



One Kubernetes • One Java • All clouds

Virtual Edition | October 13-14, 2020

[J4K.io](https://j4k.io)

2020 Sponsorship Prospectus





| Situation | Mission |
|--|--|
| Kubernetes is becoming the de-facto standard on which to build applications. However, building applications on Kubernetes is hard. With Java still being a dominant language and skill set for enterprise applications, there is a growing need for a community to help organizations build effective enterprise applications on Kubernetes. | J4K.io brings together all open source communities, leading technologists, vendors, developers (all types), architects, IT leaders, and end users of enterprise applications on Kubernetes, to educate, exchange ideas, and promote solutions and innovations, with an emphasis on Java workloads. |
| Who Attends? | |
| IT leaders and managers, line-of-business users, architects, developers, community members and leaders of open source projects related to enterprise applications for Kubernetes. | |

| Benefits of Sponsorship | |
|--|--|
| <ul style="list-style-type: none">Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startupsMeet with leading technologists to learn about best practices and lessons learned about implementing efficient applications on Kubernetes as well as the strategic direction of marketInform the cloud native community about your organization's products and servicesDiscuss strategic partnerships with leaders from other companies | <ul style="list-style-type: none">Take advantage of a professionally organized conference run by a neutral nonprofit where content is curated by the communityMeet with developers ranging from startup CTOs to corporate developers to senior technology executives from all over the worldAssociate your brand with one of the fastest growing technology communitiesSupport and engage with the ecosystem behind many of the most popular open source projects |



J4K 2020 Promotional Marketing Opportunities

See the following pages for detailed descriptions. Contact info@j4k.io to secure your sponsorship today.

| Sponsorship type | Price |
|---------------------------------|--|
| Patronage package | \$25,000 USD and above |
| Exhibitor virtual booth package | Until 31 July 2020 \$10,000 USD After 31 July 2020 \$11,000 USD |
| Logo banner | \$5,000 USD |
| Sponsored poll question | \$1,000 USD per question |
| Session video recording sponsor | \$5,000 USD |
| Diversity scholarship | Unlimited \$5,000 USD |
| J4K Newsletter sponsorship | \$10,000 USD |
| Entertainment sponsorship | \$5,000 USD |



Promotional Marketing Opportunities

Patronage sponsorship

A flexible sponsorship used towards activities related to the virtual conference organization, e.g. virtual conference platform, supporting staff, project manager, video recording of sessions, virtual conference signage & branding, website, conference app, registration platform, call-for-papers platform, etc. Patronage sponsors are listed in the patronage section on the conference website landing page as well as predetermined virtual venue branding. Patronage sponsors also get a virtual booth space.

Exhibitor virtual booth sponsorship

It includes virtual booth space, live chat window, opportunity to share marketing collateral with booth visitors, lead collection opportunities, collected and cleared registration leads, logo included in pre-conference website, social media mention.

Logo banner

Your organization/company logo will be displayed on a banner located at a predetermined area of the virtual conference platform visible to attendees.

Sponsored poll question

Poll questions, authored by J4K, will be run during the conference. Your organization/company name will be mentioned as part of the introduction of the poll question, e.g. "This question is brought to you by [your org/company name]".

Session video recording sponsor (NOT for the day of the event)

Your logo will be displayed as part of the video intro bumper of the recordings of sessions, which will be made available on a video viewing platform post-event. Please note that this sponsorship is NOT for the day of the event.



Diversity scholarship

J4K.io's scholarship program provides support to women, people with disabilities and other underrepresented minorities who may not otherwise have the opportunity to attend J4K for financial reasons. Diversity and inclusion are important to J4K.io, 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 program. Benefits include:

- Logo on website
- Recognition during the opening keynote
- Recognition in scholarship acceptance notifications
- Opportunity to provide and distribute branded item or gift to scholarship recipients (at sponsor's expense)

J4K Newsletter sponsorship

A sponsorship used towards the electronic creation and distribution (social media, J4K website and email) of a newsletter summarizing the conference and providing poll results, conference demographic and attendance related data.

Entertainment sponsorship

This sponsorship funds the entertainment acts that will be delivered throughout the duration of the conference. Your organization/company name will be mentioned in the conference agenda, and acknowledged either by logo display or mention during the performance.