

THE LINUX FOUNDATION

OPEN SOURCE SUMMIT

NORTH AMERICA

May 18-20, 2026 | Minneapolis, MN

2026 SPONSORSHIP PROSPECTUS

> "ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY."

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

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> "OSS GETS YOUR CREATIVE JUICES FLOWING. IT HELPS PROVIDE CLARITY ON WHAT'S IMPORTANT AND HOW TO ACHIEVE IT."



About Open Source Summit

May 18-20, 2026 | Minneapolis, MN

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.**

"I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU."





WHY SPONSOR

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

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

- **Anticipated 2026 Attendance: 2,000 In-Person Attendees***
- **Open Source Summit North America 2024 gathered 1,961 attendees from 721 organizations across 36 countries.**



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

2024 SPONSOR DATA:

- **48** sponsors in 2024
- **427** highest in-person badge scans (54% increase from 2023)
- **110** average in-person badge scans (25% increase from 2023)
- **4,938** total in-person badge scans (17% increase from 2023)

**Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*

Who Attends Open Source Summit

Developers
Systems, Embedded, Applications, Kernel & Operating Systems

Operations
Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

Community & Leadership
Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, 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

> "WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE'RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE!"

2024 Attendee Demographics

*Event statistics will be updated with 2025 data post OSS NA 2025.

- **1,961** total attendees
- Attendees from **721** organizations
- Attendees from **36** countries
- **81%** of all attendees were from the United States, Canada, and Mexico





Industry

- Information Technology **57.3%**
- Industrials **8.5%**
- Non Profit Organization **8.3%**
- Professional Services **8.2%**
- Telecommunications **6%**
- Automotive **4%**
- Financials **2.7%**
- Consumer Goods **2.5%**
- Health Care **1.3%**
- Energy **1%**
- Non-Profit Organization **0.1%**
- Materials **0.1%**



Job Level

- Individual Contributor **34.7%**
- Manager **17.2%**
- Director **8.7%**
- CXO / ED **5.8%**
- Academic **5.2%**
- VP / SVP / GM **3.3%**
- Other **25.1%**

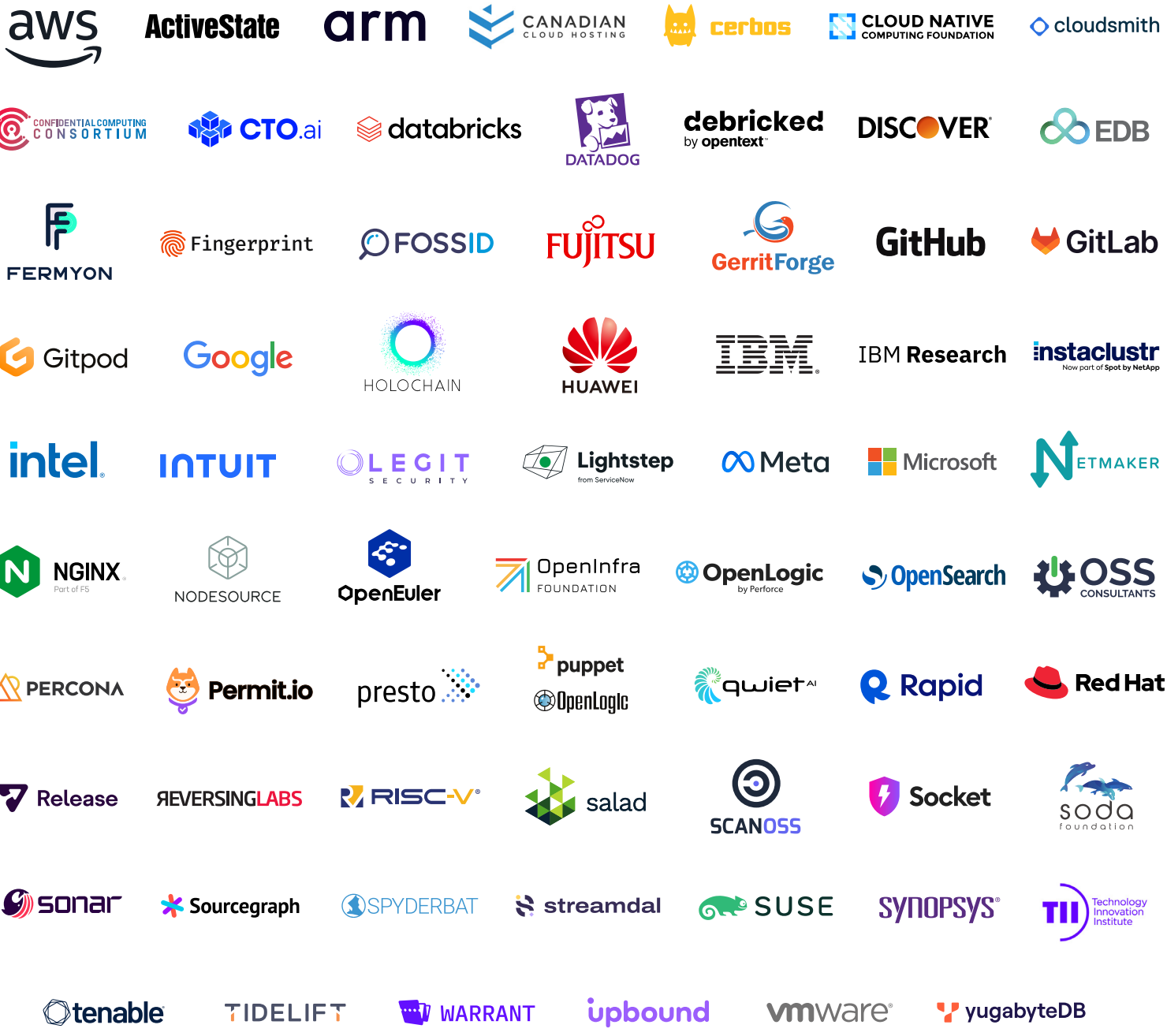


Job Function

- Systems/Embedded Developer **17.4%**
- Architect **10%**
- Application Developer **9.6%**
- Executive Leader **9.6%**
- Manager - Technical Teams **7.3%**
- DevOps/SRE **7.1%**
- Kernel/Operating Systems Developer **5.5%**
- Manager - Other **4.3%**
- Manager - OSPO **3.7%**
- Marketing **3.7%**
- Product/Biz Dev **2.3%**
- Student **2.2%**
- Professor / Academic **1.4%**
- DevOps/SRE/Sysadmin **1.3%**
- Media / Analyst **1.2%**
- Legal / Compliance **1.1%**
- Other **12.3%**

*Demographics are from the Open Source Summit 2024.

Previous Sponsors



Sponsorships-at-a-Glance Contact **sponsorships@linuxfoundation.org** to secure your sponsorship today.	**DIAMOND** **4 AVAILABLE**	**PLATINUM** **8 AVAILABLE**	**GOLD** **10 AVAILABLE**	**SILVER** **UNLIMITED**	**BRONZE** **UNLIMITED**
Meeting Room: For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
Attendee Registration Contact List (Opt-in Only)	• *(List provided pre and post event)*	• *(List provided post event)*			
Speaking Opportunity: Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
Sponsored Session Attendee List (Opt-in Only)	• *(if sponsor session selected)*	• *(if sponsor session selected)*	•		
Post-Event Marketing & Resource Package: Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel *(Content includes clips of speakers, booth and logo placement. 10-20 second video)*	Sponsored Session Recording	Sponsored Session Recording		
Social Media Promotion: Posts sent from LF social handles. All custom posts must be approved by the LF	1 Custom Post, 1 Shared Post, and 1 Re-Share	1 Shared Post and 1 Re-Share	1 Shared Post		
Promotion of Activity in Sponsor Booth: A session, demo, giveaway or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
Social Promotion Cards: Graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	
Promotional Recognition	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition on Event Signage, Pre-Conference Email Marketing and Website
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Exhibit Booth (Upgrade options available)	20'x20' space includes 2M counter with graphics, 2 stools, power, and conference wifi	15'x15' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	App Only (License for the lead retrieval app to install on own device. No physical device provided).
Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes	25	15	10	8	3
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	**$90,000**	**$60,000**	**$40,000**	**$20,000**	**$10,000**

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
*Start-ups may secure a Bronze Sponsorship for US$5,000 provided they hold an active Linux Foundation membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

Promotional Marketing Opportunities



Speed Networking
$5,000 • 1 Available

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



Lanyards
$10,000 • 1 Available

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



Attendee T-Shirt
$20,000 • 1 Available

Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.



Keynote Live Stream & Recording
$10,000 • 1 Available

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Attendee Lounge
$5,000 Per Lounge • Limited Availability

Sponsor a lounge space for attendees to relax and network. Provides the space to get attendees collaborating. Includes sponsored signage in lounge areas. Level sponsorship required.



Tux Trek (Onsite Booth Crawl)
$12,500 • 1 Available

Spark conversation about your brand during our onsite Tux Trek! Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



Breakfast & Breaks
$12,000 • 3 Available

Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.



Lunch
$20,000 • 3 Available

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.



Attendee Evening Event
$20,000 and up

Treat attendees to a special experience by co-sponsoring the Evening Event! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Pre-event promotion on event website
- Sponsor recognition in (1) daily event update email sent to attendees by The Linux Foundation
- Recognition on conference schedule
- Signage at venue
- 2 attendee conference passes

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.

Promotional Marketing Opportunities

Hydration Sponsor
$10,000 1 Available

Keep onsite attendees hydrated! Your logo will be showcased with branded water bottles for the first 2,000 attendees and prominent logo placement at water stations throughout the event venue. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Coffee Bar Sponsorship
$20,000 • 1 Available

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Prominent sponsor branding
- Sponsor recognition in daily event update emails sent to attendees by The Linux Foundation.
- Specialty coffees served during morning and afternoon breaks

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

Wireless Access Sponsorship
$15,000 • 1 Available

Conference wifi will be named after sponsor. Level sponsorship required.

Scholarships
$2,500 minimum • Unlimited

Research shows that more inclusive teams perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for underrepresented attendees (women and non-binary individuals, persons from marginalized communities, and persons with disabilities), you are not only helping an individual who might not otherwise be able to join the event, but you're also supporting the overall community in achieving better outcomes. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.



Promotional Marketing Opportunities



Equity, Inclusion, and Accessibility Event

$15,000 • 1 Available

Support a dedicated event for attendees from marginalized communities to gather and network with the option to feature a speaker from your organization for a portion of the event.



Attendee Experience Station

$5,000 and up • Unlimited

Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.



Cross-Promotion of Pre-Approved Community Events

$7,500 Each • Unlimited

The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of the event are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the Open Source Summit NA registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.



Track Sponsorship

$3,500 • 3 Per Track Available

- Logo on branded signage outside conference room(s) specific to the track of your choosing.
- Logo on track webpage and in event promotional materials.
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen track. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands.
- Level sponsorship required.



Custom Add Ons

Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

> "OSS IS AMAZING. SO MANY PEOPLE GATHERED WITH A HIGH TECHNICAL LEVEL - ALL AIMING TO LEARN AND NETWORK. I ENCOURAGE YOU TO ATTEND THE NEXT TIME, THE EXPERIENCE WAS INCREDIBLE."

Media Coverage

Share Announcements and News with global media outlets covering the event.

Previous participants included:

ComputerWeekly · DATACENTER INSIDER · FOSSBYTES · heise online · Komputer Świat · LINUXINSIDER

ROOT.CZ_ · Silicon.es · THENEWSTACK · cnBeta.COM · COMPUTABLE · IT'S FOSS

techradar. · IRISH TECH NEWS · LINUX MAGAZIN ONLINE · LeMagIT · LEMONDE INFORMATIQUE · Neowin

During our OSS North America 2024 event window, June 15 - 29, 2024

**Media statistics will be updated with 2025 data post OSS NA 2025.*

5.1M
Twitter impressions #ossummit

367k
LinkedIn impressions

Participate in all 2026 Open Source Summit Events!

North America
May 18-20, 2026 | Minneapolis, MN

Europe
October 7-9, 2026 | Prague, Czechia

Japan
Dates Coming Soon | Tokyo, Japan

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.



"THE BEST INCLUSIVE CONFERENCE OF THE YEAR. TALKS, PEOPLE, SPONSORS AND PROJECTS ARE JUST AMAZING"

THE LINUX FOUNDATION

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

www.events.linuxfoundation.org