

**I E T F**®

# INTERNET ENGINEERING TASK FORCE

SPONSORSHIP  
OPPORTUNITIES





## Internet Engineering Task Force

Since its inception, the Internet Engineering Task Force (IETF) has been the place where core building blocks of the Internet such as TCP/IP, HTTP, DNS, and email have been developed. Leading technology organizations support the work of the IETF to ensure there is always a neutral venue for advancing the technical foundation for the global Internet today and in the future.

As millions of organizations and billions of people around the world are more reliant than ever on the Internet to work, learn and play, new and emerging standards developed in the IETF are transforming its capabilities.

---

## The Value of IETF Sponsorship

Sponsoring the IETF is an opportunity to support and align with:

### Technical excellence

The IETF and the standards it produces are known for their technical excellence. Your sponsorship demonstrates the importance your organization places on this as an attribute of technologies that operate successfully at a global scale.



### Values in action

Beyond technology, the IETF community is adapting how it works to help tackle issues such as climate sustainability, diversity and inclusion, and harnessing the power of “running code” to improve the standards they produce. New sponsorship opportunities provide ways to put your organization’s commitment to these values into action.

### Industry-defining standards

IETF RFCs define the building blocks of the global Internet, and millions of services and products used around the world every day. Your sponsorship supports the continued production of IETF standards as Internet technologies grow and evolve.

### Open collaboration in a neutral forum

Any interested person can participate in the work of the IETF, know what is being decided, and make their voice heard. Open participation and open processes—and the freely available technical specifications they produce—have built a global community focused on technical excellence.

“The IETF is where the technical standards for ensuring the stability and continuity of the Internet are created. As a Global Host since 2014, sponsoring is an easy and effective way to support the valuable work of the IETF around the world, and to help ensure the future of the global, open Internet.”

Glenn Deen,  
NBCUniversal,  
IETF Global Host



## IETF Impact



200+ Technical specifications published each year as RFC documents



TLS 1.3

### Improved Web security

Published in 2021, TLS 1.3 is today used by more than three-quarters of the top 1000 websites in just two years of existence.



WebRTC

### Seamless videoconferencing

WebRTC has been adopted by videoconferencing platforms to enable high-fidelity real-time voice and video at Web scale.



QUIC

### New transport technology that improves performance and privacy

QUIC was reviewed, redesigned and improved with broad input from across the industry. Already being adopted globally, QUIC is a newly released transport protocol for the modern Internet that is handling more than 75% of traffic on major websites.



Made possible by a community of 7000 individuals from around the world.



## Sponsorship Opportunities

The IETF sponsorship program provides opportunities to ensure the IETF community's contributions to the global Internet's growth and evolution continue.

The IETF holds three meetings a year with 100+ working groups and 1000+ participants meeting to advance their work. These meetings are only possible because of the generous support of our sponsors. Meetings, whether online or in-person, provide the space and time for collaboration that allows the IETF community to work smarter and faster.

## GLOBAL HOSTS

---

### SPONSORSHIP:

US\$130,000  
per year with  
a 6 or 9 year  
engagement

## ENDURING SUPPORT FRONT AND CENTER AT MEETINGS

Global Hosts reflect the highest level of commitment and recognition among all IETF sponsors. These sustaining partnerships ensure the continuity of IETF meetings over terms of six or nine years. Global Hosts receive distinctive benefits for their sustaining contributions, and—through their ongoing commitment—are uniquely able to provide advanced input into meeting venue selection. The IETF manages the details of hosting meetings for Global Hosts, making the process seamless and easy.

## GLOBAL SUPPORTERS

---

### SPONSORSHIP:

US\$100,000  
per year with a  
3, 6, or 9 year  
engagement

## ENDURING SUPPORT ALL YEAR LONG

Global Supporters strengthen all aspects of the IETF and are invaluable contributors to ensuring its stability. There's a lot more to the IETF than meetings. Global Supporters keep the organization running and provide support that allows the IETF to continuously improve the participant experience. Global Supporters receive distinctive benefits and are recognized continually for their support.



Meeting hosts receive a premier level of visibility at IETF meetings, as well as a set of exclusive add-ons only available to the hosting organization. The Meeting Host opportunity is subject to availability as Global Hosts have the first option of hosting a meeting.



## MEETING HOSTS

---

### SPONSORSHIP:

Contact  
Stephanie  
McCammon at  
smccammon@  
secretariat.ietf.org  
for details



“One of the great things about attending the IETF was the many opportunities to talk to people and make connections. For example, on Sunday night there was the Welcome Reception and on Monday morning, there was a Systems Networking Event where I had the opportunity to meet a lot of female participants. In the evening, there was the New Participants’ Dinner where I was able to connect with other newcomers to the IETF. I especially got close to other new participants who were close to my age and we spent the rest of the week attending meetings and events together.

*New participant  
at IETF115 London*

## Advancing Core Values

Ensuring broad participation, specifications informed by “running code,” and a global Internet that supports a sustainable future for the world are core values of the IETF community. Your sponsorship demonstrates that your organization shares these values, and supports programs that advance them on an ongoing basis. Each value can be sponsored at Gold, Silver, and Bronze levels of commitment with varying benefits.



## Diversity and Inclusion

Your contribution provides a path to sustained engagement for those who would otherwise face difficulties participating. Your support sustains fee waivers to lower economic barriers to meeting participation, the IETF Systems program which offers women participants the opportunity to connect, share, and learn with each other, as well as new and ongoing initiatives like childcare for attendees throughout the meeting week.

More information at:

<https://www.ietf.org/diversity>



## Sustainability

As a forward-looking community focused on the Internet's continued growth and evolution, the IETF recognizes the importance of sustainability in both Internet technologies and our global environment. Partner with us as we take steps towards carbon neutral operations and eco-friendly meetings. Typical conferences take a huge toll on the environment with travel, single use plastics, and food waste. The IETF is reducing its carbon footprint and becoming more sustainable by:

Using eco-friendly

- Banners
- Signage
- Lanyards
- Badges and badge holders

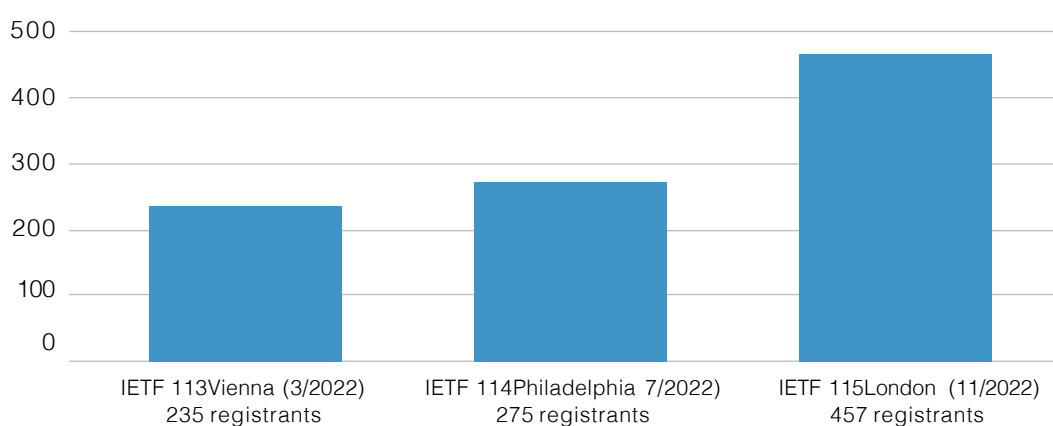
More information at:

<https://www.ietf.org/sustainability>

## Running Code

"We believe in rough consensus and running code" is an unofficial mantra of the IETF and underscores the value the community puts on work that makes a difference in the real world. The IETF relies heavily on dedicated volunteers to develop tools, design and deploy one of the most advanced networks during meetings, and run one of our most popular programs, the IETF Hackathon. Your sponsorship will be front and center for some of the IETF's most attended events while supporting essential technology to support the work of the IETF.

### IETF Hackathon Participants



More information at:

<https://www.ietf.org/runningcode>

## Open Internet

The Open Internet sponsorship supports a long-term future for IETF work, meetings, and vision. This sponsorship will help preserve our ability to meet globally, provide open entry to persons and organizations of all size and industry, and allow the IETF work to continue unhindered by global political and policy tensions. It will also allow the IETF to maintain the RFC series of open technical documents in near-perpetuity. By anticipating future needs today, Open Internet sponsors ensure a high-functioning, diverse, and robust IETF community of tomorrow.

More information at:

<https://www.ietf.org/open-internet>

# OUR SPONSORS ARE LEADERS OF THE INDUSTRY

---



Global Host since 2013



Global Host since 2014



**ERICSSON**

Global Host since 2016



**HUAWEI**

Global Host since 2020



Global Host since 2013

**NBCUniversal**

Global Host since 2014

**NOKIA**

Global Host since 2019

IETF sponsors understand the necessity of IETF standards and the value the IETF plays in the overall ecosystem. Add your organization to this growing list of leaders to demonstrate your commitment.

## IETF Gold and Silver Sponsors in 2022



**HUAWEI**



# IETF Sponsorship Benefit Details

## Global Hosts

Year Round Benefits	
First option for hosting upcoming meetings	✓
Recognition on Global Hosts and Supporters webpage	✓
Recognition at every IETF meeting welcome reception slideshow	✓
Social media promotion	✓
Complimentary registrations	3 per meeting
Invitation to Sponsor Summit with Executive Director	✓
Recognition on IETF Meeting signage	✓
Acknowledgement at every IETF Meeting Plenary session	✓
Shared Meeting Room (based on availability)	✓
Annual Post on the IETF Blog	✓
Recognition in Annual Report	✓
Annual Summary tailored for Global Hosts	✓
For Hosted Meeting	
Complimentary registrations meeting	10 for hosted
Social Media promotion	✓
Acknowledgement in Proceedings	✓
Recognition in welcome reception slideshow	✓
Recognition in email announcements	✓
Plenary welcome address	✓
Presidential Suite	✓
Lanyards/T-shirts (design, production, distribution)	included
Social Event	organized by IETF for additional fee
Global Host TechTalk during IETF Meeting week	✓
Recognition on remote participation platform	✓
1st option on additional sponsorship opportunities	✓
Branded Coffee Carts	✓
Recognition as Supporter for New Participant Dinner	✓

## Global Supporters

### Year Round Benefits

- Recognition on Global Hosts and Supporters webpage
- Recognition at every IETF Meeting welcome reception
- Social media promotion throughout the year
- 3 complimentary registrations per meeting
- Invitation to Sponsor Summit with Executive Director
- Recognition on IETF Meeting signage
- Acknowledgement at every IETF Meeting plenary session
- Shared Meeting Room (based on availability)
- Annual Post on the IETF Blog
- Recognition in Annual Report
- Promotion in Online Hallway

## Meeting Host

### IETF Meeting Host Benefits

- Ten complimentary meeting registrations: \$10,000 USD value
- Host Tech Talk Opportunity
- Leading placement of logo on meeting webpage, even promotional materials and event signage
- Acknowledgment at the plenary session and in meeting proceedings
- Plenary welcome address
- Recognition via email announcements to meeting participants
- Logo in the Welcome Reception Slide Show prominently displayed in front of 850+ attendees
- Social media posts highlighting company as the meeting Host
- Promotion in Online Hallway
- Recognition on remote participation platform

# IETF Sponsorship Benefit Details

## Sustainability, Diversity and Inclusivity, Running Code, & Open Internet Sponsorships

Benefits	Gold US\$75,000 annually	Silver US\$50,000 annually	Bronze US\$20,000 annually
Logo on Sponsor webpage	✓	✓	✓
Acknowledgement in Meeting Proceedings	✓	✓	✓
Logo in Meeting Welcome Reception Slideshows	✓	✓	✓
Complimentary Meeting Registrations	7	5	2
Recognition on Sponsor signage	✓	✓	✓
Logo on Main Meeting webpage	✓	✓	
Recognition via email announcements	✓	✓	
Social Media Promotion as an IETF Sponsor	✓	✓	
Recognition at Plenary	✓		
Recognition in annual blog post about initiatives	✓		
<b>Sustainability Only:</b>			
Logo on sustainability signage at IETF Meetings	✓	✓	✓
Opportunity to add-on branded water bottles	First	Second	
<b>Running Code Only:</b>			
Add-on opportunity for demo table at Hackdemo Happy Hour	✓	✓	

## Welcome Reception

The Welcome Reception is one of the first major events during an IETF meeting. Old friends catch up, new attendees are introduced, and the work begins. Sponsors have the choice between a standard Welcome Reception at US\$30,000 or an upgraded option at US\$50,000 USD.

### IETF Welcome Reception Sponsor Benefits

Two complimentary meeting registrations: US\$2,000 value

Placement of logo on meeting webpage, event promotional materials and event signage

Acknowledgement at the plenary session and in meeting proceedings

Single slide acknowledgement in the Welcome Reception Slide Show, prominently displayed in front of 850+ attendees

Recognition via email announcements to meeting participants

Social media posts highlighting organization as the Welcome Reception Sponsor

## Lanyards and T-shirts

If not included in the sponsorship agreement, the meeting host is responsible for a \$20,000 USD payment to the IETF for the design, production, and distribution of sponsor branded t-shirts and lanyards for each meeting. The Sponsor can decide whether Sponsor logo will be placed on the IETF t-shirt.

### Lanyards and T-shirts

Placement of logo on t-shirts

Placement of logo on lanyards



**I E T F<sup>®</sup>**

**[www.ietf.org](http://www.ietf.org)**

Photos ©Stonehouse Photographic/IETF