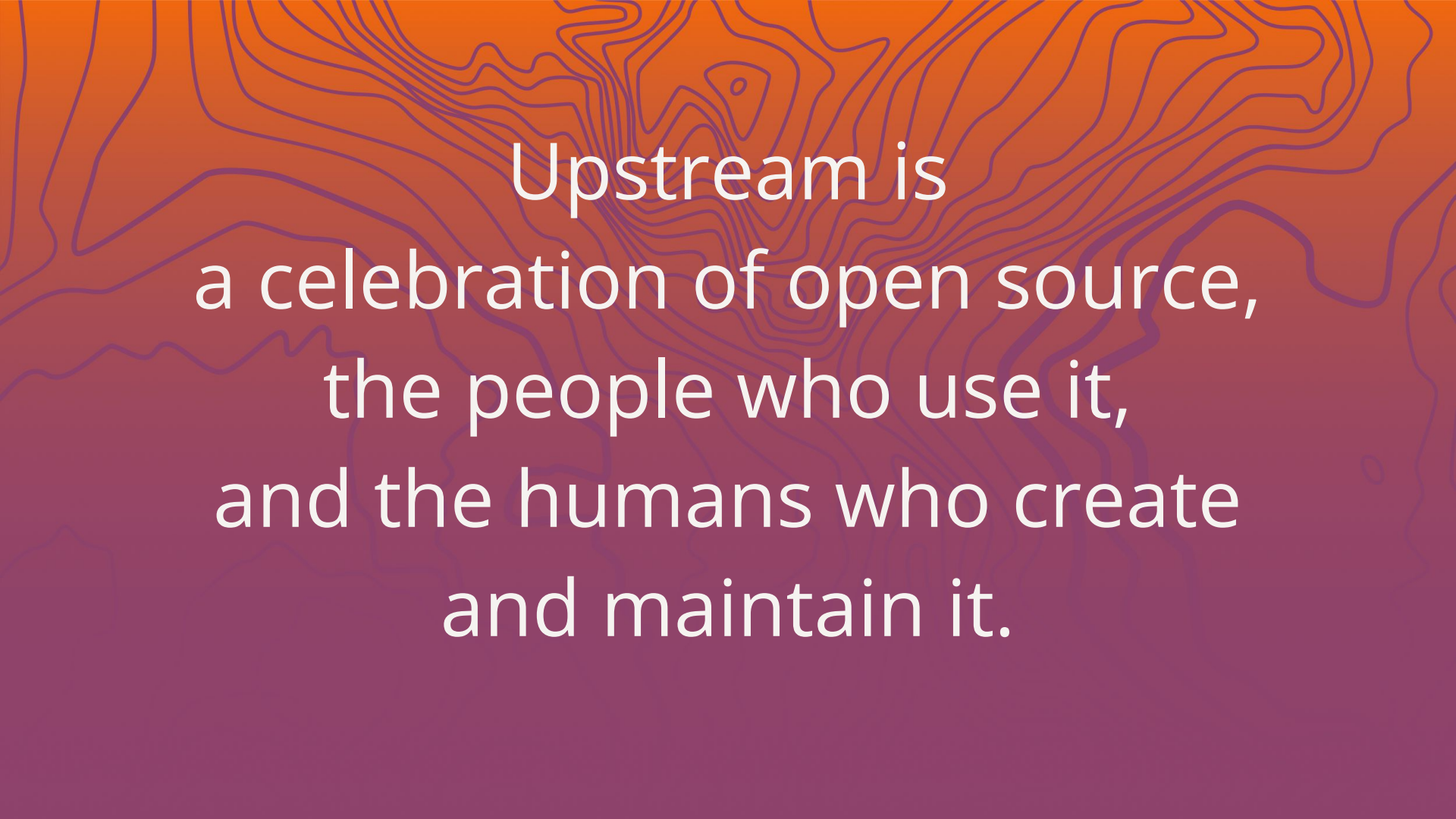




Sponsorship prospectus

June 7, 2023 at upstream.live





Upstream is
a celebration of open source,
the people who use it,
and the humans who create
and maintain it.

About Upstream

Upstream is one-day, virtual, 100% free celebration of open source, bringing together the people who use open source and the people who create and maintain it.

2023 marks the third year we're hosting this event, and each year has been better than the last. Here are some quick stats:

4,500

Open source community members have watched the content

83

Sessions geared at devops leaders and application development teams

50

Industry experts and speakers across industries

10

Hours of talks geared at making open source work better—for everyone

2022 attendee demographics

Upstream is chance for platform engineering, security, and enterprise architecture teams to mingle directly with the open source maintainers who build and maintain packages that applications depend on. Speakers and attendees span across all ecosystems, like JavaScript, Python, Java, and more.

Our core audience consists of enterprise architects, cyber security engineers, CISOs, developer experience, engineering productivity, engineering excellence, DevOps, DevSecOps, and, most importantly, open source maintainers.

Year 2 stats:

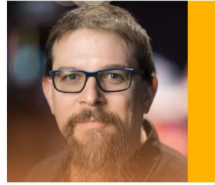
- Over 2,200 viewers
- Over 600 live attendees day of event
- Attendee job title snapshot:
 - VP / Director of Engineering; VP/ Principal Engineer; VP, Systems/Database Engineering; VP, IT Risk and Compliance; VP, Global Solutions Engineering; VP, IT Infrastructure Manager; DevOps / CI/CD (Centralized Tooling); Developer Advocate; Director of OSPO; Sr. Engineering Manager; Sr. Director, Application Engineering.



Past speakers



SETH MICHAEL LARSON
Senior software engineer



DUANE O'BRIEN
Director of open source



ALYSSA WRIGHT
Open source program office



RIZEL SCARLETT
Developer advocate



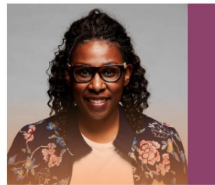
AEVA BLACK
Open source hacker



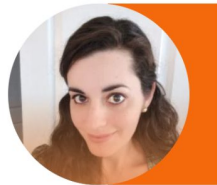
DEBORAH BRYANT
Open source advocate



AMANDA CASARI
Open source scientist



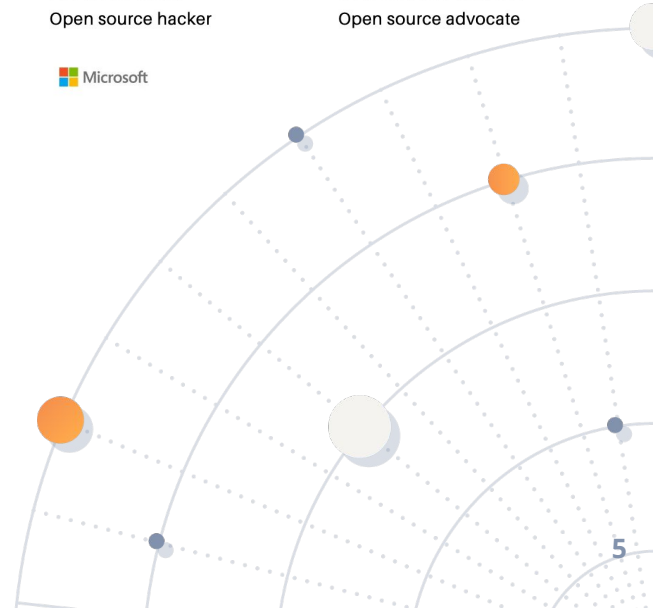
NANCY GARICHÉ
Senior developer advocate



JULIA FERRAIOLI
Open source human



JOHN MARK WALKER
Director, Open source program office



2023 theme: The accidental supply chain

Over the past several years, the demands on open source maintainers to level up the maintenance and security practices around their open source projects have substantially increased. For good reason—security incidents like Log4Shell have dramatically illustrated the importance of heightened security and maintenance measures.

There's one problem: the volunteer open source maintainers who create the code most organizations rely on did not sign up to be a part of anyone's supply chain, and in many cases aren't being paid to do the work they are being asked to do.

How do we fix the accidental supply chain that open source has become in a way that benefits both the open source creators and the organizations that rely on their work?

That's the subject of this year's Upstream!



SPONSORSHIP OPTIONS



Platinum Level : \$20K

- **Upstream hosted** webinar pre or post event, plus all leads who register for webinar
- **Corporate branding** for 4+ sessions
- **25K+ impressions** guaranteed through social media promotions
- **One dedicated email to 30K+** open source professionals announcing your keynote session
- **Navigation flyout** - your ad included in the dropdown navigation across all Upstream.live pages (your choice of Schedule, Speakers, or Resources)
- **Top tier placement** on registration confirmation page
- **30 minute** session on Upstream.live
- **Speaker spotlight** on Upstream.live
- **Ad with tracking link** on registration confirmation page (this could be a piece of content or job postings, etc.)
- **Ad with tracking link** for keynote session page
- **Ad with tracking link** included on Resource website page
- **Keynote sessions attendee list** - including all leads who attended your session
- **Logo (linked)** on site
- **Logo (linked)** on a minimum of 3 promotional emails
- **Swag included** in viewing party gift bundles
 - The first 100 accounts to register 10+ people will receive a viewing party bundle which includes Tidelift swag as well as an item of your choice, paid for by the sponsor and fulfilled by Tidelift
- **Break giveaway prize**
 - During the event we will have 3-5 scheduled breaks where we will be giving away coffee gift cards to the first 100 participants to scan a QR code, your sponsorship will include the gifts with a branded experience

**Approx 1M impressions onsite*

SPONSORSHIP OPTIONS

Gold Level : \$10K

- **30 minute** session
 - **Speaker spotlight** on Upstream.live (launching April 1st)
 - **Ad with tracking link** for registration confirmation page
 - **Ad with tracking link** for keynote session page
 - **Ad with tracking link** included on resource website page
 - **Lead list** including all session attendees
 - **Logo (linked)** on site
 - **Logo (linked)** on a minimum of 3 promotional emails
- **Break giveaway prize**
 - During the event we will have 3-5 scheduled breaks where we will be giving away coffee gift cards to the first 100 participants to scan a QR code, your sponsorship will include the gifts with a branded experience



SPONSORSHIP OPTIONS

Bronze Level : \$5K

- **30 minute** session (another session will be running simultaneously)
- **Ad with tracking link** for Resources website page and thank you page
- **Lead list** including all session attendees
- **Logo (linked)** on site



SPONSORSHIP OPTIONS

Maintainer Advocate : \$2K

- **100% Donation** - The full \$2K will be donated to a diversity in open source fund.
- **Logo (linked)** on site
- **Ad on** resources website page and thank you page



SPONSORSHIP MATRIX

	PLATINUM	GOLD	BRONZE
Upstream-hosted webinar pre or post event	✓		
Corporate branding for 4+ sessions	✓		
25K+ impressions guaranteed through social media promotions	✓		
One dedicated email to 30K+ open source professionals announcing your keynote session.	✓		
Navigation flyout - your ad included in the dropdown navigation across all upstream.live pages (your choice of Schedule, Speakers, or Resources)	✓		
Top tier placement on registration confirmation page	✓	✓	✓
30 minute session	✓	✓	
Ad with tracking link for registration confirmation page	✓	✓	✓
Ad with tracking link for keynote session page	✓		
Ad with tracking link included on Resource website page	✓	✓	✓
Lead list including all session attendees	✓	✓	✓
Logo (linked) on site	✓	✓	✓
Logo (linked) on a minimum of 3 promotional emails	✓	✓	
Swag included in viewing party gift bundles	✓		
Break giveaway prize	✓	✓	

Sponsorship agreement

[Request agreement](#)