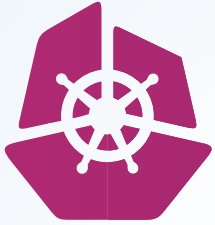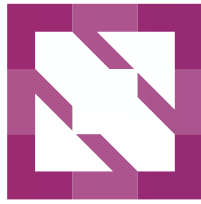# CLOUD NATIVE
COMPUTING FOUNDATION

2019 Sponsorship Prospectus

KubeCon | CloudNativeCon

KubeCon + CloudNativeCon gathers leading technologists from multiple open source cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

KubeCon + CloudNativeCon Europe

Barcelona, Spain | May 20-23, 2019

10,000+ attendees

KubeCon + CloudNativeCon + Open Source Summit China

Shanghai, China | June 24-26, 2019

3,000+ attendees

KubeCon + CloudNativeCon North America

San Diego, USA | November 18-21, 2019

12,000+ attendees

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups

- Inform the cloud native community about your organization's products and services

- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community

- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world

- Associate your brand with one of the fastest growing technology communities

- Support and engage with the ecosystem behind many of the most popular open source projects

- Discuss strategic partnerships with leaders from other companies

- Join CNCF's hosted projects – Kubernetes, Prometheus, OpenTracing, Fluentd, gRPC, containerd, rkt, CNI, Envoy, Jaeger, Notary, TUF, Vitess, CoreDNS, NATS, Linkerd and Helm – and help bring cloud native project communities together

KubeCon | CloudNativeCon
North America 2019

	DIAMOND* ~~6 AVAILABLE~~ 2 AVAILABLE IN JULY	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote	●					
Collateral or giveaway distributed at registration: sponsor provides one item/piece	●					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	1) non-exclusive pre-conference email, 100 word max				
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor message in attendee post-conference thank you email	75 word max	50 word max				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
Lead retrieval device	(2) devices	(2) devices	(1) device	(1) device	(1) device	(1) device
List of registered press/analysts (provided 2 weeks prior to event)	●	●	●			
Keynote stage recognition	●	●	●			
Mobile app: logo branding on mobile app	●	●	●	●	●	●
Social media posts	(1) pre-event stand alone tweet and (1) during the event stand alone tweet	(1) pre-event stand alone tweet and (1) during the event stand alone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	●	●	●	●	●	●
Exhibit space incl. back wall and counter with graphics, (2) stools, wastebasket, basic power, and carpet	20ft (w) x 20ft (d)	20ft (w) x 10ft (d)	10ft (w) x 10ft (d)	8ft (w) x 8ft (d)	6ft (w) x 6ft (d)	6ft (w) x 6ft (d)
Logo on sponsor signage	●	●	●	●	●	●
Logo and link on conference website	●	●	●	●	●	●
Conference attendee passes	17	12	9	7	5	2
Sponsorship Cost	**$155,000**	**$95,000**	**$60,000**	**$25,000**	**$6,000**	**$6,000**

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is for recruiting.

CNCF reserves the right to increase/decrease the number of available sponsorships.

KUBECON + CLOUDNATIVECON 2019 PROMOTIONAL MARKETING OPPORTUNITIES

See following pages for detailed descriptions. Contact sponsor@cncf.io to secure your sponsorship today.

	SAN DIEGO
Cross-Promotion of Pre-Approved Co-Located Events	UNLIMITED $6,000
Attendee T-Shirt	~~1 AVAILABLE $35,000~~ SOLD OUT
Lanyards	~~1 AVAILABLE $35,000~~ SOLD OUT
Diversity Scholarship	UNLIMITED $5,000 AND UP
Diversity Lunch	~~1 AVAILABLE $7,500~~ SOLD OUT
Women's Event	~~1 AVAILABLE $7,500~~ SOLD OUT
Session Recording	~~1 AVAILABLE $15,000~~ SOLD OUT
Keynote Livestream	~~1 AVAILABLE $10,000~~ SOLD OUT
Conference WiFi	1 AVAILABLE $10,000
Keynote Chair Drop	4 AVAILABLE $12,500 EACH
Lounge Sponsor	~~5 AVAILABLE~~ $20,000 EACH 1 AVAILABLE
Attendee Play Station	1 AVAILABLE $7,500
Exclusive Coffee Bar in Sponsor Showcase	~~3 AVAILABLE~~ SOLD OUT ~~(1 PER DAY)~~ ~~$7,500 PER DAY~~
Specialty Break Sponsor	6 AVAILABLE (2 PER DAY - 3 DAYS TOTAL) $7,500 EACH
Welcome Reception	2 AVAILABLE AT $20,000 EACH OR 1 EXCLUSIVE AT $35,000
All Attendee Party	4 AVAILABLE $25,000 EACH
Wellness Sponsorship	2 AVAILABLE $5,000
Charging Lockers	~~1 AVAILABLE $10,000~~ SOLD OUT
Hotel Key Cards	~~1 AVAILABLE $5,000~~ SOLD OUT
Attendee Head Shots	1 AVAILABLE $2,500

Promotional Marketing Opportunities

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Cross-Promotion of Pre-Approved Community Events

Organizing an event for attendees? The Cloud Native Computing Foundation
would be happy to help promote your event to our attendees. Benefits include:

- Your event listed on the conference website.
- Optional: Your event listed on the KubeCon + CloudNativeCon registration form. Attendees
  can add your event to their conference registration. Additional registration processing fees
  apply based on number of attendees and event revenue.

Attendee T-Shirt

Sponsor logo will be placed on all attendee t-shirts.
Logo size and placement subject to t-shirt design and approval.

Lanyards

Showcase your logo on every attendee with the lanyard sponsorship.

Diversity Scholarship

The Cloud Native Computing Foundation's scholarship program provides support to
women, people with disabilities and other underrepresented minorities who may not
otherwise have the opportunity to attend KubeCon + CloudNativeCon for financial
reasons. Diversity and inclusion are important to CNCF, 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. Benefits include:

- Logo on website
- Recognition during the opening keynote
- Recognition in scholarship acceptance notifications
- Opportunity to provide and distribute branded item or gift to scholarship recipients (at
  sponsor's expense)

Diversity Lunch

Everyone attending is invited to join this special lunch and program featuring discussion
around diversity and inclusivity in an open source community. The sponsor of this event
positions themselves as an organization that fosters an ongoing conversation on the need
for a diverse and inclusive open source community. Benefits include:

- Recognition on the agenda
- Signage at the luncheon
- Opportunity to nominate a presenter
- 5-minute opening or closing remarks – content subject to approval
- Sponsor may provide and distribute attendee giveaways at own expense

Women's Event

All women attending KubeCon + CloudNativeCon are invited to join this special event
and program featuring discussion around diversity and inclusivity in an open source
community. The sponsor of this event positions themselves as an organization that fosters
an ongoing conversation on the need for a diverse and inclusive open source community.

Benefits include:

- Recognition on the agenda and website
- Signage at the event
- Opportunity to nominate a presenter
- 5-minute opening or closing remarks – content subject to approval
- Sponsor may provide and distribute attendee giveaways at own expense

Session Recording

Extend your presence long after the live conference concludes with the session recording
sponsorship. Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Recognition on conference website

![Cloud Native Computing Foundation logo]

Promotional Marketing Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Keynote Livestream

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email

Conference WiFi

Keep attendees connected by sponsoring our dedicated conference WiFi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your WiFi sponsorship

Keynote Chair Drop

Maximize your visibility by providing collateral or promo items for attendees in the keynote room.

- Provide (1) piece of collateral or promo item per chair to be placed in the keynote room
- Sponsor may choose (1) keynote (subject to availability and reserved on a first come first serve basis)
- Sponsor is responsible for printing and on-time delivery of all materials by the advance shipping deadline.
- Sponsor is responsible for all costs associated with the production and delivery of all materials.
- A sample of the deliverable must be provided to CNCF for approval prior to shipping.

Lounge Sponsor

The 20'x20' lounges in the exhibit hall are always "the place to be" for attendees to recharge and to connect with other attendees. Sponsors have the unique opportunity to showcase their branding with prominently placed signage. Benefits include:

- Basic lounge seating with power outlets for attendees to recharge devices (and themselves)
- Prominent signage displayed in the lounge
- Logo included on sponsor showcase map
- Opportunity to select lounge location based on current floor plan (selection in the order in which the signed sponsorship contracts were received)
- (1) 42" monitor with floor stand. Sponsor is responsible for providing video/slide content to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's expense (must get approval from CNCF):
    - Add food and/or beverages
    - Attendee giveaways

Lounge layout and design will be determined by CNCF. Lead retrieval and sales activities are not allowed in the lounge. All marketing/promotional activities are subject to approval by CNCF.

Attendee Play Station

Creative environment where weary attendees can unwind and interact with fellow attendees. Play Station includes:

- Games and activities may include ping pong, giant yard games, foosball, and arcade games
- Board games and building sets
- Sponsor branding
- Recognition on sponsor showcase map
- Sponsor may set up competitions with prizes and leader boards at own expense

Promotional Marketing Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Exclusive Coffee Bar in Sponsor Showcase

Keep attendees caffeinated with a custom branded specialty coffee bar in the sponsor showcase. Benefits include:

• Directional signage
• Specialty coffees served during morning and afternoon breaks.
• (1) 42" monitor with floor stand in the coffee bar. Sponsor is responsible for providing video/ slide content to be played on a loop on the monitor (no audio).
• Additional opportunities at sponsor's expense:
  - Host specialty break food
  - Brand coffee menu with your company name
  - Logo items, including coffee cups, napkins, etc.

Specialty Break Sponsor

Add some fun to our breaks and provide a specialty break item for one morning or afternoon break.
• Signage on all breakfast and break stations in sponsor showcase.
• Recognition on conference schedule

Welcome Reception

The Cloud Native Computing Foundation will organize a welcome party in the sponsor showcase and invite all conference attendees, speakers, Board of Directors, Technical Committee, press and analysts for a fun evening to network, talk shop and meet new people. The CNCF team will manage the logistics, theming and experience, you sit back and enjoy the recognition.

• Recognition on the agenda
• Signage on the bars, food buffets and entrance to the reception
• Logo napkins at the bars
• Choose one specialty item:
  - Branded photo booth
  - Branded games
  - Branded coasters
  - Live Entertainment (not available in San Diego)
  - Specialty drink and branded cups

All Attendee Party

Treat attendees to a special experience! We'll take attendees offsite for a fun-filled evening with activities, food, drinks and new friends. Benefits include:
• Recognition on agenda
• Signage at entrance and throughout venue including on bars and buffets
• Logo napkins at bars and buffets
• Choose one specialty item:
  - Specialty drink and branded cups
  - Branded photo booth
  - Live entertainment (band or DJ)

Promotional Marketing Opportunities

(cont'd)

Contact
sponsor@cncf.io
to secure your
sponsorship today.

Wellness Sponsorship

Support community wellness and keep our attendees energized by providing one of the following wellness activities:

• Fun run
• Yoga
• Bike ride
• Massage stations in the spomsor showcase
• Kick-start the day with smoothies or energy beverages

Benefits include:
• Company logo on the website, onsite signage and schedule
• (1) pre-conference email promotion
• Participants will receive a completion patch or ribbon with sponsor logo (fun run, yoga or bike ride only).

Charging Lockers

Keep attendees charged and connected by providing a safe and secure charging solution for electronic devices. Sponsorship includes 4 lockers placed in prominent locations across the event venue with custom branding on each locker and custom logo or video on each locker's touchscreen.

Hotel Key Cards

Sponsor branding on one side of the conference host hotel key cards.

Attendee Head Shots

Support professionalism in the community by providing attendees the opportunity to take complimentary headshots by a professional photographer in a private meeting room. Benefits include:

• Logo on website
• Sponsor recognition on signup form
• Sponsor signage

KubeCon + CloudNativeCon Europe 2018 Highlights

May 2-4, 2018 | Copenhagen, Denmark

KubeCon + CloudNativeCon Europe 2018 was a major success with record-breaking registrations, attendance, sponsorships, and co-located events. The event generated 4,300 registrations, with only a 3% no-show rate, which is extremely rare and much lower than the industry average. Of the 4,300, 66% were first-time KubeCon attendees.

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.5 / 5. The top two reasons that people attended KubeCon + CloudNativeCon were for networking (40%) and to attend breakout sessions (35%).

4,300 attendees • 25 tracks • 157 breakout sessions
1,087 CFP submissions • 1,135 keynote live stream sign-ups
68 diversity scholarship recipients • 65 registered press and analysts

ATTENDEE BOOTH TRAFFIC

99% of attendees surveyed visited sponsor booths onsite

Total leads scanned at sponsor booths were 23,382 with an average of 243 scans per booth.
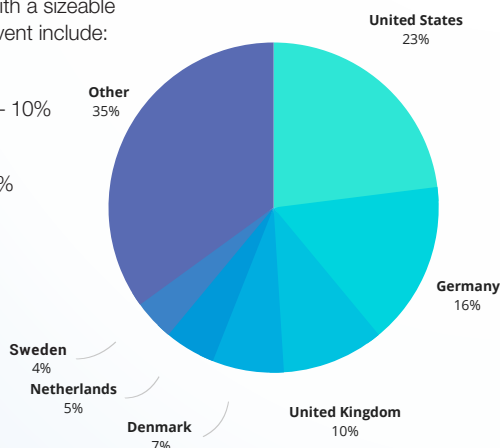
ATTENDEE DEMOGRAPHICS

Attendees from 66 countries across 6 continents

• 23% from the United States

Other countries with a sizeable audience at the event include:

• Germany - 16%
• United Kingdom - 10%
• Denmark - 7%
• Netherlands - 5%
• Sweden - 4%

1,395 companies participated

119 members companies

United States
23%

Other
35%

Germany
16%

United Kingdom
10%

Denmark
7%

Netherlands
5%

Sweden
4%

ATTENDEE JOB FUNCTION

Business Developer - less than 1%

Developer - 34%

• Data Scientist - 1%
• DevOps Specialist - less than 1%
 • Full Stack Developer - 30%
• Machine Learning Specialist - less than 1%
• Mobile Developer - less than 1%
• Systems Admin - less than 1%
• Web Developer - 3%

Developer Manager - less than 1%

Executive - 8%

Product Manager - 5%

IT Operations - 21%
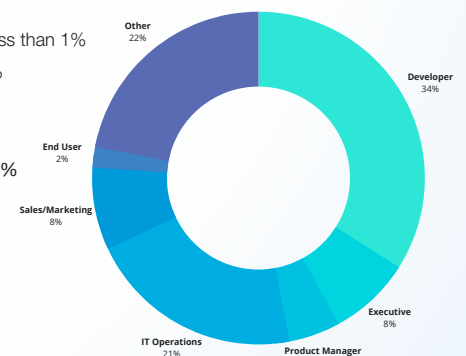
• DevOps - 13%
• Systems Admin - 3%
• Site Reliability Engineer - 4%
• Quality Assurance Engineer - less than 1%

Sales/Marketing - 8%

Technologist at End User - 2%

Other - 20%

Other
22%

Developer
34%

End User
2%

Sales/Marketing
8%

IT Operations
21%

Product Manager
5%

Executive
8%

KubeCon + CloudNativeCon China 2018 Highlights
November 13-15, 2018 | Shanghai, China

The Cloud Native Computing Foundation held its inaugural KubeCon + CloudNativeCon in China, November 13 - 15, 2018. The conference was a success, generating 2,500 attendees, 55 sponsors and community partners, and 11 co-located events. Of the 2,500 attendees, 82% were first-time KubeCon attendees.

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.5 / 5. The top two reasons that people attended KubeCon + CloudNativeCon were for networking (50%) and to attend breakout sessions (22%).

2,500 attendees • 13 tracks • 97 breakout sessions
677 CFP submissions • 78 diversity scholarships offered
63 registered press and analysts

ATTENDEE BOOTH TRAFFIC

99% of attendees surveyed visited sponsor booths onsite

Total leads scanned at sponsor booths were 9,287 with an average of 266 scans per booth.

ATTENDEE DEMOGRAPHICS

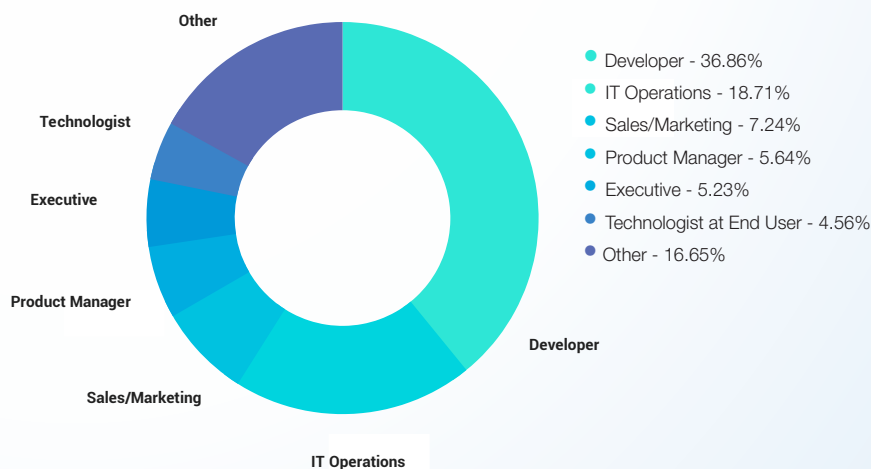Attendees from 48 countries across 5 continents
- 83% from China
- Other countries with a sizeable audience at the event include United States (7%), Japan (1.5%), India (1%), Azerbaijan (1%), Singapore (1%)
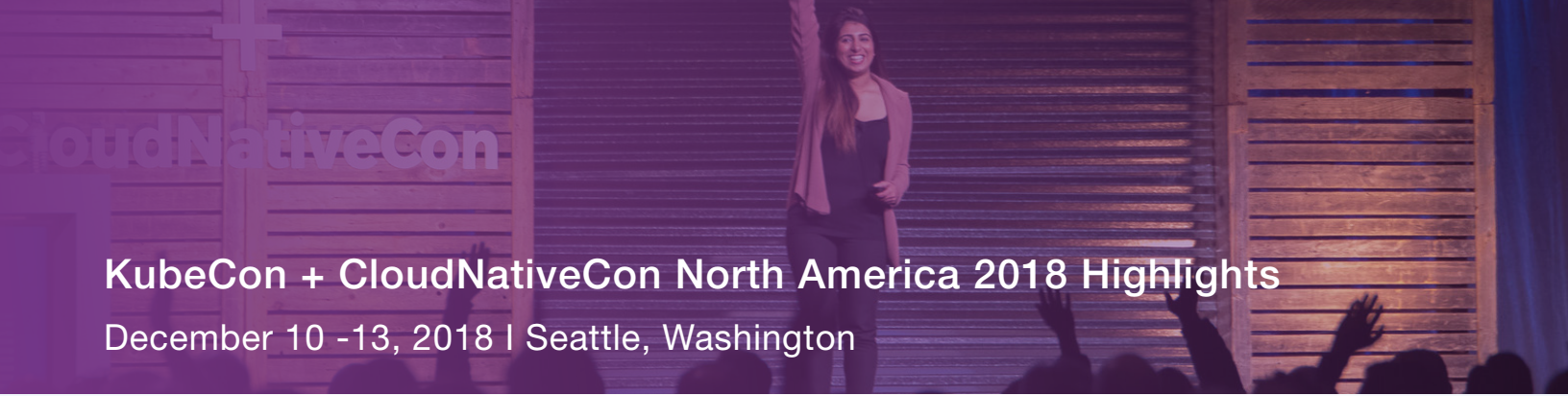
954 companies participated
- 44 members companies
- 19 Kubernetes Certified Service Providers
- 6 Kubernetes Training Partners

ATTENDEE JOB FUNCTION

- Developer - 36.86%
- IT Operations - 18.71%
- Sales/Marketing - 7.24%
- Product Manager - 5.64%
- Executive - 5.23%
- Technologist at End User - 4.56%
- Other - 16.65%

KubeCon + CloudNativeCon North America 2018 Highlights
December 10 -13, 2018 I Seattle, Washington

KubeCon + CloudNativeCon North America 2018 was a major success with record-breaking registrations, attendance, sponsorships, and co-located events. The event sold out with 8,000 registrations (and a 1,000+ person waitlist), with only 2.5% percent no-shows, which is extremely rare and much lower than the industry average. Of the 8,000, 73% were first-time KubeCon attendees and 14% were new to open source.

Feedback from attendees was overwhelmingly positive, with an overall average rating of 4.35 / 5. The top two reasons that people attended KubeCon + CloudNativeCon were for networking (34%) and to attend breakout sessions (36%). Of those surveyed, all would highly recommend the event to a colleague or friend.

8,000 attendees (1,000+ waitlist) • 20 keynote speakers • 318 breakout sessions • 1,621 CFP submissions • 1,580 keynote live stream sign-ups 144 diversity scholarships offered • 98 registered press and analysts

ATTENDEE BOOTH TRAFFIC

95% of attendees surveyed visited sponsor booths onsite

Total leads scanned at sponsor booths were 69,888 with an average of 395 scans per booth.

ATTENDEE DEMOGRAPHICS

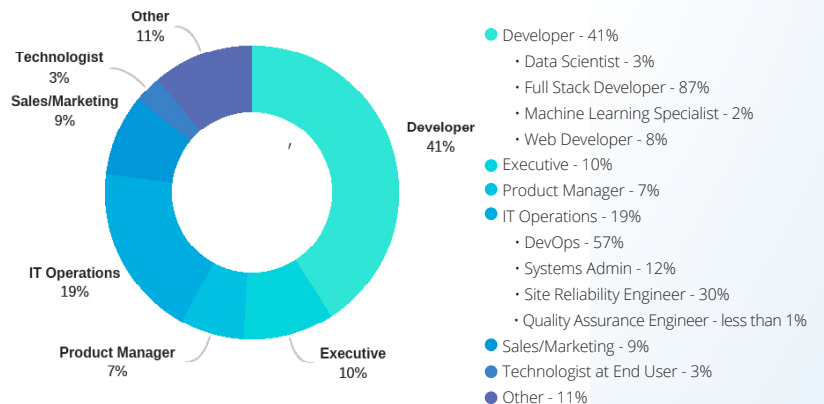Attendees from 66 countries across 6 continents
- 81% from the United States
- Other countries with a sizeable audience at the event include Canada (4.6%), Japan (2%), United Kingdom (1.7%), Germany (1%)

97.5% of registrants attended the event

1,824 companies participated
- 196 member companies
- 22 Kubernetes Certified Service Providers
- 6 Kubernetes Training Partners

ATTENDEE JOB FUNCTION

Other 11%
Technologist 3%
Sales/Marketing 9%
Developer 41%
IT Operations 19%
Product Manager 7%
Executive 10%

- Developer - 41%
  - Data Scientist - 3%
  - Full Stack Developer - 87%
  - Machine Learning Specialist - 2%
  - Web Developer - 8%
- Executive - 10%
- Product Manager - 7%
- IT Operations - 19%
  - DevOps - 57%
  - Systems Admin - 12%
  - Site Reliability Engineer - 30%
  - Quality Assurance Engineer - less than 1%
- Sales/Marketing - 9%
- Technologist at End User - 3%
- Other - 11%

CLOUD NATIVE
COMPUTING FOUNDATION

KubeCon + CloudNativeCon North America 2019
Co-Located Event Packages for Monday, November 18, 2019

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 2019 can help you effectively reach the cloud native community. We have four set package options, listed below. All packages will include access to the meeting room the day prior, November 17, 2019, from 4:00 PM - 6:00 PM for set up and day of, November 18, 2019, from 8:00 AM - 5:00 PM, this includes your set up time. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate an increased number of attendees at a later date.

To reserve, complete the request form on the Co-Location page of the event website. Space is limited and priority will be given to platinum and then gold members for the first week, ending Monday, June 10th. Co-located space allocation will then follow in the order the information was received in the space request form.

All requests must be received 45 days prior to the start of the conference.

Deadline to request space is Thursday, October 3rd, if not sold out prior.

KUBECON + CLOUDNATIVECON NORTH AMERICA 2019

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
CAPACITY	50 classroom	100 classroom	150 classroom	200 classroom
Room Rental and Set-up	•	•	•	•
Collect Registration Fees On Your Behalf	•	•	•	•
Complimentary Access to Existing Conference Wi-Fi	•	•	•	•
Power Available for Presenter & AV	•	•	•	•
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones
In-room AV Technician All Day	•	•	•	•
Meeting Room & Wayfinding Signage	•	•	•	•
On-Site Event Support	•	•	•	•
Featured Placement on Website & Registration Form	•	•	•	•
(1) Standard KubeCon Pass for Your Presenter	•	•	•	•
(1) Session Scanner	•	•	•	•
All Day Coffee/Tea + Water	•	•	•	•
TOTAL	**$22,500**	**$27,000**	**$34,000**	**$40,500**

Sponsor the Helm Summit in Amsterdam, Netherlands on September 11 & 12! Helm Summit provides an opportunity for new and existing users and contributors to the Helm community to share stories, best practices, and Helm puns. Helm Summit 2018 sold out and the event this year is expected to sell out again with 300 attendees.

Sponsorship Opportunities

Package Includes	DIAMOND 4 AVAILABLE 2 AVAILABLE	PLATINUM 8 AVAILABLE
Speaking Opportunity	5 minutes	
Exhibit Space - 6' Table	•	•
Recognition During Opening Session	•	•
Recognition in Pre-Event Email Marketing	•	•
Social Media Recognition from Project Handle	1 pre-event social mention	1 pre-event social mention
Collateral at Registration	•	
Mobile Schedule Branding	•	•
Sponsor Message in Post-Conference Email	150 words	150 words
Logo on Event Website	•	•
Logo on Event Signage	•	•
Attendee Passes	4	2
Sponsorship Cost	$15,000	$10,000

Contact us at sponsor@cncf.io to secure your sponsorship, request additional details or discuss custom options.

ADDITIONAL MARKETING OPPORTUNITIES

Contact us at sponsor@cncf.io to secure your sponsorship, request additional details or discuss custom options.

Diversity Scholarship STARTING AT $1,500 • UNLIMITED

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

Reception $5,000 • UNLIMITED

Attendees will end the day with an evening of networking and conversation.
Sponsorship includes:

• recognition on the agenda
• logo on the website
• recognition on signage

Lanyard $2,500 • 1 OPPORTUNITY

Showcase your logo on the attendee lanyard.

Breaks $2,500 • 2 OPPORTUNITIES

Sponsorship includes branded signage on all break stations, as well as recognition on event website.

Lunch $2,500 • 2 OPPORTUNITIES

Sponsorship includes branded signage on all lunch stations, as well as recognition on event website.

envoycon

Sponsorship Prospectus

November 18, 2019 • San Diego, California

Why sponsor EnvoyCon?

As on the ground microservice practitioners quickly realize, the majority of operational problems that arise when moving to a distributed architecture are ultimately grounded in two areas: networking and observability. It is simply an orders of magnitude larger problem to network and debug a set of intertwined distributed services versus a single monolithic application.

Originally built at Lyft and now a CNCF incubating project, Envoy is a high performance C++ distributed proxy designed for single services and applications, as well as a communication bus and "universal data plane" designed for large microservice "service mesh" architectures. Envoy runs alongside every application and abstracts the network by providing common features in a platform-agnostic manner. When all service traffic in an infrastructure flows via an Envoy data plane, it becomes easy to monitor problem areas via consistent observability, tune overall performance, and add substrate features in a single place.

To give you an idea of the overall buzz in the Envoy proxy we counted:

- 5000+ total GitHub stars across our repositories
- 200+ contributors
- 2500+ pull requests (25+ open)
- 1000+ issues (250+ open)

There are several internet scale companies like Airbnb, Apple, Google, Microsoft, Netflix, Pinterest and Tecent using Envoy, as well as some of the tech world's most influential movers and shakers: https://www.envoyproxy.io/community.

You can find a small selection of companies using Envoy on https://www.envoyproxy.io/.

Sponsorship Opportunities

Diamond Sponsorship $30,000 MAX 2

EnvoyCon - Diamond sponsorship

- Table top exhibit space
- Logo on the EnvoyCon website, with a link to your company website
- Mentioned in all marketing mail sent to EnvoyCon attendees
- Mentioned on social media (@EnvoyProxy)
- Logo in EnvoyCon post-event blog post, with a link to your company website
- Option to distribute swag at the EnvoyCon conference
- (7) free EnvoyCon attendee tickets

Platinum Sponsorship $15,000 MAX 2

- Table top exhibit space
- Logo on the EnvoyCon website, with a link to your company website
- Mentioned in all marketing mail sent to EnvoyCon attendees
- Mentioned on social media (@EnvoyProxy)
- Logo in EnvoyCon post-event blog post, with a link to your company website
- Option to distribute swag at the EnvoyCon conference
- Four (4) free EnvoyCon attendee tickets

Gold Sponsorship $10,000

- Logo on the EnvoyCon website, with a link to your company website
- Logo on sponsor event signage
- Option to distribute swag at the conference
- Two (2) free attendee tickets

Silver Sponsorship $5,000

- Logo on the EnvoyCon website, with a link to your company website
- Logo in post-event blog post, with a link to your company website
- Mentioned in all marketing mail sent to EnvoyCon attendees
- One (1) free EnvoyCon attendee tickets

Social (evening event) $5,500

LIMIT 3 SPONSORS:

- Logo on the EnvoyCon website, with a link to your company website
- Option to distribute swag at the evening event
- Logo in post-event blog post, with a link to your company website
- Mentioned in all marketing mail sent to EnvoyCon attendees
- One (1) free EnvoyCon attendee tickets

Diversity Sponsorship $3,500

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