CLOUD FOUNDRY SUMMIT

SIMPLIFYING THE DEVELOPER EXPERIENCE

CLOUD FOUNDRY SUMMIT NORTH AMERICA
AUSTIN, TEXAS | JUNE 25

CLOUD FOUNDRY SUMMIT EUROPE
DUBLIN, IRELAND | OCTOBER 29

SPONSORSHIP PROSPECTUS

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 in Austin and Dublin to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Dell EMC, Google, Microsoft, IBM, SAP 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 unite 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.

DIAMOND SPONSORSHIP

$40,000

Pre-Summit:

- Program Committee: Designate 1 person to be on the program committee
- Recognition in Pre-Conference Email Marketing
- 4 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: Prominent logo displayed on all website pages
- Pre- or Post-event Email Blast: One time use of opt-in list to be sent by Cloud Foundry Foundation

On-site:

- Conference Attendee Passes: 15 full-access passes to the event for your staff or customers
- 20% Discount on Additional Conference Passes: For use by your customers, partners, or colleagues
- Speaking Opportunity: 20 minute session. Sponsor to work directly with Program Committee on signoff for content of session
- Logo on Attendee T-Shirt: Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt.
- Stage Branding: Logo in Welcome Slides
- Recognition in Opening & Closing Remarks
- Recognition on Event Signage: Logo on on-site conference signage
- Tabletop Display at Event
- 1 Lead Retrieval Device

Contact Devin Davis at
ddavis@cloudfoundry.org
to secure your sponsorship.

PLATINUM SPONSORSHIP

$30,000

Pre-Summit:

- Recognition in Pre-Conference Email Marketing
- 4 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: Prominent logo displayed on all website pages
- Pre- or Post-event Email Blast: One time use of opt-in list to be sent by Cloud Foundry Foundation

On-site:

- Conference Attendee Passes: 10 full-access passes to the event for your staff or customers
- 20% Discount on Additional Conference Passes: For use by your customers, partners, or colleagues
- Speaking Opportunity: 10 minute session. Sponsor to work directly with Program Committee on signoff for content of session
- Logo on Attendee Lanyards
- Stage Branding: Logo in Welcome Slides
- Recognition in Opening & Closing Remarks
- Recognition on Event Signage: Logo on on-site conference signage
- Tabletop Display at Event
- 1 Lead Retrieval Device

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GOLD SPONSORSHIP

$20,000

Pre-Summit:

- Recognition in Pre-Conference Email Marketing
- 3 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: Prominent logo displayed on all website pages

On-site:

- Conference Attendee Passes: 8 full-access passes to the event for your staff or customers
- 20% Discount on Additional Conference Passes: For use by your customers, partners, or colleagues
- Stage Branding: Logo in Welcome Slides
- Recognition in Opening & Closing Remarks
- Recognition on Event Signage: Logo on on-site conference signage
- Attendee Reception Sponsor: Logo on signage and recognition on the agenda
- Tabletop Display at Event
- 1 Lead Retrieval Device

Post-Summit:

- Message in Attendee Post-Conference Email

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SILVER SPONSORSHIP

$10,000

Pre-Summit:

- Recognition in Pre-Conference Email Marketing
- 2 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: Prominent logo displayed on all website pages

On-site:

- Conference Attendee Passes: 6 full-access passes to the event for your staff or customers
- 20% Discount on Additional Conference Passes: For use by your customers, partners, or colleagues
- Recognition on Event Signage: Logo on on-site conference signage
- Breaks & Lunch Sponsor: Logo on signage and recognition on agenda

Post-Summit:

- Message in Attendee Post-Conference Email

Contact Devin Davis at
ddavis@cloudfoundry.org
to secure your sponsorship.

BRONZE SPONSORSHIP

$5,000

Pre-Summit:

- 2 Social Media Mentions from @CloudFoundry
- Recognition on Event Website: Prominent logo displayed on all website pages

On-site:

- Conference Attendee Passes: 3 full-access passes to the event for your staff or customers
- 20% Discount on Additional Conference Passes: For use by your customers, partners, or colleagues
- Recognition on Event Signage: Logo on on-site conference signage

Post-Summit:

- Message in Attendee Post-Conference Email

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	DIAMOND 1 AVAILABLE SOLD OUT	PLATINUM 1 AVAILABLE	GOLD 4 AVAILABLE 3 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 6 AVAILABLE
Logo on Attendee T-Shirt Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt	•				
Program Committee Designate 1 person to be on the program committee	•				
Speaking Opportunity Sponsor to work directly with program committee on signoff for content of session	20 Minute Session	10 Minute Session			
Logo on Attendee Lanyards		•			
Attendee Reception Sponsor Logo on signage and recognition on the agenda			•		
Tabletop Display at Event	•	•	•		
Lead Retrieval Device	1	1	1		
Stage Branding Logo in Welcome Slides	•	•	•		
Recognition in Opening & Closing Remarks	•	•	•		
Breaks & Lunch Sponsor Logo on signage and recognition on the agenda				•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Social Media Mentions	4	4	3	2	2
Pre- or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry Foundation	•	•			
Message in Attendee Post-Conference Email			•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•	•	•
Conference Attendee Passes Full-access passes to the event for your staff or customers	15	10	8	6	3
20% Discount on Additional Conference Passes For use by your customers, partners, or colleagues	•	•	•	•	•
Sponsorship Cost	$40,000	$30,000	$20,000	$10,000	$5,000

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

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	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD ~~4 AVAILABLE~~ 3 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 6 AVAILABLE
Logo on Attendee T-Shirt Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt	•				
Program Committee Designate 1 person to be on the program committee	•				
Speaking Opportunity Sponsor to work directly with AGL on signoff for content of session	20 Minute Session	10 Minute Session			
Logo on Attendee Lanyards		•			
Attendee Reception Sponsor Logo on signage and recognition on the agenda			•		
Tabletop Display at Event	•	•	•		
Lead Retrieval Device	1	1	1		
Stage Branding Logo in Welcome Slides	•	•	•		
Recognition in Opening & Closing Remarks	•	•	•		
Breaks & Lunch Sponsor Logo on signage and recognition on the agenda				•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Social Media Mentions	4	4	3	2	2
Pre- or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry Foundation	•	•			
Message in Attendee Post-Conference Email			•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•	•	•
Conference Attendee Passes Full-access passes to the event for your staff or customers	15	10	8	6	3
20% Discount on Additional Conference Passes For use by your customers, partners, or colleagues	•	•	•	•	•
Sponsorship Cost	**$40,000**	**$30,000**	**$20,000**	**$10,000**	**$5,000**

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ADDITIONAL MARKETING OPPORTUNITIES

Diversity Luncheon

$3,000 • 1 OPPORTUNITY

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

$4,000 • 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

Diversity Scholarship

STARTING AT $1,500 • UNLIMITED

The Cloud Foundry Foundation's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend Cloud Foundry Summit for financial reasons. Diversity and inclusion 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 program.

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