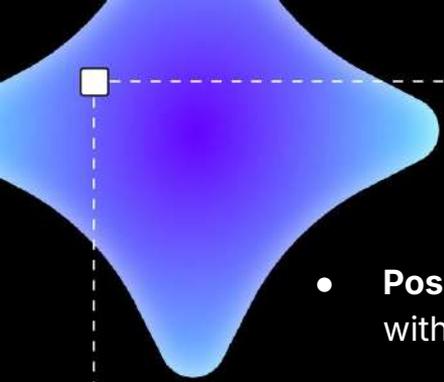


{unscripted}
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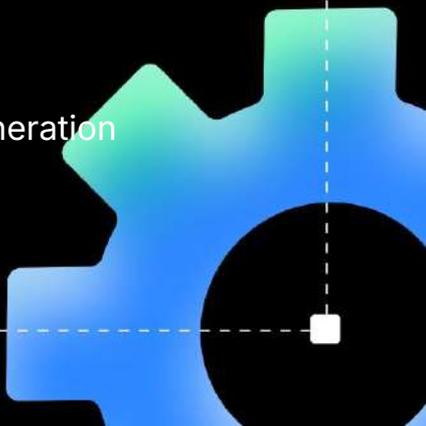


The {AI} Software Delivery Conference 2026





Why Sponsor

- **Position your brand at the center of innovation:** Sponsor Unscripted and align with exclusive product announcements from Harness executive leadership.
 - **Join the conversation shaping the industry:** Be part of thought-provoking leadership discussions alongside platform engineering and DevOps leaders.
 - **Align with the future of the software delivery ecosystem:** Connect your brand with the evolving Harness product roadmap and the tools shaping modern engineering teams.
 - **Build high-value relationships:** Sponsor Unscripted to network with developers, platform leaders, and decision-makers driving the next generation of software delivery.
- 

Save the Dates



San Francisco

Sept 10, 2026



Chicago

Sept 15, 2026



Boston

Sept 16, 2026



New York City

Sept 17, 2026



Columbus

Sept 22, 2026



Paris

Sept 22, 2026



Dallas

Sept 24, 2026



London

Sept 24, 2026



Atlanta

Sept 29, 2026



Virtual

Sept 30, 2026

- **Promotional materials live** this week
- **Pitch {unscripted} early** - in every meeting
- **Call for Speakers**



Previous Speakers

{unscripted}

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LLOYDS
BANKING GROUP



Sensormatic
by Johnson Controls



NORTHERN
TRUST



Michaels



vodafone

Booking.com

HARGREAVES
LANSDOWN



Attendee Goals

San Francisco

225

Chicago

225

Boston

150

NYC

225

Columbus

150

Paris

150

Dallas

225

London

500

Atlanta

100

Virtual

5000

Bronze Sponsor

\$3,000 – Multiple available per city

- Logo inclusion on select conference materials.
- Communication Package: Social Cards, Branded Invite, UTM, and the like
- Recognition in event communications.
- Attendee list from sponsored city

Silver Sponsor

Up to \$12,500 – 2 per city

- Happy Hour sponsor
- Panelist Participation*
- Logo placement on event website and select conference materials.
- Communication Package: Social Cards, Branded Invite, UTM, and the like
- Social media mentions and pre-event promotion.
- Recognition in event communications.
- Raffle prize sponsorship
- Attendee list from sponsored city

**Partner speakers will need to be approved by Harness*

City Headline Sponsor

Up to \$20,000 – 1 per city

- Closing Keynote Speaker ft. mutual customer*
- Lunch sponsor
- Recognition in city-specific opening and closing remarks
- Commercial on city main stage (provided by sponsor)
- Pre-session Podcast: Dry run of the panel session to create snippets we all can use to promote the session via social media.
- Dedicated social media promotion and pre-event promotion
- Communication Package: Social Cards, Branded Invite, UTM, and the like)
- Logo placement on city-specific marketing materials and event signage
- Recognition in event communications
- Raffle prize sponsorship
- Attendee list from sponsored city

**Partner speakers will need to be approved by Harness.*

**Sponsor needs to nominate mutual customer for session.*

Global Elite Sponsor

\$100,000 – Only 1 available

- Virtual Summit Speaker* - The biggest Unscripted stage!
- Sponsored content feature in the event newsletter (provided by sponsor)
- Recognition in event opening and closing remarks in all cities and virtual
- Co-branded lanyard
- Commercial on main stage for all cities (provided by sponsor)
- Dedicated social media promotion and pre-event promotion
- Communication Package: Social Cards, Branded Invite, UTM, and the like.
- Top-tier logo placement on all event materials, website, and digital promotions
- Recognition in event communications
- Raffle prize sponsorship
- Attendee list from all cities
- Attendee list from virtual event

**Partner speakers will need to be approved by Harness*

Global Sponsorship tier for \$100K.

	City Headliner	Silver	Bronze
San Francisco	\$20,000	\$12,500	\$3,000
Chicago	\$20,000	\$12,500	\$3,000
Boston	\$15,000	\$10,000	\$3,000
NYC	\$20,000	\$12,500	\$3,000
Columbus	\$15,000	\$10,000	\$3,000
Paris	\$15,000	\$10,000	\$3,000
Dallas	\$20,000	\$12,500	\$3,000
London	\$20,000	\$12,500	\$3,000
Atlanta	\$12,000	\$7,000	\$3,000

	Bronze \$3K	Silver Up to \$12.5K	City Headline Up to \$20K	Global Elite \$100K
Availability	Multiple per city	2 per city	1 per city	1 total
Stage Presence	—	Panel seat	Closing keynote	Virtual summit speaker (largest presence)
Main Stage Video Feature	—	—	Main stage video (city)	Main stage video (all cities)
Content Feature	—	—	Newsletter feature	Newsletter feature
Premium Branding	Logo on select materials	Happy hour sponsor	Lunch sponsor	Lanyard sponsor in 9 cities
Logo Placement	Select materials	Website + select event materials	Website + select event materials	Top-tier logo across all event & digital materials
Social Promotion	—	Social mentions	Dedicated social + pre-event promotion	Dedicated social + pre-event promotion
Sponsor Toolkit	✓	✓	✓	✓
Raffle Prize Sponsorship	—	✓	✓	✓
Attendee List Access (Opt-in Only)	Sponsored city only	Sponsored city only	Sponsored city only	All 9 cities + Virtual

Add-on: Headshot Photo Booth

\$20,000 – 1 available – Only in select cities

- **Attract high-value traffic:** A professional headshot booth naturally draws attendees and keeps your brand at the center of the action.
- **Amplify brand exposure:** Be remembered every time someone logs onto their LinkedIn!
- **Generate qualified leads:** Attendees submit contact info to receive their photos, giving you warm post-event follow-ups.



Add-on: Afternoon Coffee Cart

\$10,000 – 1 available per city

- **Power the afternoon crowd:** Keep attendees energized with a popular afternoon pick-me-up that naturally draws foot traffic. ☕
- **Create memorable brand moments:** You have the option to create custom drink names and branded sleeves turn every coffee into a shareable experience (provided by the sponsor)



Add-on: Afternoon “Foodie” Cart

\$10,000 – 1 available per city

- **Delight attendees with a local twist:** Feature a regionally iconic snack that each city is recognized for
- **Own a high-traffic break:** Your brand is front and center during one of the limited networking moments of the afternoon.
- **Create a shareable moment:** Unique local flavors and branded packaging encourage photos, conversation, and social sharing (Provided by the sponsor).



Add-on: Branded Candy Station

\$10,000 – 1 available per city

- **Create a fun traffic magnet:** A colorful candy station naturally draws attendees and keeps your brand top of mind. 🍬
- **Boost brand visibility:** Custom jars, signage, and take-home packaging showcase your logo with every sweet treat.



Timeline



March 16
Sales open



June 1
Sponsors finalized



July 15
Sponsor details due
for pre-event
marketing



August
Panel and keynote
preparation



Sept 10
Unscripted begins



Sept 30
Unscripted ends



Sponsorships

Interested in sponsoring?
Reach out to:
partnermarketing@harness.io





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{ Thank You }

