

SPONSORSHIP PROSPECTUS



Commit

20 | VIRTUAL | 20



GITLAB COMMIT 2020: VIRTUAL

August 26th, 2020

GitLab Commit is a 24 hour immersive day of practical DevOps strategies shared by developers, ops pros, engineers, managers and leaders. You'll hear about problems solved, cultures changed, and release times halved, all virtually.

We'd love to partner with you to bring together a group of passionate software leaders who embrace innovative solutions. At Commit, software professionals will actively absorb actionable knowledge to share with their teams. By becoming a sponsor, you'll expose your organization and its features to a group of highly motivated experts.

WHO ATTENDS?

24 Hours | 50+ Sessions | 3500+ Attendees



Company size

We anticipate 65% of attendees will be from companies sized 2000+



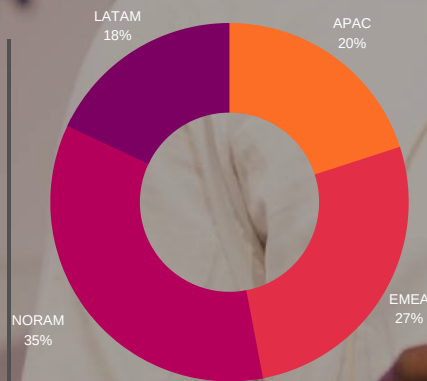
Top industries include:

Internet Software & Services, Financial, Banking, Government, Education, Consulting, Computer Software & IT Services



Our attendees are:

engineering managers, software engineers, cloud engineers, senior developers, application developers, directors, CTOs & industry thought leaders



With a truly global reach, Virtual Commit is expected to have participants from all regions



Sponsorship Benefits

Expand the number of attendees you can reach by participating in a 24 hour global digital event that can be accessed anytime, anywhere. Virtual Commit is hosted on the DevOps.com platform MediaOpsc

BENEFIT	OPEN-SOURCE PARTNERS	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
Number Available	OPEN	OPEN	7	5
Logo on Website	X	X	X	X
Logo Placement on Keynote Slides	X	X	X	X
Email Branding (pre/post event logo inclusion)	X	X	X	X
Assisted article submission to The New Stack or DevOps.com (no guarantee of publication)	X	X	X	X
Commit Branded Social Asset Kit (tagged @GitLab & #GitLabCommit will receive amplification)	X	X	X	X
Social Promotion from GitLab Brand Channels	(1) pre-event tweet & LinkedIn post as a part of a thread of all partners in this category	(1) pre-event tweet as a part of a thread of all partners in this category	(1) pre-event tweet as part of a thread of all partners in this category & (1) tweet during event	minimum (1) pre-event standalone tweet & (1) group LinkedIn post + (1) customizable spotlight during event
Virtual Expo Hall Booth w/Logo (includes placemeent of downloadable resources)		X	X	X



Sponsorship Benefits

*15-Minute Technical Demo: Present a pre-recorded technical demo at the virtual demo theater and receive a list of attendees who viewed the video including names, job titles, company names, email addresses, and physical work addresses if provided (no phone numbers). Demo recording will be posted to the GitLab YouTube channel after the event. Tech how too, not explicit product pitch

BENEFIT	OPEN-SOURCE PARTNERS	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
Included in Virtual Expo Hall Gamification		X	X	X
Custom Branded Virtual Booth Colors			X	X
15 Minute Technical Demo Slot*			X	X
Inclusion in GitLab Brand Posts on the event (blog etc)			X	X
Post Session chat-room engagement			X (with Demo)	X
45 Minute Speaking Slot (30 min + 15 for Questions Chat)				X
Jointly branded deck & access to co-branded talk file post event				X
DevOps.com Virtual interview (15 min)				X
Leads Report		Booth Traffic	Booth + Demo Traffic	Booth + Demo + Talk Traffic
Price	1,000 USD	7,500 USD	15,000 USD	25,000 USD



Sponsorship Add Ons

Additional sponsorship opportunities at 2020 Virtual
GitLab Commit



STAGE SPONSORSHIP 2 AVAILABLE* - 25,000 USD

Sponsorship take over of virtual stage including:

- **Logo/branded** Stage during duration of the event
- Additional **15 minute lightening** talk on stage
- Entire track opt-in **lead list**
- 45 minute **podcast** slot on The New Stack (non-pitch)

*Must already be a Gold level sponsor to be eligible to sponsor a track



BRONZE PACKAGE ADD ON: CUSTOM BOOTH COLORS OPEN - 2,500 USD

Stand out by adding additional expo hall booth customization via brand colors



DIVERSITY SCHOLARSHIP: GITLAB CERTIFIED TRAINING UNLIMITED - 3,500 USD

Sponsor 10 people for GitLab certification training; GitLab Groundworks (launching with Commit 2020). Certification course options are either in GitLab with Git Basics or GitLab CI/CD



THECUBE INTERVIEWS 5 AVAILABLE - 7,500 USD

At cost opportunity to have video on theCube: the world's leading live interview show covering enterprise tech, innovation and the people who imagine, create and implement the technologies that are changing our world.



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We're happy to discuss other ideas not listed.
Please email sponsorcommit@gitlab.com with
alternative suggestions for sponsorship along with
event questions.

To get more information or reserve sponsorship,
please contact GitLab's Manager, Partner & Channel
Marketing: Tina Sturgis at +1 248.345.3980 or
tsturgis@gitlab.com.

Find more event information at:
<https://about.gitlab.com/events/commit>

