



# CLOUD FOUNDRY SUMMIT

COMMUNITY  
COLLABORATION  
WITH A MISSION

**VIRTUAL** JULY 21-22, 2021

**SPONSORSHIP PROSPECTUS**



More than half the Fortune 500, and hundreds of billions of dollars in global commerce, rely on Cloud Foundry technologies to unlock their developers' productivity and realize business returns on their technology investments. Cloud Foundry Summit is where the ecosystem comes together to innovate, collaborate and diversify.

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape—and because Cloud Foundry is the proven developer experience for Kubernetes, the next generation of infrastructure.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this global community 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 world-class developer experience for teams building the next generation of enterprise applications.



# PLATINUM SPONSORSHIP

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## \$12,000

### Pre-Summit:

- **Recognition in Pre-Event Email Marketing:** Includes link to your URL
- **(4) Social Media Promotions of Sponsorship:** From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry)
- **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 one week 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

### During Summit:

- **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:** Sponsor recognition by name
- **30-second Video Ad during Keynotes:** Provided by sponsor company
- **Recognition on Virtual Platform:** Logo on virtual event home page
- **Virtual Stage Branding:** Logo featured in Sessions. Individual banner
- **Virtual Exhibit Booth:** Static page with the ability to link resources and social media, and embed sponsor videos
- **200 Word Message in Attendee Day-Of Email**
- **(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 entire event for your staff or customers

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### Post-Summit:

- **Add (2) Custom Questions to the Post Event Attendee Survey:** Must be approved by Cloud Foundry, and follow up reporting will be provided with data results
- **Post-Event Data Report:** Provides event demographics and additional details on event performance

Contact Chip Childers at [cchilders@cloudfoundry.org](mailto:cchilders@cloudfoundry.org) to secure your sponsorship.



# GOLD SPONSORSHIP

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## \$7,000

### Pre-Summit:

- **Recognition in Pre-Event Email Marketing:** Includes link to your URL
- **(3) Social Media Promotions of Sponsorship:** From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry)
- **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

### During Summit:

- **Recognition in Opening & Closing Remarks:** Sponsor recognition by name
- **Recognition on Virtual Platform:** Logo on virtual event home page. Shared banner
- **Virtual Stage Branding:** Logo featured in Sessions. Shared banner
- **Virtual Exhibit Booth:** Static page with the ability to link resources and social media, and embed sponsor videos
- **150 Word Message in Attendee Day-Of Email**
- **(2) 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:** 15 full-access passes to the entire event for your staff or customers

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### Post-Summit:

- **Add (1) Custom Questions to the Post Event Attendee Survey:** Must be approved by Cloud Foundry, and follow up reporting will be provided with data results
- **Post-Event Data Report:** Provides event demographics and additional details on event performance

Contact Chip Childers at [cchilders@cloudfoundry.org](mailto:cchilders@cloudfoundry.org) to secure your sponsorship.



# BRONZE SPONSORSHIP

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## \$2,500

### Pre-Summit:

- **Recognition in Pre-Event Email Marketing:** Includes link to your URL
- **(2) Social Media Promotions of Sponsorship:** From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry)
- **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

### During Summit:

- **Recognition in Opening & Closing Remarks:** Sponsor recognition by name
  - **Recognition on Virtual Platform:** Logo on virtual event home page. Shared banner
  - **Virtual Stage Branding:** Logo featured in Sessions. Shared banner
  - **100 Word Message in Attendee Day-Of Email**
  - **Summit Attendee Passes:** 5 full-access passes to the entire event for your staff or customers
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### Post-Summit:

- **Post-Event Data Report:** Provides event demographics and additional details on event performance

Contact Chip Childers at  
[cchilders@cloudfoundry.org](mailto:cchilders@cloudfoundry.org)  
to secure your sponsorship.

## SPONSORSHIP-AT-A-GLANCE

Sponsorship Deadline: June 25, 2021

Contact Chip Childers at [cchilders@cloudfoundry.org](mailto:cchilders@cloudfoundry.org) to secure your sponsorship



|  | PLATINUM          | GOLD           | BRONZE         |
|--|-------------------|----------------|----------------|
| <b>Speaking Opportunity</b><br>All sponsor content must be approved by Program Committee and Cloud Foundry. Speaking slots based on availability.                                      | 15 Minute Session |                |                |
| <b>30-second Video Ad during Keynotes</b><br>Provided by sponsor company   | •                 |                |                |
| <b>Sponsor Designation in Press Releases</b>   | •                 |                |                |
| <b>Access to Event Press/Analyst List</b><br>Contact list shared one week prior to event for your own outreach   | •                 |                |                |
| <b>Pre or Post Event Email Blast</b><br>One time use of opt-in list to be sent by Cloud Foundry Foundation. Date option is based on availability.                                      | •                 |                |                |
| <b>Virtual Exhibit Booth</b><br>Static page with the ability to link resources and social media, and embed sponsor videos.   | •                 | •              |                |
| <b>Push Notifications to Attendees During Event</b><br>Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.                               | 3                 | 2              |                |
| <b>Custom Questions in Post Event Attendee Survey</b><br>Opportunity to add question(s) of your choice (must be approved by Cloud Foundry), and follow up reporting with data results. | 2                 | 1              |                |
| <b>Recognition in Opening &amp; Closing Remarks</b><br>Sponsor recognition by name.  | •                 | •              | •              |
| <b>Social Media Promotion of Sponsorship</b><br>From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry).                            | 4                 | 3              | 2              |
| <b>Social Media Re-share</b><br>Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry.                               | •                 | •              | •              |
| <b>Recognition in Pre-Event Email Marketing</b><br>Includes link to your URL.  | •                 | •              | •              |
| <b>Recognition on Event Website</b><br>Prominent logo displayed on event homepage.   | •                 | •              | •              |
| <b>Message in Attendee Day-Of Email</b>  | 200 words         | 150 words      | 100 words      |
| <b>Recognition on Virtual Platform</b><br>Logo on virtual event home page.   | Individual        | Shared         | Shared         |
| <b>Virtual Stage Branding</b><br>Logo featured in Sessions   | Individual        | Shared         | Shared         |
| <b>Blog Post on CloudFoundry.org</b><br>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.  | •                 | •              | •              |
| <b>Post-Event Data Report</b><br>Provides event demographics and additional details on event performance.  | •                 | •              | •              |
| <b>Event Attendee Passes</b><br>Full access passes to the entire event for your staff or customers   | 20                | 15             | 5              |
| <b>Sponsorship Cost</b>  | <b>\$12,000</b>   | <b>\$7,000</b> | <b>\$2,500</b> |



# ADDITIONAL MARKETING OPPORTUNITIES



## DIVERSITY CONVERSATION

\$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 virtual signage recognition and verbal recognition.



## SESSION RECORDING

\$2,000 • ~~1 OPPORTUNITY SOLD OUT~~

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 when posted to YouTube
- Sponsor recognition in post-event email to attendees



## CLOSED CAPTIONING

\$6,000 • **1 OPPORTUNITY**

Support Cloud Foundry in being a more diverse and inclusive event, allowing attendees with any difficulties hearing or needing another language to fully participate and enjoy event talks.

Benefits include:

- Sponsor recognition on event website homepage with link to company website
- Recognition on session page
- Sponsor recognition in post-event email to attendees

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