CLOUD FOUNDRY SUMMIT

SIMPLIFYING THE DEVELOPER EXPERIENCE

CLOUD FOUNDRY SUMMIT EUROPE

VIRTUAL EXPERIENCE | OCTOBER 21-22, 2020

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 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 world-class developer experience for teams building the next generation of enterprise applications.

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 it's 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

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

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.

EUROPE
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SPONSORSHIP-AT-A-GLANCE
Sponsorship Deadline: October 2, 2020
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to secure your sponsorship

	PLATINUM SOLD OUT	GOLD UNLIMITED	BRONZE UNLIMITED
Speaking Opportunity All sponsor content must be approved by Program Committee and Cloud Foundry. Speaking slots based on availability.	15 Minute Session		
Sponsor Designation in Press Releases	•		
Access to Event Press / Analyst List Contact list shared two weeks prior to event for your own outreach.	•		
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.	•		
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).	•	•	
Virtual Exhibit Booth See below for details	•	•	
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 booth staff to be on video.	•	•	
Booth Visit Gamification Attendees will earn points for visiting your booth, with points earning prizes.	Multiple point earning options	Points for booth visit	
Recognition in Opening & Closing Remarks By Event Emcee	•	•	
Push Notifications to Attendees During Event Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	3	2	
Opportunity to Add Custom Questions to the Post Event Attendee Survey Follow-up reporting will be provided with survey results.	2	1	
Social Media Promotion of Sponsorship From Cloud Foundry Twitter Account	4	3	2
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 in Pre-Event Email Marketing Includes link to your URL.	•	•	•
Recognition on Event Website Prominent logo displayed on event homepage.	•	•	•
Message in Attendee Post-Event Email	200 words	150 words	100 words
Recognition on Event Signage Logo on virtual event home page.	Individual	Shared	Shared
Virtual Stage Branding Logo featured in Sessions.	Individual	Shared	Shared
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	•	•	•
Event Attendee Passes Full access passes to the entire event for your staff or customers.	20	15	5
Sponsorship Cost	**$18,000**	**$9,000**	**$2,500**

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

ADDITIONAL MARKETING OPPORTUNITIES

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~~ 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
- 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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