



20-21 June 2022 | Austin, Texas



SPONSORSHIP
PROSPECTUS
2022

2022

Sponsorship Prospectus

FinOps X is the official event of FinOps hosted by FinOps Foundation for every individual who manages the value of cloud with enriching connections, professional advancement, and inspiration regardless of your maturity. Collaborate, share information, solve problems and gain knowledge, furthering your FinOps practice. It is the gathering place for engineers, finops practitioners, finance people, architects, and anyone who participates in managing the value of cloud.



-  For more information on the FinOps Foundation, please visit our [website](#).
-  Contact sponsor@finops.org to secure your sponsorship (application dates apply)

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WHY SPONSOR?

- Gain valuable mindshare from an audience of pioneers helping defining the future of FinOps
- Support the growth and innovation of the FinOps Framework
- Showcase leadership in the FinOps community and build an expansive network of experts
- Connect and engage with your peers, share stories and further your FinOps knowledge

“There is a huge appetite from everyone in the FinOps community to come together in-person to network, increase their knowledge and build on those virtual connections everyone has made within the Foundation over the last few years.”

Steve Trask, Director, FinOps Foundation

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SPONSORSHIP BENEFITS AT-A-GLANCE

Sponsorship Sales Deadline: **Friday, May 20**

Contact sponsor@finops.org to secure your sponsorship (application dates apply)

Level	Platinum	Gold	Silver
Sponsorship Cost	\$15,000	\$10,000	\$5,000
Quantity Available	3	8	14
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by FinOps	✓		
Speaking Opportunity: Subject to final approval by FinOps	10 minute Keynote	30 minute Breakout Session	
Offsite Reception Sponsorship Opportunity: Opportunity to add-on the Offsite Reception Sponsor package	✓	✓	Available starting on May 6
Recognition in Pre-Conference Email Marketing: Sent by FinOps Foundation	Logo & Link	Logo & Link	
Recognition in Opening & Closing Keynotes: Sponsor recognition by name	✓	✓	
Collateral Distribution: Laid out in a prominent location near registration	✓	✓	
Social Media Promotion of Sponsorship: From FinOps Foundation LinkedIn. Subject to final approval by FinOps.	2	1	
Sponsor Message in Attendee Day-Of Email: Sent by FinOps Foundation	200 words	150 words	100 words
Recognition on Event Website: Prominent logo displayed on website	✓	✓	✓
Recognition on Event Signage: Logo on onsite conference signage	✓	✓	✓
Exhibit Space: Tabletop Sponsor Space includes 6' Table, 2 Chairs, + Power	✓	✓	✓
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	1	1	1
Post-Event Data Report: Provides event demographics and additional details on event performance	✓	✓	✓
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	5	3	2

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MARKETING & BRANDING ADD-ONS

These enhanced marketing opportunities require a leveled sponsor package, unless otherwise noted.

<p>Recording Sponsor</p> <p>Extend your presence long after the live conference concludes with the session recording sponsorship. Sponsor logo on recording along side the event logo.</p>	<p>\$7,500 1 available</p>
<p>Scholarship Sponsor</p> <p>The FinOps scholarship program provides support to the traditionally under-represented and/or marginalized group in the technology and/or open source communities including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities, who may not otherwise have the opportunity to attend FinOps X for financial reasons. Equal access and diversity are important to FinOps, 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.</p> <p>Sponsors Receive:</p> <ul style="list-style-type: none">• Recognition during the opening session• Signage onsite at the event• Recognition in pre-event email marketing <p><i>No level sponsorship package required for this add-on opportunity.</i></p>	<p>\$2,500 and up Unlimited</p>
<p>Lunch Sponsor</p> <p>Logo on lunch signage and event website. Thank you in opening and closing remarks.</p>	<p>\$4,000 4 available</p>
<p>Offsite Reception Sponsor</p> <p>Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.</p> <p><i>Available to Platinum and Gold sponsors on a first-come, first-reserved basis. Any remaining sponsorships after May 6 will be available to all sponsorship levels.</i></p>	<p>\$7,500 5 available</p>