Details:

Up to 50 minute webinar, including introductions, presentation, Q&A, and closing, presented by sponsor.

Sponsor drives the content by selecting topic and creating title, abstract and presentation deck (think of this as a session proposal for an event - a topic, case study, tutorial, workshop, etc. No sales/product pitching. Must be reviewed and approved by LF).

5 week full production schedule, including 2 weeks of promotion.
Sponsorship Package:

- Individual webinar webpage showcasing:
  - Webinar’s title and abstract
  - Company logo
  - Speaker’s picture, title, and bio

- Event listing on:
  - events.linuxfoundation.org, under Community Events
  - linuxfoundation.org, under Resources

- LF marketing support via 1 email push and posts across all LF social media channels (up to 2 rounds - Twitter, Facebook, LinkedIn, Instagram).

- LF to provide snackable graphic for promotional use with webinar title, details and sponsor logo.

- LF to provide Event Moderator to assist during webinar with introductions, flow, and Q&A.

- Ability for sponsor to hold a giveaway.

- Sponsor will receive all leads (registered and attended - name, title, company, email address), within 24 hours of webinar close.

- Webinar accessible on LF YouTube channel for up to a year.

Our audience is widespread, engaged, and ready to hear from you. Don’t miss this chance to get your brand and message in front of the entire open source community. You’ve invested valuable time and resources into this year’s business goals - take this opportunity to connect with customers and drive new prospects.

**Opportunity available for $19,500.**

Contact sponsorships@linuxfoundation.org and book today!
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.

events.linuxfoundation.org