



May 11 & 12, 2015 | Santa Clara Convention Center, Santa Clara, CA

Sponsorship Prospectus



The Cloud Foundry Summit is a 2 day event for developers, operators and managers leveraging the industry's leading open source platform-as-a-service.

The impact of cloud computing, mobile and internet of things is creating opportunity in every industry, but only organizations who become software centric can take full advantage.

Cloud Foundry lets developers focus on code in a cloud native platform designed to be operated at scale. Minimize undifferentiated heavy lifting and enable the strategies already proven effective building massive web applications with Cloud Foundry.

Why Sponsor the Cloud Foundry Summit?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers that are defining the new application delivery platform for the cloud and the enterprise.

The last Cloud Foundry Summit gathered 1000+ attendees and saw content delivered from technical leaders and innovators at companies including BNY Mellon, CenturyLink, CoreLogic, IBM, Philips, Piston Cloud, Rackspace, SAP, Warner Music Group and many others.

By sponsoring this event, you will join other prominent and previous industry sponsors such as ActiveState, Altoros, canopy, CenturyLink, HP, IBM, Pivotal and VMware in supporting the growth and innovation of Cloud Foundry, the fast-growing de facto standard platform for building the next generation enterprise applications.

Cloud Foundry Summit 2015 will gather 1500+ attendees from community segments including:

- Application Developers
- IT Operations
- Technical Management
- Line-of-Business (LOB) Leadership
- Service Providers
- and Cloud Foundry Contributors



SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact us at events@cloudfoundry.org.

	PLATINUM <small>7-AVAILABLE</small> SOLD OUT	GOLD <small>8-AVAILABLE</small> 1 AVAILABLE	SILVER <small>10-AVAILABLE</small> 8 AVAILABLE	BRONZE <small>10-AVAILABLE</small> 7 AVAILABLE
Keynote Speaking Opportunity: 15 minute session and content to be approved by PC	•			
Thought Leadership Video: Video of your keynote session along with interview footage of your thought leader onsite at the event will be edited and branded to create a marketing asset for your company. Video to be delivered within one week of end of event, and will be posted on the Cloud Foundry Summit social channels	•			
Personal Attendee Introductions: Introductions to 10 Attendees of Your Choice via Email (by CFF Executive Director or Cloud Foundry Summit program chair) for Pre-Event Networking and Appointment scheduling (<i>Opt-In Attendees Only</i>)	•			
Executive Meeting Room	Exclusive use for duration of event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event		
Keynote Stage Sponsor Recognition	Signage & Opening Session Thank You	Opening Session Thank You		
Email to Cloud Foundry Summit Attendees: One time use of attendee list pre-event (sent by CFF, HTML content)	•	•		
Looping Sponsor Video: 30 second video 'commercial' to be played on loop on screens throughout event space	3x Frequency	2x Frequency	1x Frequency	
Event Press List: Access 2 weeks prior to event	•	•	•	
Passes to Exclusive VIP Reception: Tuesday evening (at Levi's Stadium) for Speakers, Sponsors and invited guests	6	4	2	
Exhibit Opportunity	10x20 space includes 6' counter, stools, and wifi	10x10 space includes 6' counter, stools, and wifi	8x6 space includes 6' counter, stools, and wifi*	Kiosk counter, stools, and wifi*
Attendee Passes	20	10	8	4
Sponsor Logo Featured On: Event website (with url), event signage and an introduction slide during welcome session	•	•	•	•
Sponsor Thank You and Citation: On Cloud Foundry Summit Social Media Channels	•	•	•	•
Sponsorship Cost	\$75,000	\$30,000	\$15,000	\$6,000

*Note that 10x10 pop-ups may not be utilized for this option.



ADDITIONAL MARKETING OPPORTUNITIES

These enhanced marketing opportunities are available in addition to your sponsorship package.

We are happy to discuss customized opportunities as well. Please contact us to discuss.

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Attendee Lounge **\$15,000 • 3 OPPORTUNITIES**

Each attendee lounge will be thematic and create a very collaborative and unique experience built for maximum attendee interaction. Sponsors may provide creative direction or choose one of our options. Sponsor branding will appear throughout lounge.



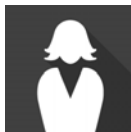
Social Media Wall **\$20,000 • 2 OPPORTUNITIES**

Sponsor branding will be built into the master screen template which will be visible to attendees throughout the event.



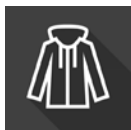
VIP Reception **\$20,000 • 1 OPPORTUNITY**

At the close of the summit, a reception will be held to thank the speakers, sponsors and special guests that have helped make Cloud Foundry Summit a success. Sponsor branding will appear throughout and the sponsor can offer branding ideas to increase visibility.



Women of Cloud Foundry Luncheon & Working Session **\$20,000 • 1 OPPORTUNITY**

Support the women in the Cloud Foundry ecosystem by providing them the opportunity to connect and learn from each other onsite. Your sponsorship will allow us to hold a Women of Cloud Foundry luncheon and working session on the first day of the event. Branded signage showcasing your companies support will be included.



Attendee Hoodie **\$25,000 • 1 OPPORTUNITY TAKEN**

Sponsor logo will appear on the front 'pocket' area or sleeve of sweatshirt, with Summit branding on the back. The tech community loves a hoodie, and these are sure to be worn time and time again, providing great brand visibility.



Industrial Strength Internet **\$30,000 • 1 OPPORTUNITY**

As the internet sponsor of the event, we will (a) name the SSID any name of your preference and (b) provide signage throughout the entire conference venue (as well as on the conference badge) notating your company as the sponsor. Fast internet with high bandwidth is incredibly important to this audience and your company can achieve high visibility by supporting this."



Attendee Evening Event **\$40,000 • 1 OPPORTUNITY**

The first day of the summit will close with a bang as attendees gather in the Experience Hub to visit sponsor booths, enjoy dinner and libations and continue the collaborative conversations started earlier in the day. Sponsor branding will appear throughout and the sponsor can offer branding ideas to increase visibility.