SpringOne

Sponsorship Prospectus

September 1–2, 2021

SpringOne is the premier conference for developers, DevOps pros, and app leaders building scalable software in a changing world.

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Thank you to our 2020 sponsors!

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SpringOne 2020 by the numbers

ATTENDEE STATS

41k+ Registrations

18k+ Watched live

CONTENT

14 Main Stage keynotes

109 Breakout sessions

22 Sponsors

20+ Workshops (instructor-led and self-paced)

SOCIAL MEDIA

6,473 Joined (Slack)

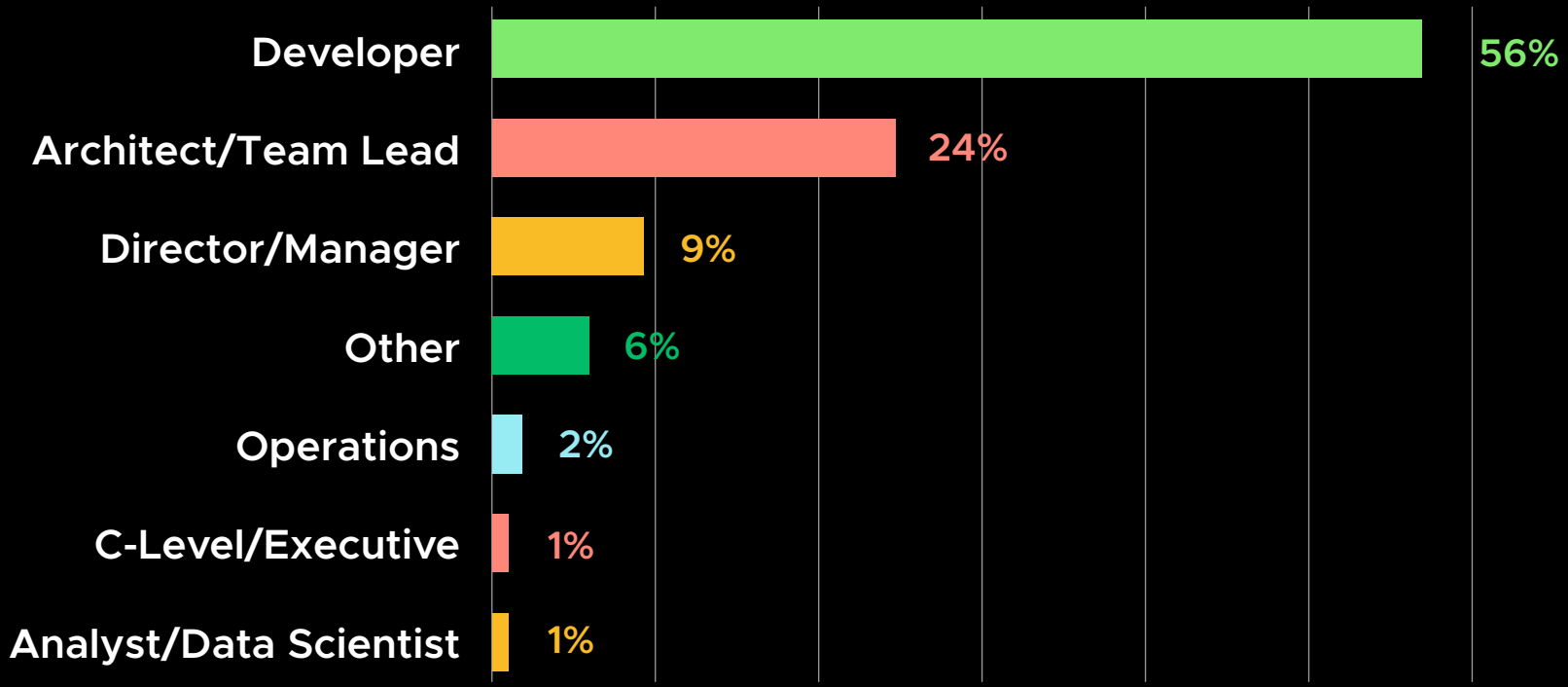
29,734 Messages (Slack)

42k Social engagements

83k Twitter livestream views

4,184 On-demand video views

2020 attendee demographics



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Sponsorship benefits

Sponsorship investment	**Platinum** Limited availability **$10,000**	**Gold** **$6,000**
Breakout session	25 minutes (1)	
Main Stage recognition	✓	✓
Dedicated and/or shared sponsor page	Dedicated page includes: • Company logo • Company description • Company video • Digital collateral/links (5) • Breakout session, live office hours, and Slack channel to be promoted on the page	Shared sponsor page includes: • Company logo • Company description • Digital collateral/links (2) • Live office hours, and Slack channel to be promoted on the page
SpringOne 2022 sponsorship package discount	15%	10%
Video interview on one of our VMware Tanzu media channels	✓	✓
Social media recognition on VMware Tanzu channels	Dedicated pre-event sponsor post (1) Dedicated post-event “Thank you” sponsor post (1)	Logo inclusion on pre-event Gold sponsor graphic (1) Logo inclusion on post-event “Thank you” Gold sponsor graphic (1)
Social media recognition on SpringOne Twitter handle	✓	✓

To take advantage of this offer, please contact sponsorS1@vmware.com.

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Sponsorship benefits (continued)

Sponsorship investment	Platinum Limited availability $10,000	Gold $6,000
Dedicated Slack channel	✓	✓
Logo recognition on SpringOne website and event emails	✓	✓
Live office hours	✓	✓
Registered company list	✓	✓
Custom dashboard event reporting post-event: • Event overview • List of companies, countries, and industries • Sponsor page reporting	✓	✓

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Sign up today!

sponsorS1@vmware.com