



CLOUD **FOUNDRY**
SUMMIT **SILICON VALLEY 2017**

June 13-15, 2017 | Santa Clara Convention Center, Santa Clara, CA

Sponsorship Prospectus





Cloud Foundry Summit is the premier event for enterprise app developers. Want to focus on innovation and streamline your development pipeline?

Summit 2017 will make you an expert in microservices and continuous delivery in your language or framework of choice. Fast-track yourself and your business with the quickest way to deliver apps.

Why Sponsor Cloud Foundry Summit?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers defining the new application delivery platform for cloud and the enterprise.

Cloud Foundry Summit 2016 brought together more than 1,600 attendees from 24 countries and showcased information from innovators and technical leaders at companies including Comcast, Kaiser Permanente, Allstate, The Gap and more. Join Summit 2017 for even more incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent and previous industry sponsors such as Cisco, EMC, GE, Huawei, HP, IBM, Intel, Mesosphere and SAP in supporting the growth and innovation of Cloud Foundry, the fast-growing industry-standard platform for building the next generation of enterprise applications.



PLATINUM SPONSORSHIP

NON-MEMBER

\$175,000

MEMBER

\$150,000

5 AVAILABLE

To secure your sponsorship,
please contact Scott Monson at
smonson@cloudfoundry.org.

Pre-Summit:

- Sponsor designation in press release: recognition as platinum sponsor in body of release
- Recognition in pre-event email marketing
- 3 Social Media Mentions from @CloudFoundry
- Event press and analyst list: contact list shared two weeks prior to event for your own outreach
- Recognition on event website: logo on event website with click through to company website

Onsite:

- Track sponsorship: Creation of a track specifically designed for a developer community important to the sponsor. Track can be designed to embrace a developer community centered around any language, framework, architectural style, or product related to the Cloud Foundry ecosystem.
 - Program Co-Chair for 1 track
 - 10 minute Introduction to the track
 - 30 minute session within the track
 - Sponsor is expected to drive at least 300 developer attendees
- Demo Theater: 20 minute demo
- Cloud Foundry video series: we interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)
- Collateral giveaway at registration
- 2 Passes to Executive Networking Event
- Keynote stage sponsor recognition
- Executive Meeting Room: exclusive use for duration of event
- Sponsor video playing on looped screens (up to 1 minute, no audio):
3x frequency
- Mobile app branding
- 2 Lead retrieval devices
- Exhibit booth: 20'x20' space includes backwall, 6' counter, stools and wifi
- Recognition on event signage: logo on conference signage

Post-Summit:

- Sponsor message in attendee post-conference email: 100 word max
- Pre or post-conference email blast: one time use of opt-in list to be sent by Cloud Foundry

Conference Passes:

- 30 Event Attendee Passes: full access passes for sponsor employees
- 50 Developer Passes: distributed to external, non-sponsor company employees
- Unlimited 20% discounted conference passes



GOLD SPONSORSHIP

NON-MEMBER

\$82,500

MEMBER

\$70,000

10 AVAILABLE

To secure your sponsorship,
please contact Scott Monson at
smonson@cloudfoundry.org.

Pre-Summit:

- Recognition in pre-event email marketing
 - 2 Social media mentions from @CloudFoundry
 - Event press and analyst list: contact list shared two weeks prior to event for your own outreach
 - Recognition on event website: logo on event website with click through to company website
-

Onsite:

- Speaking opportunity: 5 minute lightning talk in a breakout session
 - Demo Theater: 20 minute demo
 - Keynote stage sponsor recognition
 - Executive meeting room: bookable for (1) 2-hour meeting or (2) 1-hour meetings during the event
 - Sponsor video playing on looped screens (up to 1 minute, no audio):
2x frequency
 - Mobile app branding
 - 2 Lead retrieval devices
 - Exhibit booth: 20'x10' space includes backwall, 6' counter, stools, and wifi
 - Recognition on event signage: logo on conference signage
-

Post-Summit:

- Sponsor message in attendee post-conference email: 75 word max
 - Pre or post-conference email blast: one time use of opt-in list to be sent by Cloud Foundry
-

Conference Passes:

- 20 Event Attendee Passes
- Unlimited 20% discounted conference passes



SILVER SPONSORSHIP

NON-MEMBER

\$42,500

MEMBER

\$35,000

6 AVAILABLE

To secure your sponsorship,
please contact Scott Monson at
smonson@cloudfoundry.org.

Pre-Summit:

- Recognition in pre-event email marketing
- 1 Social media mention from @CloudFoundry
- Event press and analyst list: contact list shared two weeks prior to event for your own outreach
- Recognition on event website: logo on event website with click through to company website

Onsite:

- Sponsor video playing on looped screens (up to 1 minute, no audio):
1x Frequency
- Mobile app branding
- 1 Lead retrieval device
- Exhibit booth: 10'x10' space includes backwall, 6' counter, stools, and wifi
- Recognition on event signage: logo on conference signage

Post-Summit:

- Sponsor message in attendee post-conference email: 50 word max

Conference Passes:

- 15 Event Attendee Passes
- Unlimited 20% discounted conference passes



BRONZE SPONSORSHIP

NON-MEMBER

\$15,000

MEMBER

\$10,000

UNLIMITED

To secure your sponsorship,
please contact Scott Monson at
smonson@cloudfoundry.org.

Pre-Summit:

- Recognition on event website: logo on event website with click through to company website
-

Onsite:

- Exhibit booth: 5'x5' space with 4' counter, stools, and wifi
 - Recognition on event signage: logo on conference signage
-

Conference Passes:

- 5 Event Attendee Passes
- Unlimited 20% discounted conference passes



STARTUP SPONSORSHIP

NON-MEMBER

\$10,000

MEMBER

\$7,500

UNLIMITED

Requirements:

- 50 or less employees
- Under \$3M in annual revenues
- Incorporated less than 3 years

To secure your sponsorship,
please contact Scott Monson at
smonson@cloudfoundry.org.

Pre-Summit:

- Recognition on event website: logo on event website with click through to company website
-

Onsite:

- Exhibit booth: 5'x5' space with 4' counter, stools, and wifi
 - Recognition on event signage: logo on conference signage
-

Conference Passes:

- 5 Event Attendee Passes
- Unlimited 20% discounted conference passes



SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact Scott Monson at smonson@cloudfoundry.org.

	PLATINUM 5 AVAILABLE	GOLD 10 AVAILABLE	SILVER 6 AVAILABLE	BRONZE UNLIMITED	STARTUP* UNLIMITED
Developer Passes: Distributed to external, non-sponsor company employees	50				
Sponsor Designation in Press Release: Recognition as platinum sponsor in body of release	•				
Track Sponsorship: Program co-chair & (1) 10 minute introduction to the track	•				
Cloud Foundry Video Series: We interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)	•				
Collateral Giveaway at Registration	•				
Passes to Executive Networking Event	2				
Keynote Stage Sponsor Recognition	•	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Cloud Foundry	•	•			
Speaking Opportunity: Sponsor to work directly with Cloud Foundry on sign off for content of session	(30) Minute session within sponsor's track	(5) Minute Lightning Talk in a Breakout Session			
Demo Theater: Located in the Foundry	(20) Minute Demo	(20) Minute Demo			
Executive Meeting Room	Exclusive use for duration of event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Sponsor Video Playing on Looped Screens (up to 1 minute, no audio)	3x Frequency	2x Frequency	1x Frequency		
Sponsor Message in Attendee Post-Conference Email	100 word max	75 word max	50 word max		
Recognition in Pre-Event Email Marketing	•	•	•		
Social Media Mentions from @CloudFoundry	3 Posts	2 Posts	1 Post		
Event Press and Analyst List: Contact list shared two weeks prior to event for your own outreach	•	•	•		
Mobile App Branding	•	•	•		
Lead Retrieval Devices	2	2	1		
Exhibit Booth: The Foundry is the hub of the event, providing excellent mindshare for sponsors	20'x 20' space includes backwall, 6' counter, stools, and wifi	20'x10' space includes backwall, 6' counter, stools and wifi	10'x10' space includes backwall, 6' counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi
Recognition on Event Website: Logo on event website with click through to company website	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•
Event Attendee Passes: Full access passes for sponsor employees	30	20	15	5	5
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•	•
Non-Member Sponsorship Cost	\$175,000	\$82,500	\$42,500	\$15,000	\$10,000
Member Sponsorship Cost	\$150,000	\$70,000	\$35,000	\$10,000	\$7,500

*In business less than 3 years, less than \$3M in revenue and less than 50 employees



ADDITIONAL MARKETING OPPORTUNITIES

(1) ATTENDEE PASS
INCLUDED WITH EACH ADD-ON
MARKETING OPPORTUNITY

*We are happy to discuss
customized opportunities.
Please contact us to discuss.*

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Cross Promotion of Community Events **\$2,500 • 1 OPPORTUNITY**

Organizing an evening event for attendees? Cloud Foundry would be happy to help promote your event to our attendees.

Sponsor Receives:

- Listing on the event website's "Events" page
- Inclusion in (1) pre-show email
- Event listed as an add-on opportunity in registration
- At least (1) social promotion via @CloudFoundry



Breakout Session Recording **\$5,000 • 1 OPPORTUNITY**

Extend your presence long after the live event concludes with the session recording sponsorship.

Sponsor Receives:

- Sponsor logo on all breakout session recording
- Recognition on conference website



Breakfasts & Breaks Sponsor **\$5,000 • 2 OPPORTUNITIES**

Signage on all breakfast and break stations in common areas.



Coffee Cart **\$5,000 • 2 OPPORTUNITIES**

Includes recognition on signage at the coffee cart for 1 day.



Conference Wifi **\$5,000 • 1 OPPORTUNITY**

We will (a) name the SSID any name of your preference and (b) provide signage throughout the entire event venue notating your company as the sponsor.



Diversity Scholarship **\$5,000 • UNLIMITED**

Cloud Foundry's scholarship program provides support to the traditionally underrepresented and/or marginalized group in the technology and/or open source communities including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities, who may not otherwise have the opportunity to attend Cloud Foundry Summit for financial reasons. Equal access and diversity are important to Cloud Foundry, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the Diversity Scholarship.

Sponsors Receive:

- Recognition during the opening keynote
- Signage onsite at the event
- Recognition in pre-event email marketing



ADDITIONAL MARKETING OPPORTUNITIES (CONT'D)

(1) ATTENDEE PASS
INCLUDED WITH EACH ADD-ON
MARKETING OPPORTUNITY

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Lunch Sponsor **\$5,000 • 2 OPPORTUNITIES**

Signage on all lunch stations in common areas.



Fun Run **\$5,000 • 1 OPPORTUNITY**

Show your active side by supporting attendees to stay healthy on site with a fun run. This sponsorship includes your company logo on the fun run dry fit t-shirt, company logo on fun run signage and logo on website.



Keynote Livestream **\$5,000 • 1 OPPORTUNITY**

Extend your presence beyond attendees at the live with the keynote livestream and sponsorship.

Sponsor Receives:

- Sponsor logo on livestream registration page
 - Recognition on event website
 - Sponsor logo on all keynote session recordings
-



Hackfest **\$5,000 • 1 OPPORTUNITY**

Show your support of the developer community and the important work they are doing in the Cloud Foundry space with the Hackfest Sponsorship.

Sponsor Receives:

- Recognition during opening keynote
 - Recognition in pre-conference email marketing
 - Recognition on Hackfest signage onsite
-



Lanyard **\$7,500 • 1 OPPORTUNITY**

The opportunity for every attendee at the event to wear your logo.



Attendee T-Shirts **\$10,000 • 1 OPPORTUNITY**

Showcase your logo on every attendee with the t-shirt sponsorship. Cloud Foundry creative services will provide the design and sponsor logo will be placed prominently.



SIG Sponsorship **\$10,000 • 1 OPPORTUNITY**

Cloud Foundry Special Interest Groups (SIGs) and the User Advisory Board are a chance from users in key verticals including financial services, telecom, IoT and more to meet and identify key needs for the coming year, share their Cloud Foundry stories, ideas, experiences, best practices and much more. This sponsorship includes highly visible branding to some of the best-known companies in the world who use Cloud Foundry, along with providing them lunch.

Sponsor Receives:

- Recognition on the website and signage at the SIG meetings on Tuesday, June 13
- A 5 minute introduction or conclusion to the SIG Meetings



ADDITIONAL MARKETING OPPORTUNITIES (CONT'D)

(1) ATTENDEE PASS
INCLUDED WITH EACH ADD-ON
MARKETING OPPORTUNITY

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Diversity Luncheon **\$10,000 • 2 OPPORTUNITIES**

Show your support of a more diverse Cloud Foundry community and for all of those community members who are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



Lounge Sponsorship **\$10,000 • 2 OPPORTUNITIES**

The lounge gives attendees the power to stay connected – both personally and with their devices. Lounges spaces are always “the place to be,” giving sponsors a unique opportunity to showcase their branding as everyone needs to recharge their devices, the participants (and anyone walking by) will see your branding.

Sponsors receive:

- Soft seating with charging plug-ins for attendees to recharge devices (and themselves)
- Prominent custom signage displayed in the lounge



Water Bottle **\$10,000 • 1 OPPORTUNITY**

Your logo on a reusable water bottle distributed to each attendee.



Welcome Reception & Booth Crawl **\$10,000 • 1 OPPORTUNITY**

Cloud Foundry will organize a Welcome Reception & Booth Crawl and invite all event attendees for a fun evening to network, talk shop and meet new people. The Cloud Foundry team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

Sponsor Receives:

- Recognition on the schedule
- Signage at the reception
- Logo napkins at the bars



Attendee Off-Site Evening Event **\$100,000 • 1 OPPORTUNITY OR (4) CO-SPONSORS**

Cloud Foundry will organize an off-site evening event and invite all event attendees for a fun evening to network, talk shop and meet new people. The Cloud Foundry team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

Sponsors Receive:

- Branded logo napkins at event
- Sponsor logo on a colored gobo lighting a wall (space permitting)
- Logo published on evening event signage
- Recognition on keynote stage
- Inclusion in pre-show email & social media promotion