



# Sponsorship Prospectus

November 18, 2019 • San Diego, California



# 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 graduated project, Envoy is a cloud-native high-performance edge/middle/service proxy. In a short period of time, Envoy has been widely adopted throughout the industry in a variety of different deployment scenarios including edge proxy, “service mesh,” internal middle-proxy load balancer, etc. Envoy’s extensibility, performance, quality, API-driven configuration, and community have all been drivers for the rapid growth of the project.

To give you an idea of the overall buzz in the Envoy proxy we counted:

- 11K+ total GitHub stars across our repositories
- 375+ contributors
- 5K+ pull requests (50+ open)
- 2.5K+ issues (500+ 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 \$20,000 MAX 2

- Table top exhibit space
- 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
- Seven (7) free EnvoyCon attendee tickets
- 5-minute speaking opportunity

### Platinum Sponsorship \$15,000 MAX-2 1 AVAILABLE

- Table top exhibit space
- 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