



# MEMBERSHIP PROSPECTUS

## THE CLOUD FOUNDRY FOUNDATION

The Cloud Foundry Foundation is a 501(C)(6) tax exempt non-profit entity fostering the growth and development of the Cloud Foundry open source projects, community and ecosystem.

The Cloud Foundry ecosystem is building the future of the cloud native experience. Cloud Foundry continues to evolve, as a technology, a community, and as an ecosystem, supporting the needs of organizations today, as well as for the future.

The Foundation responsibilities include oversight of our projects' technical governance process, copyright and trademark management, infrastructure support, ecosystem development, events and tradeshows. The Foundation is also responsible for the Cloud Foundry Platform Certification program, as well as the Cloud Foundry Certified Developer program.

### FOUNDATION STRUCTURE

The Foundation structure includes the Board of Directors, PMCs, Projects, Technical Advisory Board and a User Advisory Board.

**Board of Directors:** The Board is comprised of one (1) director from each Platinum member and two (2) total members representing the Gold members.

**Project Management Committees (PMC):** A PMC oversees and provides leadership for collections of related Projects.

**Projects:** Projects are where day-to-day development activities are performed. Each Project has a well-defined charter and scope that must be approved by the governing PMC.

**Technical Advisory Board (TAB):** The Cloud Foundry Foundation Technical Advisory Board is a forum for discussion around the long-range technical vision of the Cloud Foundry family of open source projects.

**User Advisory Board (UAB):** The User Advisory Board provides a mechanism for end user member companies to raise issues for discussion and provide feedback to those setting the direction of the Foundation and the PMCs. The User Advisory Board also provides a channel to disseminate information to the Cloud Foundry user community and to solicit input on proposed plans as the Board deems it necessary to conduct business.

**Governance and Bylaws:** For more information about the Foundation governance structure, bylaws and more, please visit [www.cloudfoundry.org/governance/](http://www.cloudfoundry.org/governance/).

### FOUNDATION MARKETING

A crucial function of the Cloud Foundry Foundation is raising awareness and driving adoption of the technology through strategic marketing campaigns and messaging alignment with our member companies. All members are invited to join the Marketing Work Group which meets twice monthly to align on messaging and strategy and to discuss industry trends. Participation in these meetings with other members' marketing teams gives each company access to the greater mindshare of industry leaders who comprise the Foundation's membership.

The Foundation conducts annual quantitative and qualitative research among technology decision makers across the globe in addition to running a survey for end users to contribute feedback on their usage of the technology. Data from these studies is presented as exclusive findings to the Board and Board Staff as well as to the Marketing Work Group and is used to generate public reports published throughout the year.

We rely on the strength of our members to reach a global audience.

# FOUNDATION MEMBERSHIP

The Foundation includes three levels of membership: Platinum, Gold and Silver. Your membership supports the Cloud Foundry family of projects, and your engagement as a member in turn maximizes the economic value of your membership.



CLOUD FOUNDRY  
PLATINUM MEMBER



CLOUD FOUNDRY  
GOLD MEMBER



CLOUD FOUNDRY  
SILVER MEMBER

## Platinum Membership

*Recommended for:* Fortune 500s and visionary enterprises looking to blaze the trail for companies turning to cloud, including companies offering or using the technology and businesses building their future on it.

Platinum membership is designed for industry leader companies who desire to have the most influence on the direction and future of Cloud Foundry. Platinum membership has an initial cost of **\$500,000 per annum with a three-year commitment.**

### Platinum membership benefits

- ✓ A Platinum member organization may assign a Director on the Cloud Foundry Board of Directors.
- ✓ Platinum members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.
- ✓ Platinum members receive regular 1:1 meetings with the Foundation's Executive Director, providing opportunity for bidirectional information sharing about the relevant market and technology updates.
- ✓ Each Platinum member of the Foundation will have the right to fill two (2) seats on the Technology Advisory Board.
- ✓ Platinum members are given access to the Foundation's Global Perception Study, providing vital information about awareness and adoption of Cloud Foundry and related cloud native technologies.
- ✓ Platinum members receive a 50% discount on the Cloud Foundry Platform Certification if they offer a product or service based on Cloud Foundry.
- ✓ Platinum members receive discounted rates for bulk purchases of Cloud Foundry eLearning and professional certification products.
- ✓ Members have exclusive access to use the Cloud Foundry Foundation Member logo to highlight their membership level and/or certified distribution of Cloud Foundry.
- ✓ Recognition of Platinum membership with a corporate logo placement on the [cloudfoundry.org](http://cloudfoundry.org) website.
- ✓ Opportunity to participate in Cloud Foundry Summits and member discounts on sponsorship.

## Why Join?

**Join the Cloud Foundry Foundation to build the future of the cloud native experience:**

Leverage the benefits of cloud native technologies and be at the forefront of innovation, whether you're using, selling or creating technologies to empower enterprises to transition seamlessly to the cloud. Build relationships with other members, including other end users and providers, to gain a deeper understanding of the broader cloud native ecosystem, as well as how other users are managing the platform.

Visit [www.cloudfoundry.org/membership](http://www.cloudfoundry.org/membership) to learn more.

# Gold Membership

*Recommended for:* Technology-rich businesses that are making a long-term investment in industry-standard best practices through using and contributing back to the platform.

Gold membership is designed for industry leader companies who desire to have a high level of influence in Cloud Foundry. Gold membership has an initial cost of **\$100,000 per annum with a three-year commitment.**

## Gold membership benefits

- ✓ A Gold member organization may put forward a candidate for potential election to one (1) of the two (2) designated Gold seats on the Cloud Foundry Board of Directors.
- ✓ Participation in the election of Gold membership to the Cloud Foundry Board of Directors.
- ✓ Gold members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.
- ✓ Each Gold member of the Foundation will have the right to fill one (1) seat on the Technology Advisory Board.
- ✓ Gold member end user companies may be selected to participate on the User Advisory Board.
- ✓ Gold members are given access to the Foundation's Global Perception Study, providing vital information about awareness and adoption of PaaS and Cloud Foundry.
- ✓ Gold members receive a 50% discount on the Cloud Foundry Platform Certification if they offer a product or service based on Cloud Foundry.
- ✓ Gold members receive discounted rates for bulk purchases of Cloud Foundry eLearning and professional certification products.
- ✓ Members have exclusive access to use the Cloud Foundry Foundation Member logo to highlight their membership level and/or certified distribution of Cloud Foundry.
- ✓ Recognition of Gold membership with a corporate logo placement on the cloudfoundry.org website.
- ✓ Opportunity to participate in Cloud Foundry Summits and member discounts on sponsorship.

# Silver Membership

*Recommended for:* Organizations excited about the future of cloud who want to establish a strong presence in the cloud ecosystem and gain access to exclusive market research.

Silver membership is designed for a range of companies, from start-ups to industry leaders, who want to strongly support the Cloud Foundry community and take advantage of membership benefits.

Silver membership has four fee tiers based on the number of total employees in the Member company as follows:

## Silver membership benefits

- ✓ Silver member end user companies may be selected to participate on the User Advisory Board.
- ✓ Silver members are given access to the Foundation's Global Perception Study, providing vital information about awareness and adoption of Cloud Foundry and related cloud native technologies.
- ✓ Silver members receive a 50% discount on the Cloud Foundry Platform Certification if they offer a product or service based on Cloud Foundry.
- ✓ Silver members receive discounted rates for bulk purchases of Cloud Foundry eLearning and professional certification products.
- ✓ Silver members have guaranteed representation on every PMC for which they have at least one (1) Dedicated Committer to the respective PMC's Projects.
- ✓ Members have exclusive access to use the Cloud Foundry Foundation Member logo to highlight their membership level and/or certified distribution of Cloud Foundry.
- ✓ Recognition of Silver membership with a corporate logo placement on the cloudfoundry.org website.
- ✓ Opportunity to participate in Cloud Foundry Summits and member discounts on sponsorship.

A company with **1-50 employees** has an initial cost of **\$5,000 per annum.**  
A company with **51-150 employees** has an initial cost of **\$10,000 per annum.**  
A company with **151-500 employees** has an initial cost of **\$30,000 per annum.**  
A company with **over 500 employees** has an initial cost of **\$50,000 per annum.**