“Cloud Foundry Summit is built by and for the Cloud Foundry community. Whether you’re a contributor or committer building the platform, or you’re using Cloud Foundry to attain your business goals, Cloud Foundry Summit is where developers, operators, CIOs and other IT professionals go to share best practices and innovate together.

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape. We’re upgrading the developer experience and making it easy to automate, scale and manage cloud apps throughout their lifecycle, from startups to the Fortune 500.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this cutting-edge community virtually to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Google, IBM, SAP, SUSE and VMware to support the growth and innovation of Cloud Foundry, the industry-standard platform for developers building the next generation of enterprise applications.

Cloud Foundry Summits 2020 unites our tight-knit ecosystem of developers from around the world. Broad deployment of Cloud Foundry has nearly doubled in 2 years, and companies contributing to and using the platform -- like Citibank, Comcast, Kaiser Permanente, The Home Depot, the United States Air Force and many more -- share how Cloud Foundry has transformed their business, simplified the developer experience and led them into the cloud-native future.
PLATINUM SPONSORSHIP

$18,000

Pre-Summit:

• Recognition in Pre-Conference Email Marketing. Includes link to your URL
• 4 Social Media Mentions from @CloudFoundry
• Social Media Re-share: Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry
• Recognition on Event Website: Prominent logo displayed on event homepage
• Pre- or Post-event Email Blast: One time use of opt-in list to be sent by Cloud Foundry Foundation. Date option is based on availability
• Sponsor Designation in Press Release
• Access to Event Press/ Analyst List: Contact list shared two weeks prior to event for your own outreach
• Blog Post on CloudFoundry.org: Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team
• Cloud Foundry Webinar or Hands-On Labs: To be held on a separate date, with its own marketing and lead generation plan. (Full contact information of registrants supplied)

On-site:

• Speaking Opportunity: 15 minute session. All sponsor content must be approved by Program Committee and Cloud Foundry. Speaking slots based on availability
• Recognition in Opening & Closing Remarks by event emcee
• Recognition on Event Signage: Logo on virtual event homepage. Individual banner
• Virtual Stage Branding: Logo featured in sessions. Individual banner
• Virtual Exhibit Booth:
  • Ability to generate leads with attendee contact information for those that visit your booth
  • Ability to link to resources, social media, job postings, etc.
  • Embedded sponsor videos on booth
  • Chat function with booth attendees
  • Live booth demo: ability to hold a live 30 minute demo within your booth, allowing staff to be on video
• Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes. Multiple point earning options
• (3) Push Notifications to Attendees During Event: Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event
• Summit Attendee Passes: 20 full-access passes to the event for your staff or customers

Post-Summit:

• 200 word Message in Attendee Post-Event Email
• Opportunity to Add (2) Custom Questions to the Post Event Attendee Survey: Follow-up reporting will be provided with survey results
GOLD SPONSORSHIP

$9,000

Pre-Summit:
- Recognition in Pre-Conference Email Marketing. Includes link to your URL
- 3 Social Media Mentions from @CloudFoundry
- Social Media Re-share: Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry
- Recognition on Event Website: Prominent logo displayed on event homepage
- Blog Post on CloudFoundry.org: Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team

On-site:
- Recognition in Opening & Closing Remarks
- Recognition on Event Signage: Logo on virtual event event homepage. Shared banner
- Virtual Stage Branding: Shared logo featured in sessions. Shared banner
- Virtual Exhibit Booth:
  - Ability to generate leads with attendee contact information for those that visit your booth
  - Ability to link to resources, social media, job postings, etc.
  - Embedded sponsor videos on booth
  - Chat function with booth attendees
  - Live booth demo: ability to hold a live 30 minute demo within your booth, allowing staff to be on video
- Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes
- (2) Push Notifications to Attendees During Event: Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event
- Opportunity to Add (1) Custom Questions to the Post Event Attendee Survey: Follow-up reporting will be provided with survey results
- Summit Attendee Passes: 15 full-access passes to the event for your staff or customers

Post-Summit:
- 150 word message in Attendee Post-Event Email
- Cloud Foundry Webinar or Hands-On Labs: To be held on a separate date, with it’s own marketing and lead generation plan. (Full contact information of registrants supplied)

Contact Chip Childers at cchilders@cloudfoundry.org to secure your sponsorship.
BRONZE SPONSORSHIP

$2,500

Pre-Summit:

• Recognition in Pre-Conference Email Marketing. Includes link to your URL
• 2 Social Media Mentions from @CloudFoundry
• Social Media Re-share: Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry
• Recognition on Event Website: Prominent logo displayed on event homepage
• Blog Post on CloudFoundry.org: Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team

On-site:

• Recognition on Event Signage: Logo on virtual event event homepage. Shared banner
• Virtual Stage Branding: Shared logo featured in sessions. Shared banner
• Summit Attendee Passes: 5 full-access passes to the event for your staff or customers

Post-Summit:

• 100 word message in Attendee Post-Event Email

Contact Chip Childers at cchilders@cloudfoundry.org to secure your sponsorship.
<table>
<thead>
<tr>
<th>Speaking Opportunity</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>All sponsor content must be approved by Program Committee and Cloud Foundry. Speaking slots based on availability.</td>
<td>15 Minute Session</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Designation in Press Releases</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Access to Event Press / Analyst List</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact list shared two weeks prior to event for your own outreach.</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Pre or Post Event Email Blast</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>One time use of opt-in list to be sent by Cloud Foundry Foundation. Date option is based on availability.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Cloud Foundry Webinar or Hands-On Labs</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be held on a separate date, with it’s own marketing and lead generation plan. (Full contact information of registrants supplied).</td>
<td></td>
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<table>
<thead>
<tr>
<th>Virtual Exhibit Booth</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>See below for details</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ability to generate leads with attendee contact information for those that visit your booth.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to link to resources, social media, job postings, etc.</td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Embedded sponsor videos on booth.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Chat function with booth attendees.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
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</table>

<table>
<thead>
<tr>
<th>Live Booth Demo: Ability to hold a live 30 minute demo within your booth, allowing booth staff to be on video.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Booth Visit Gamification</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees will earn points for visiting your booth, with points earning prizes.</td>
<td>Multiple point earning options</td>
<td>Points for booth visit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recognition in Opening &amp; Closing Remarks By Event Emcee</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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</thead>
<tbody>
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<table>
<thead>
<tr>
<th>Push Notifications to Attendees During Event</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.</td>
<td>3</td>
<td>2</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunity to Add Custom Questions to the Post Event Attendee Survey</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow-up reporting will be provided with survey results.</td>
<td>2</td>
<td>1</td>
<td></td>
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<table>
<thead>
<tr>
<th>Social Media Promotion of Sponsorship From Cloud Foundry Twitter Account</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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</thead>
<tbody>
<tr>
<td>4</td>
<td>3</td>
<td>2</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Social Media Re-share</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recognition in Pre-Event Email Marketing Includes link to your URL.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<table>
<thead>
<tr>
<th>Recognition on Event Website Prominent logo displayed on event homepage.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
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<table>
<thead>
<tr>
<th>Message in Attendee Post-Event Email</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
<tr>
<td>200 words</td>
<td>150 words</td>
<td>100 words</td>
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</table>

<table>
<thead>
<tr>
<th>Recognition on Event Signage Logo on virtual event home page.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>Shared</td>
<td>Shared</td>
<td></td>
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<table>
<thead>
<tr>
<th>Virtual Stage Branding Logo featured in Sessions.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>Shared</td>
<td>Shared</td>
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<tr>
<th>Blog Post on CloudFoundry.org Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team</th>
<th>PLATINUM UNLIMITED</th>
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<thead>
<tr>
<th>Event Attendee Passes Full access passes to the entire event for your staff or customers.</th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
<tr>
<td>20</td>
<td>15</td>
<td>5</td>
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**Sponsorship Cost**

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
<tr>
<td><strong>$18,000</strong></td>
<td><strong>$9,000</strong></td>
<td><strong>$2,500</strong></td>
<td></td>
</tr>
</tbody>
</table>

Cloud Foundry reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.

Sponsorship Deadline: October 2, 2020

Contact Chip Childers at cchilders@cloudfoundry.org to secure your sponsorship.
Diversity Luncheon
$1,500 • 1 OPPORTUNITY • SOLD OUT
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.

Session Recording
$2,000 • 1 OPPORTUNITY
Extend your presence long after the live event concludes with the session recording sponsorship.
Benefits include:
• Introduction slide on each video will include “Sponsored By” with your logo
• Sponsor recognition in post-event email to attendees

Contact Chip Childers at cchilders@cloudfoundry.org to secure your sponsorship.