

UPSTREAM 2022

A Tidelift expedition

June 7, 2022 : upstream.live



A celebration of open source,
the developers who use it, and
the maintainers who create it.

Audience

- Upstream is for developers, open source maintainers, and the people who are for developers and open source maintainers.
- Maintainers will be from [all ecosystems](#), including Javascript, Python, Java, Ruby, PHP, Rust, Go, and more—as well as maintainers outside of those ecosystems.
- Our core audience will consist of developers, open source maintainers, software architects, open source licensing experts, and application security professionals.
- Year 1 stats:
 - ~1,500 registrations
 - 383 people attended live
 - 1,500 people have viewed content on-demand
 - Speakers included industry experts and community advocates from AWS, Microsoft, GitHub, Google, Red Hat, JFrog, and more.

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 keynote 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