



Sponsorship Prospectus

December 10, 2018 • Seattle, Washington





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 Tencent 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 3

DIAMOND SPONSORSHIP INCLUDES: SPONSORSHIP OF ENVOYCON & KUBECON + CLOUDNATIVECON

EnvoyCon - Diamond sponsorship

- 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 attendee tickets for EnvoyCon

KubeCon + CloudNative Con - Silver sponsorship

- Logo on sponsor event signage
- Logo on the KubeCon + CloudNativeCon website, with a link to your company website
- Logo in KubeCon + CloudNativeCon post-event blog post, with a link to your company website
- 1 lead retrieval device
- 1 pre-event group tweet
- 8' x 8' exhibitor space with turnkey booth option
- Seven (7) free attendee tickets for EnvoyCon and KubeCon + CloudNativeCon

Platinum Sponsorship **\$15,000**

- 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**

- 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

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