



# Lee Atchison

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## 2025 Sponsorship Opportunities

### Sponsorship Opportunities Available

The following sponsorship opportunities exist with Lee Atchison and his content:

- *Software Architecture Insights (SAI) Newsletter*. This newsletter is sent to Lee’s email list and as a LinkedIn Newsletter. [subscribe: [email](#) • [linkedin](#)]
- *Software Architecture Insights Website*. The online home of Lee’s content. This parallels the newsletter content. [[softwarearchitectureinsights.com](http://softwarearchitectureinsights.com)]



### Followership

The following are the current followership numbers for Lee Atchison:

- **Software Architecture Insights newsletter subscriber list**. Approximately **1600** subscribers.
- **Software Architecture Insights LinkedIn Newsletter**. Approximately **3600** subscribers.
- **Social media**. 8300+ LinkedIn followers, 1500 Twitter/X followers.

*Lee’s audience is highly targeted for interest in software architecture, artificial intelligence, cloud computing, and modern application development.*

### Packages

These are sample packages. They can be customized based on specific needs and availability.

Sponsorship	Includes	Price
<b>Newsletter Single Issue Exclusive</b>	<ul style="list-style-type: none"> <li>• One issue of SAI newsletter, sent to both email and LinkedIn lists.</li> <li>• Image and text ad at both top and bottom of newsletter.</li> <li>• Exclusive for issue: no other 3p sponsors will be included.</li> <li>• Mention on website homepage for one week.</li> </ul>	<b>\$1,000</b>
<b>Newsletter 4 Issues Non-exclusive</b>	<ul style="list-style-type: none"> <li>• Four issues of SAI newsletter, sent to both email and LinkedIn lists.</li> <li>• Image or text ad in the newsletter.</li> </ul>	<b>\$1,500</b>

<b>Newsletter 4 Issues Exclusive</b>	<ul style="list-style-type: none"> <li>• Four issues of SAI newsletter, sent to both email and LinkedIn lists.</li> <li>• Image and text ad at both top and bottom of newsletter.</li> <li>• Exclusive for issue: no other 3p sponsors will be included.</li> <li>• Mention on website homepage for four weeks.</li> </ul>	\$3,000
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Sponsorship	Includes	Price
<b>Newsletter Special Edition</b>	<ul style="list-style-type: none"> <li>• Custom newsletter issue based on <i>existing</i> content previously created by Lee for the client.</li> <li>• Newsletter sent under SAI banner to both email and LinkedIn newsletter lists.</li> <li>• Exclusive sponsorship for this special edition issue.</li> <li>• Mention on website homepage for one week.</li> </ul>	\$2,000
<b>Website Sponsor</b>	<ul style="list-style-type: none"> <li>• Various pages and content available to sponsor.</li> </ul>	<i>ask</i>

## About Lee

Lee Atchison is a CTO, Chief Software Architect, author, and thought leader. Lee is the author of multiple books, including the O'Reilly Media titles *Architecting for Scale* and *Overcoming IT Complexity*. He is the co-author of *Business Breakthrough 3.0*. Lee has developed numerous courses for O'Reilly Media and LinkedIn Learning. He's currently developing a series of courses for his own Atchison Academy learning center. Lee writes articles regularly and has been a featured writer at *InfoWorld* and at *Cloud Native Now* (formerly *Container Journal*). Lee is a guest co-host on the highly popular technology podcast *Software Engineering Daily*.

Lee produces content that is focused on modern applications, cloud-based applications, availability, scaling, DevOps, AI/ML, IT security, and other related topics.

Lee is currently the CTO for the AI-focused company, Product Genius.