2022
EVENT SPONSORSHIP
PROSPECTUS

"We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We're looking forward to more Linux Foundation events in the future!"

-EMC

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Additional 2022 events will be added as dates are finalized.

LINUX FOUNDATION EVENTS

LINUX FOUNDATION PROJECT EVENTS

CNCF EVENTS

COVID-19 & 2022 Events:

Many of our 2022 events are being planned as in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot to virtual events.

In the cases where this happens:

- We will make the decision and notify all participants as early as possible.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.*
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

Sponsorship of Linux Foundation events offers a multitude of benefits:

Increase brand awareness & recognition

Showcase thought leadership

Recruit and acquire top talent

Generate sales leads and

Leverage highly targeted marketing

Take advantage of media exposure & PR

Display latest products, services

Create new partnerships

Obtain and learn valuable mindshare from developers, technologists and business leaders

Demonstrate support for the important work of the open source community

![The Linux Foundation]

Technologies Covered By Event:

Linux Systems
Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, Linux Security Summit

Applications
OpenJS World, API Specifications Conference

Networking & Edge Computing
ONE Summit, Open Source Summit, DPDK Summit

IoT, Embedded & Automotive
Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning
Open Source Summit, ONE Summit, Open Source Strategy Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open Source Strategy Forum, The Linux Foundation Member Legal Summit

Cloud & Cloud Native
KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, ONE Summit, Kubernetes on Edge Day, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware
OpenPOWER Summit, RISC-V Summit

Invitation-Only Events
Linux Storage/Filesystem/MM & BPF Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions.They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2020 LF EVENT **AUDIENCE SNAPSHOT**

*Updated with 2021 audience snapshot at the completion of events.

ATTENDANCE

114.28% YoY Growth

REPRESENTING

Including corporations, associations and academic institutions worldwide

FROM

175 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE		SUM OF %
🏠	1 - 49	16%
🏢	50 - 499	21%
🏫	500 - 999	6%
🏢	1,000–2,999	10%
🏢	3,000+	47%

5.37% of attendees from Germany

1.15% of attendees from Sweden

3.52% of attendees from Canada

2.02% of attendees from the Netherlands

4.6% of attendees from the UK

2.1% of attendees from Japan

1.9% of attendees from France

36.37% of attendees are from the US

1.16% of attendees from Spain

10.37% of attendees from India
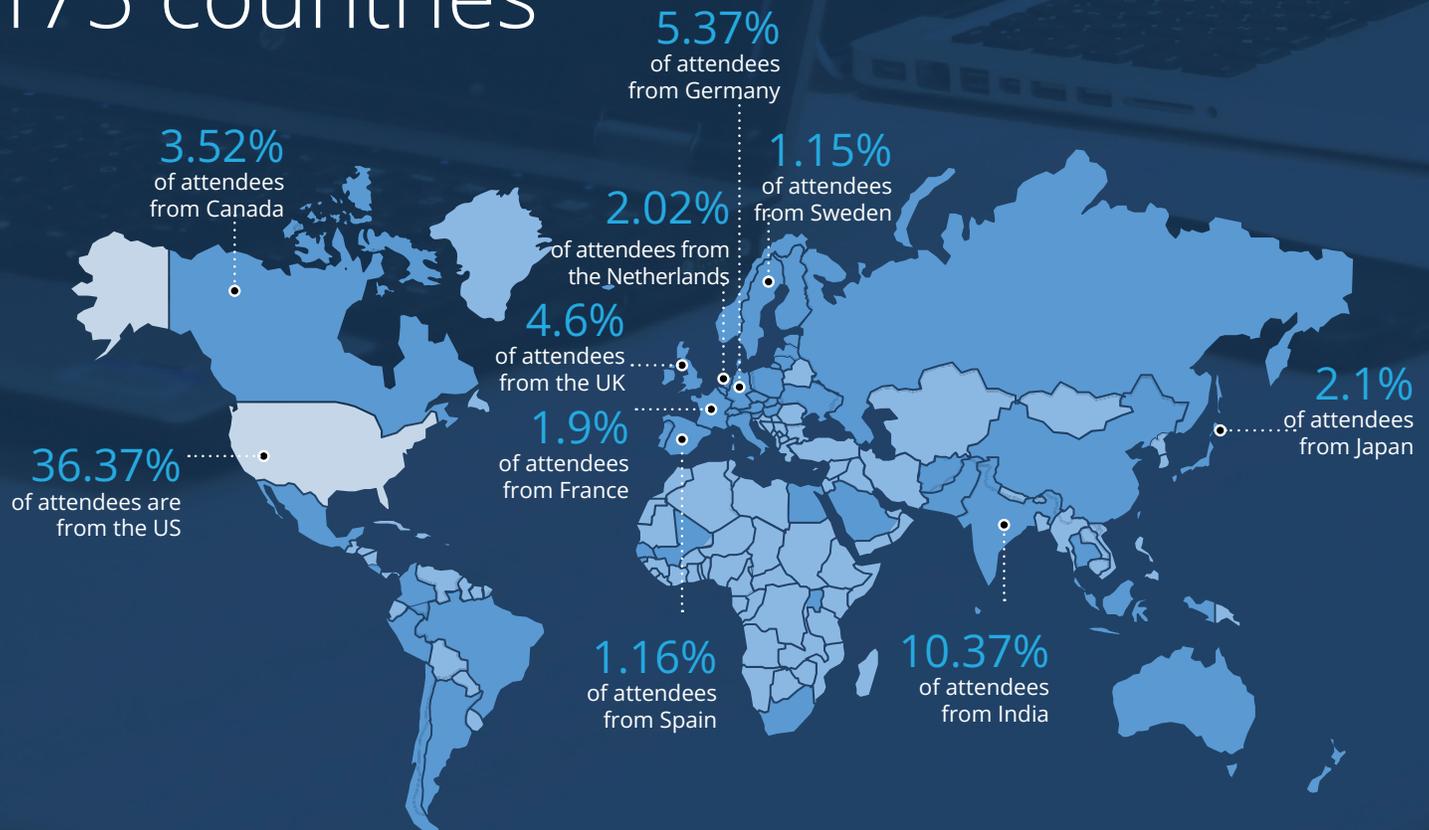
2020 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

AUDIENCE BY JOB FUNCTION

	37.14%
	28.18%
	17.9%
	6.34%
	5.46%
	2.57%
	1.16%
	0.87%
	0.39%

AUDIENCE BY INDUSTRY

- **55.69%** IT / Software / Hardware
- **15.01%** Other
- **9.59%** Financials
- **5.67%** Professional Services
- **2.89%** Non Profit Organization
- **2.58%** Healthcare
- **2.31%** Industrials

- **1.62%** Consumer Goods
- **1.53%** Energy
- **1.42%** Materials
- **1.02%** Academic
- **0.54%** Automotive
- **0.13%** Telecommunications
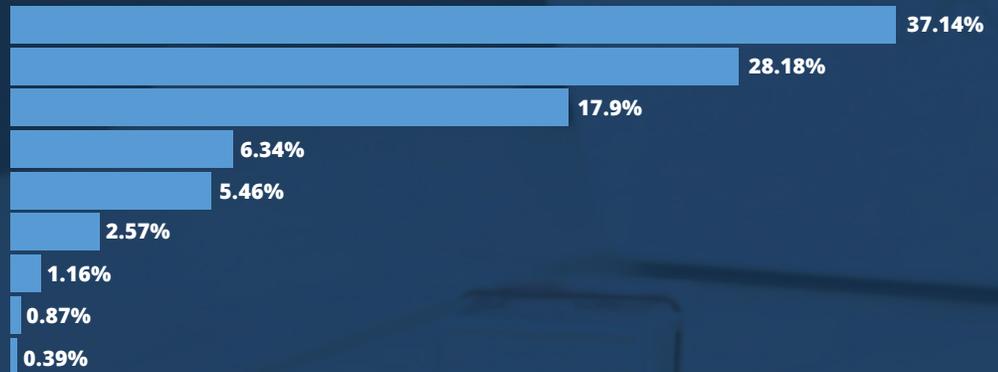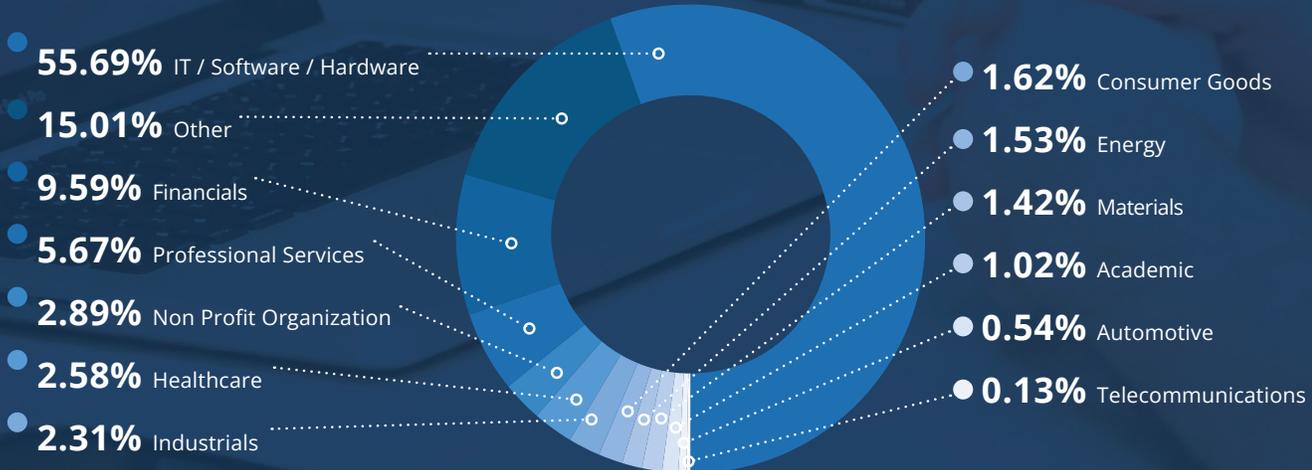
PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive.
Our 2020 events generated:

35,000+
media clips

350M+
average aggregated readership during each 2 week event window.*

200K+
average number of total impressions for posts made on LF Facebook and Linkedin during 2 week event window.*

*event window is measured as week before event + event week.

1B+
event hashtag impressions on Twitter

Nearly **500**
media professionals participated, representing global media outlets

LINUX STORAGE |
**LINUX STORAGE |
FILESYSTEM | MM
& BPF SUMMIT**

2022 SPONSORSHIP
2022 SPONSORSHIP
PROSPECTUS

May 2–4, 2022 | Palm Springs, CA

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship today.

Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

Sponsorships-at-a-Glance

	DIAMOND ~~1 AVAILABLE~~ SOLD OUT	PLATINUM ~~5 AVAILABLE~~ 1 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of the event	•			
Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Conference Attendee Invitations: Full access invitations to the entire conference for your staff or customers.	3	2	1	0
Sponsorship Cost	$35,000	$20,000	$12,500	$6,000

About Open Source Summit

June 21-24, 2022 | Austin, TX

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit North America 2022 Conference Umbrella include:

LINUXCON   EMBEDDED LINUX CONFERENCE   CLOUDOPEN   CONTAINERCON   OSPO CON

SUPPLYCHAIN SECURITYCON   GLOBAL SECURITY VULNERABILITY SUMMIT   CRITICAL SOFTWARE SUMMIT   COMMUNITY LEADERSHIP CONFERENCE

EMERGING OS FORUM   EMBEDDED IOT SUMMIT   DIVERSITY EMPOWERMENT SUMMIT   OPEN AI + DATA FORUM   OPEN SOURCE ON-RAMP

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus   **8**

OPEN SOURCE SUMMIT
THE LINUX FOUNDATION
NORTH AMERICA

Who Attends Open Source Summit:

Developers
Systems, Embedded, Applications,
Kernel & Operating Systems

Operations
Architects, SRE, System Administrators
and DevOps

Communixty & Leadership
Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other
Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America each year to:

• Meet face-to-face for problem-solving, discussions and collaboration

• Learn about the latest trends in open source and open technologies

• Access leading experts to learn how to navigate the complex open source environment

• Find out how others have used open source projects to gain efficiencies

• Gain a competitive advantage by learning about the latest in innovative open solutions

• Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

• Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results

• **98%** found the conference content and sessions to be informative and useful

• **96%** would recommend attending the event to a friend or colleague

• **95%** felt that participating in the event was a valuable use of their time

• **88%** said they are likely to join the event in-person in the future

Quick Facts

• Anticipated 2022 Attendance: **2,000 In-Person** Attendees & **2,000 Virtual Attendees**

• Open Source Summit North America 2021 was held as a hybrid event, gathering **1,900+** attendees from **760** organizations across **68** countries. Our last fully in-person event in 2019 gathered more than **1800** attendees in-person from nearly **900** organizations in **48** countries around the globe.

• Highest sponsor booth leads generated in 2021 - **116** with an average of **43.**

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND ~~4 AVAILABLE~~ **1** AVAILABLE	PLATINUM ~~8 AVAILABLE~~ **2** AVAILABLE	GOLD ~~12 AVAILABLE~~ **SOLD OUT**	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*	15-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite and on virtual platform.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.	•	•	•	•	•
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	20'x20'	15'x15'	10'X10'	10'x10'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

June 23-24, 2022 | Austin, TX | September 14-16, 2022 | Dublin, Ireland

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Sponsorships-at-a-Glance

	CONFERENCE RECORDINGS SPONSOR	BREAKFAST AND BREAKS SPONSORSHIP	SUPPORTER
EUROPE	3 **2 AVAILABLE**	**3** AVAILABLE	UNLIMITED
NORTH AMERICA	**2** AVAILABLE	**1** AVAILABLE	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event		
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		•	
Sponsorship Cost	**$8,000**	**$5,000**	**$3,000**

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2022 Event Sponsorship Prospectus **11**

OPEN SOURCE IN FINANCE FORUM (OSFF)

F FINOS — Fintech Open Source Foundation

THE LINUX FOUNDATION

London July 13, 2022 | **NY** December 8, 2022

EVENT SUMMARY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster. Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

2022 EVENT TOPICS

OSS Projects & Standards

- Including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

Secure Open Source

- Secure and Collaborative Innovation using Tooling and Processes for Identifying Vulnerabilities
- How to Build a Robust Community around Software Projects to Maximize Eyeballs on Issues, as well as Solutions

Solving Industry Challenges

- Using OSS to Deliver Business and/or Tech Value to Your Organization & Consumer
- Open Source Collaboration to Tackle Pervasive Challenges or New Opportunities;
- Application Interoperability including Regulatory Interpretation and Compliance, Open Data, Leveraging Industry Standards like ISDA CDM

Delivering Business and/or Tech Value

- Specific Examples of How OSS has Delivered Business and/or Tech Value to Your Organization & Consumers in areas including Operations, Interoperability and Commercial OSS
- Leveraging Commercial Open Source; OSS ROI and Speed to Market (with Newest Tools)

Developing Open Source Maturity in an Organization

- Developing and Delivering Open Source Tooling, Training & Best Practices
- Addressing Open Source Legal, Compliance, and Policy Concerns
- Leveraging OSS to Attract and Retain Talent
- Upskilling and Becoming More Employable for Contributors
- The Journey through Open Source Readiness for Financial Institutions
- Innersource

Building Successful & Sustainable OSS Communities

- Tools, Advice and Approaches for Creating Diverse and Equitable (DEI) Communities
- Building and Sustaining OSS Communities in a Highly Regulated Industry
- Attracting and Rewarding Contributors

Hot Topics for OSS in Finance

- ESG, CBDC, Blockchain, NFTs, AI, Machine Learning, Automation, Banking in the Cloud, Credit, Identity Management; Governments and OS

SPONSORSHIP OPPORTUNITIES

Contact us at **sponsorships@linuxfoundation.org** today to secure your sponsorship or if you have any questions.

	Leader	Contributor	Community	Start-Up
	London: 3 · New York: ~~3~~ 2 — Available	London: ~~4~~ 3 · New York: ~~4~~ 1 — Available	London: ~~8~~ 5 · New York: ~~8~~ 0 — Available	Unlimited
Speaking Opportunity: All sponsor content must be approved by Program Committee and LF/FINOS prior to the event. Speaking slots based on availability.	10 Minute Keynote			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF/FINOS), and follow up reporting with data results.	2x	1x		
Social Media Re-Share: The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•		
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	
Exhibit Table*: Includes table with chairs and 1 tabletop sign with your logo.	•	•	•	
Lead Retrieval Scanners*: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	
Social Media Promotion of Sponsorship: From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	4x	3x	2x	1x
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	6	5	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•
Recognition on Event Signage: Prominent logo display on conference signage.	•	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•
Recognition on Event Website: Prominent logo display on all event web pages. Includes link to your URL.	•	•	•	•
Collateral Distribution*: Laid out in a prominent location near registration.	•	•	•	•
Sponsorship Cost	$45,000	$20,000	$10,000	$5,000
FINOS Member Sponsorship Cost	$31,500	$14,000	$7,000	$3,500

Linux Foundation Members receive a 5% discount (or 7% when signing up to sponsor multiple events at once).
Note that membership discounts may not be combined.
*As permitted per COVID-19 safety + social distancing requirements.

About Open Source Summit
August 23 & 24, 2022 | Virtual

Open Source Summit is coming to Latin America! We are excited to bring the premier event for open source developers, technologists and community leaders direct to the Latin America audience, providing them the opportunity to collaborate, share information, solve problems and gain knowledge with other Latin America community members as well as those from across the globe, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is** *THE* **gathering place for open source code and community contributors in Latin America.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Latin America 2022 Conference Umbrella include:

LINUXCON   CLOUDOPEN   CONTAINERCON

COMMUNITY LEADERSHIP CONFERENCE   EMERGING OS FORUM   EMBEDDED IOT SUMMIT

DIVERSITY EMPOWERMENT SUMMIT   OPEN AI + DATA FORUM   OPEN SOURCE ON-RAMP

Who Attends Open Source Summit:

Developers
Systems, Embedded, Applications,
Kernel & Operating Systems

Operations
Architects, SRE, System Administrators
and DevOps

Community & Leadership
Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other
Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit events each year to:

• Meet for problem-solving, discussions
  and collaboration
• Learn about the latest trends in open source
  and open technologies
• Access leading experts to learn how to navigate
  the complex open source environment
• Find out how others have used open source projects to
  gain efficiencies

• Gain a competitive advantage by learning about
  the latest in innovative open solutions
• Find out what industry-leading companies and projects
  are doing in the future, and where technologies are
  headed
• Explore career opportunities with the world's
  leading technology companies

2021 Attendee Survey Results*

• **98%** found the conference content and sessions
  to be informative and useful

• **96%** would recommend attending the event
  to a friend or colleague

• **95%** felt that participating in the event
  was a valuable use of their time

• **88%** said they are likely to join the event
  in-person in the future

*Note these are survey results from Open Source Summit
 North America 2021

Quick Facts

• Anticipated 2022 Attendance: **3,000 Virtual Attendees**

• At the all-virtual Open Source Summit North America
  2020, **3,026** attendees visited the sponsor showcase
  to learn about the latest projects and products and
  interact with other community members. Sponsors
  collected an average of **407** badge scans, with one
  sponsor collecting **2,117** individual scans.

• Talks will be presented in **Portuguese**, **Spanish** and
  English - and all will be translated - in order to best
  serve the Latin America audience.

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update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **15**

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND ~~2 AVAILABLE~~ 1 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Hosted co-located event with registration add-on: Includes leads for registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	2	1		
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*	10-minute Keynote	5-minute Keynote	Conference Session		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1	1 (shared post)	
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Virtual Platform and Website: Prominent logo display on event web pages, and virtual platform.	•	•	•	•	•
Virtual Exhibit Booth: See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	50	40	30	20	12
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	**$45,000**	**$30,000**	**$22,500**	**$10,000**	**$5,000**

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2022 Event Sponsorship Prospectus **16**

September 12-14, 2022 | Dublin, Ireland

KVM Forum is an annual event that presents a rare opportunity for developers and users to connect, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

• 2021 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

• Connect with upstream contributors and maintainers from all over the world.

• Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.

• Learn what other companies are doing with KVM technology.

• Collaborate with engineering managers from other companies.

• Discuss strategic partnerships with technical product managers from other companies.

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2022 Event Sponsorship Prospectus **17**

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	PLATINUM ~~4 AVAILABLE~~ **2 AVAILABLE**	GOLD ~~6 AVAILABLE~~ **5 AVAILABLE**	SILVER UNLIMITED
Session Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	•		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels via Twitter. Sponsor to provide custom content (must be approved by the Linux Foundation).	2	1 (shared post)	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers.	15	10	5
Collateral Distribution*: Laid out in a prominent location near registration.	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on the conference signage.	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	**$20,000**	**$10,000**	**$5,000**

*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus   **18**

September 12 - 14, 2022 | Hybrid Event | Dublin, Ireland

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

LPC brings together the top developers working on the "plumbing" of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems.The conference is divided into several working sessions focusing on different "plumbing" topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

Benefits of Sponsorship:

Recruit and acquire top talent
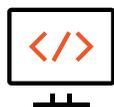
Increase brand awareness & recognition

Generate new partnerships, alliances & customers

Showcase products, services & technologies

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **19**
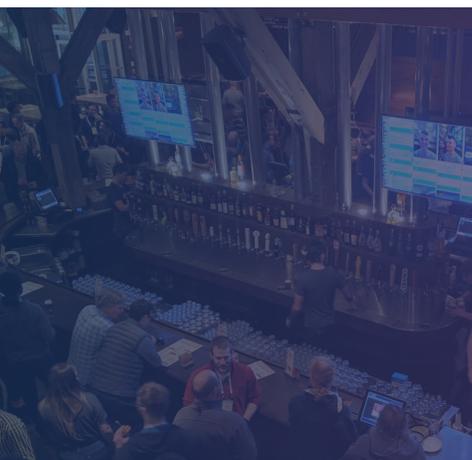
Sponsorship Opportunities

	DIAMOND ~~1 AVAILABLE~~ SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual and Physical Meeting Room for Exclusive Use	•			
Branded Session Room with Company Name + Logo	•			
Company logo on Attendee Badge Lanyard	•			
Opportunity to Add Custom Question to the Post-Event Attendee Survey Follow-up reporting will be provided with survey results	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes (In-person or virtual passes)	**9** (In-person) OR **27** (Virtual)	**5** (In-person) OR **15** (Virtual)	**3** (In-person) OR **9** (Virtual)	**2** (In-person) OR **6** (Virtual)
Sponsorship Cost	**$35,000**	**$20,000**	**$15,000**	**$10,000**

Bulk purchase of tickets from the general attendee pool (which is capped and not possible if registration is closed to general attendees) is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additionalnumber of tickets with a purchase order if the conference has space available.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 additional passes
- Silver: No bulk purchase at this level

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope (cpope@linuxfoundation.org).

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **20**

September 15, 2022 | Dublin, Ireland

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

Sponsorships-at-a-Glance

	ATTENDEE GIFT ~~1 AVAILABLE~~ SOLD OUT	DINNER CO-SPONSORSHIP ~~2 AVAILABLE~~ SOLD OUT	LUNCH CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP ~~2 AVAILABLE~~ 1 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	**$30,000**	**$25,000**	**$25,000**	**$20,000**

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus   **21**

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE

About Open Source Summit
September 13-16, 2022 | Dublin, IE

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Europe 2022 Conference Umbrella include:
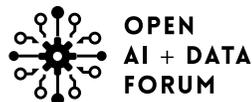
LINUXCON

EMBEDDED LINUX CONFERENCE

CLOUDOPEN

CONTAINERCON

OSPOCON

CRITICAL SOFTWARE SUMMIT

COMMUNITY LEADERSHIP CONFERENCE

EMERGING OS FORUM

EMBEDDED IOT SUMMIT

SUPPLYCHAIN SECURITYCON

OPEN AI + DATA FORUM

OPEN SOURCE ON-RAMP

DIVERSITY EMPOWERMENT SUMMIT

Who Attends Open Source Summit:

Developers
Systems, Embedded, Applications,
Kernel & Operating Systems

Operations
Architects, SRE, System Administrators
and DevOps

Community & Leadership
Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other
Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit Europe each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies

- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results

- **98%** found the conference content and sessions to be informative and useful

- **96%** would recommend attending the event to a friend or colleague

- **95%** felt that participating in the event was a valuable use of their time

- **88%** said they are likely to join the event in-person in the future

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.
**As permitted per COVID-19 safety + social distancing requirements.

Quick Facts

- Anticipated 2022 Attendance: **2,000 In-Person** Attendees & **2,000 Virtual Attendees**

- Open Source Summit 2021 was held as a hybrid event, gathering **1,900+** attendees from **760** organizations across **68** countries. Our last fully in-person event in 2019 gathered more than **1800** attendees in-person from nearly **900** organizations in **48** countries around the globe.

- Highest sponsor booth leads generated in 2021 - **116** with an average of **43.**

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **23**

2022 SPONSORSHIP PROSPECTUS

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND ~~4 AVAILABLE~~ 1 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 4 AVAILABLE	GOLD ~~12 AVAILABLE~~ 3 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*	15-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room:** For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	•	•	•	•	
Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.	•	•	•	•	•
Exhibit Booth:** Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	20'x20'	15'x15'	10'X10'	10'x10'	Tabletop
Lead Retrieval License:** Live scans, real time reporting and ability to take notes on captured leads.	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

November 8-10, 2022 | Lake Tahoe, CA

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

" THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY. " **– SAM RAMJI, CHIEF STRATEGY OFFICER, DATASTAX**

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **25**

THE **LINUX** FOUNDATION MEMBER SUMMIT

Sponsorships-at-a-Glance

	DIAMOND ~~3 AVAILABLE~~ **2 AVAILABLE**	PLATINUM **3 AVAILABLE**	GOLD ~~3 AVAILABLE~~ **SOLD OUT**	SILVER ~~4 AVAILABLE~~ **2 AVAILABLE**	BRONZE **4 AVAILABLE**
Conference Room****:** For private meeting use only.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package: Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.	Evening Reception (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations: Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$35,000**	**$20,000**	**$10,000**	**$8,000**

*The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships. Exact plans subject to change in 2022 due to COVID.

**As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **26**

About Open Source Summit

December 5-6, 2022 | Yokohama, Japan

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Japan 2022 Conference Umbrella include:
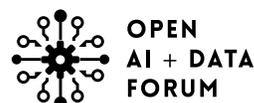
LINUXCON   AUTOMOTIVE LINUX SUMMIT   CLOUDOPEN   CONTAINERCON

OSPOCON   CRITICAL SOFTWARE SUMMIT   COMMUNITY LEADERSHIP CONFERENCE   EMERGING OS FORUM

EMBEDDED IOT SUMMIT   OPEN AI + DATA FORUM

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **27**

Who Attends Open Source Summit:

Developers
Systems, Embedded, Applications,
Kernel & Operating Systems

Community & Leadership
Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Operations
Architects, SRE, System Administrators
and DevOps

Academic/Media/Other
Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit Japan each year to:

• Meet face-to-face for problem-solving, discussions
  and collaboration
• Learn about the latest trends in open source
  and open technologies
• Access leading experts to learn how to navigate
  the complex open source environment
• Find out how others have used open source projects to
  gain efficiencies

• Gain a competitive advantage by learning about
  the latest in innovative open solutions
• Find out what industry-leading companies and projects
  are doing in the future, and where technologies are
  headed
• Explore career opportunities with the world's
  leading technology companies

2021 Attendee Survey Results

• **98%** found the conference content and sessions
  to be informative and useful

• **96%** would recommend attending the event to a
  friend or colleague

• **95%** felt that participating in the event was a
  valuable use of their time

• **88%** said they are likely to join the event in-
  person in the future

Quick Facts

• Anticipated 2022 Attendance: **2,000 In-Person**
  Attendees & **2,000 Virtual Attendees**

• Our 2019 in-person Open Source Summit Japan
  2019 gathered **1000+** attendees from **284**
  organizations across **40** countries. Our 2021 virtual
  event gathered more than **430** attendees virtually
  from nearly **179** organizations in **30** countries
  around the globe.

• Highest in-person sponsor booth leads generated
  in 2019 - **214** with an average of **67** and virtually in
  2021 - **66** with an average of **36**.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and
update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **28**

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 5 AVAILABLE	GOLD ~~10 AVAILABLE~~ 5 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*	15-minute Keynote	5-minute Keynote or Conference Session	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**:** For private meeting use only.	Private Use - 2 days	Private Use - 1 day	Private Use - 4 hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	•	•	•	•	
Collateral Distribution**:** Laid out in a prominent location near registration onsite and on virtual platform.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.	•	•	•	•	•
Exhibit Booth**:** Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). *Virtual booths not available in 2022.*	10'x10'	10'x10'	8'x8'	8'x8'	Tabletop
Lead Retrieval Scanners**:** Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	20	15	10	5
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	60	40	30	20	10
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **29**

December 7-8, 2022 | Yokohama, Japan

About Open Compliance Summit

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).

- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.

- Discuss common compliance challenges and how to address them.

- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source.

Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the **Chatham House Rule**.
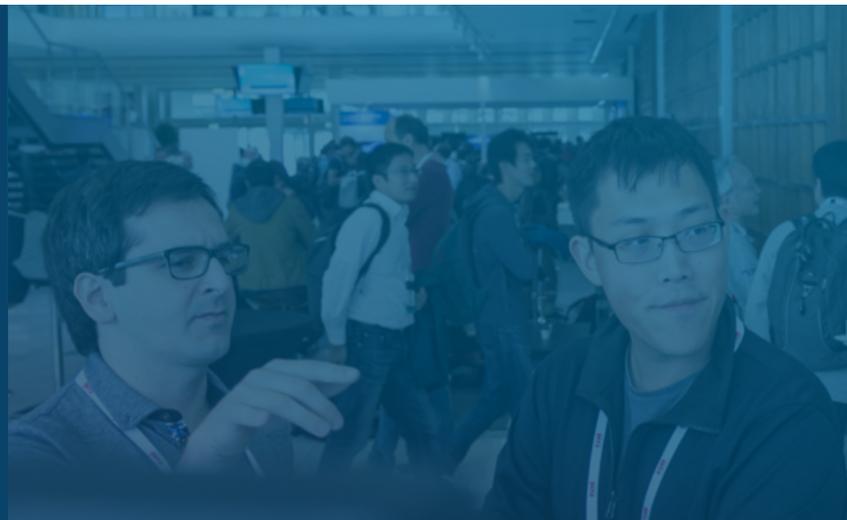
The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **30**

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	GOLD ~~4 AVAILABLE~~ **3** AVAILABLE	SILVER ~~4 AVAILABLE~~ **3** AVAILABLE	BRONZE UNLIMITED
Shared Bookable Meeting Room**: For private meeting use only.	•		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	10-Minute Keynote	5-Minute Keynote	
Exhibit Booth**: Includes (1) table and (2) chairs	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	4	2
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens or signage.	•	•	•
Shared Branding on Signage in Meal Area	•		
Sponsorship Cost	**$15,000**	**$10,000**	**$7,000**

**As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **31**

cdCon will be hosted June 7-8, 2022 both in Austin, TX and virtual

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day hybrid experience as we improve the world's capacity to deliver software with security and speed. Be part of the conversation driving the future of software delivery for technology teams, enterprise leadership and open source communities. cdCon is the annual event by the Continuous Delivery Foundation, a vendor-neutral organization that is establishing best practices of software delivery automation, propelling education and adoption of CD tools, and facilitating cross-pollination across

The CDF is home to many of the fastest-growing open source projects for CD, including Jenkins, Jenkins X, Tekton, and Spinnaker.

- **Discover, learn, and connect with those working on open source application development and deployment. OpenJS World and cdCon are co-locating in Austin for two conferences in one.**

- **Two conferences. One ticket. Unlimited ways to collaborate on the Expo floor.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship today.

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE 2 AVAILABLE *Diamond level receive additional benefits from OpenJS World.*	PLATINUM 3 AVAILABLE SOLD OUT	GOLD 4 AVAILABLE 1 AVAILABLE	SILVER 6 AVAILABLE 1 AVAILABLE	BRONZE 8 AVAILABLE 7 AVAILABLE
CD FOUNDATION MEMBER PRICING		$75,000	$50,000	$24,000	$12,000	$5,000
NON-CD FOUNDATION MEMBER PRICING		$100,000	$65,000	$30,000	$15,000	$10,000*
SPEAKING OPPORTUNITY	**10-Minute Keynote or 2 Breakout Sessions:** Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event	●				
	5-minute Keynote or 1 Breakout Session: Content to be approved by program committee. 5 minute keynote on Day 1 or 1 Breakout Session		●			
	Demo Theater, Lightning Talk, or BoF: Content to be approved by program committee			●		
ON-SITE EXPERIENCE	**Recognition on Event Signage:** Sponsor logo on conference signage	●	●	●	●	●
	Collateral Distribution: Laid out in a prominent location near registration	●	●			
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	●	●	●	●	●
	Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
MARKETING/ BRAND EXPOSURE	**Blog Post:** Featured profile or interview on Continuous Delivery Foundation blog	●	●			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	●	●			
	Sponsor Recognition in Event Announcement	●	●			
	Recognition on Event Website: Prominent logo display on event homepage	●	●	●	●	●
	Social Media Recognition: Predetermined number of "thank you" tweets from the Continuous Delivery Twitter handle	3	2	1	SHARED	SHARED
	The Pipeline Podcast Sponsor: 1 episode, 30-second promotion	●	●			
EMAIL PROMOTION	**Pre- or Post-Conference Email Blast:** 1 email to opt-in list to be sent by event organizers	●	●			
	Pre- or Post Event Email Recognition: 50-word entry in attendee email	●	●			
	Email Recognition: Sponsor logo in footer of attendee emails	●	●	●	NAME ONLY	NAME ONLY
POST-EVENT	**Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee survey:** Follow up reporting will be provided with survey results	●	●			
	Post-Event Data Report: Provides event demographics and additional details on event performance	●	●	●	●	●
EVENT PASSES	**Complimentary Attendee Passes to be Shared by Sponsor**	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
VIRTUAL SPONSORSHIP	**Virtual Booth**	●	●	●	●	●
	Push notifications: Custom message to virtual attendees	1	1			
	Logo recognition on keynote stream	●	●	●	●	●
	Logo recognition on digital platform	●	●	●	●	●
	Post-event data, including full list of attendees that visited booth	●	●	●	●	●
	Complimentary virtual access passes	10	6	4	2	2

* Includes membership **Number of sponsorships available per tier is subject to change. ***Virtual deliverables to be announced at a later date.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship today.

OpenJS World

OpenJS World will have its first in-person event in June 2022 in Austin, TX.

Join JavaScript professionals including developers, software engineers, developer advocates and business leaders at the OpenJS global conference. Connect, learn and collaborate with community members from projects including AMP, Appium, Electron, and Node.js.

With an agenda full of keynotes, breakout sessions, and interactive trainings from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

- Discover, learn, and connect with those working on open source application development and deployment.

- OpenJS World and CDcon (Continuous Delivery Foundation) are co-locating in Austin for two conferences in one.

- Explore how you can use the latest JavaScript technologies, check out the new continuous delivery approaches in software, and hear from inspiring leaders in tech today.

- Two conferences. One ticket.

- Unlimited ways to collaborate on the Expo floor.

Contact us at rginn@openjsf.org to secure your sponsorship today.

OpenJS World

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND ~~4 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~3 AVAILABLE~~ 2 AVAILABLE	GOLD ~~3 AVAILABLE~~ 3 AVAILABLE	SILVER ~~6 AVAILABLE~~ 5 AVAILABLE	BRONZE 8 AVAILABLE
SPEAKING OPPORTUNITY	**10-Minute Keynote or 2 Breakout Sessions:** Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event.	●				
	5-minute Keynote or 1 Breakout Session: Content to be approved by program committee. 5 minute keynote on Day 1 or 1 Breakout Session		●			
	Demo Theater or Lightning Talk: Content to be approved by program committee			●		
ON-SITE EXPERIENCE	**Recognition on Event Signage:** Sponsor logo on conference signage	●	●	●	●	●
	Collateral Distribution: Laid out in a prominent location near registration	●	●			
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	●	●	●	●	●
	Exhibit Booth: Includes counter with graphic and stools. Upgrades options available.	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
MARKETING/ BRAND EXPOSURE	**Blog Post:** Featured profile or interview on either OpenJS Foundation OR Continuous Delivery Foundation blog	●	●			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	●	●			
	Sponsor Recognition in Event Announcement	OPENJS WORLD + CDCON	●			
	Recognition on Event Website: Prominent logo display on event homepage	OPENJS WORLD + CDCON	●	●	●	●
	Social Media Recognition: Predetermined number of "thank you" tweets from OpenJS Foundation Twitter handle	3	2	1	SHARED	SHARED
EMAIL PROMOTION	**Pre- or Post-Conference Email Blast:** 1 email to opt-in list to be sent by event organizers	OPENJS WORLD + CDCON	●			
	Pre- or Post Event Email Recognition: 50-word entry in attendee email	OPENJS WORLD + CDCON	●			
	Email Recognition: Sponsor logo in footer of attendee emails	●	●	●	NAME ONLY	NAME ONLY
POST-EVENT	**Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee survey:** Follow up reporting will be provided with survey results	●	●			
	Post-Event Data Report: Provides event demographics and additional details on event performance	●	●	●	●	●
EVENT PASSES	**Complimentary Attendee Passes to be Shared by Sponsor**	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
VIRTUAL SPONSORSHIP	**Virtual Booth**	●	●	●	●	●
	Push notifications: Custom message to virtual attendees	1	1			
	Logo recognition on keynote stream	●	●	●	●	●
	Logo recognition on digital platform	●	●	●	●	●
	Post-event data, including full list of attendees that visited booth	●	●	●	●	●
	Complimentary virtual access passes	10	6	4	2	2
Sponsorship Cost		Member $75,000 Non-Member $100,000	Member $50,000 Non-Member $65,000	Member $24,000 Non-Member $30,000	Member $12,000 Non-Member $15,000	Member $5,000 Non-Member $10,000*

* Includes membership **Number of sponsorships available per tier is subject to change.

Zephyr® Project
Developer Summit 2022

Sponsorship Opportunities

		DIAMOND $40,000 Member Only Opportunity	PLATINUM $25,000 Non-Member: $45,000	GOLD $15,000 Non-Member: $20,000	SILVER $5,000 Non-Member: $7,500
Marketing/Brand Exposure	Blog Post: Featured profile or interview on project blog	X	X		
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	X	X		
	Sponsor recognition in news release	X	X		
	Recognition on Event Website: Prominent logo display on event homepage	X	X	X	X
	Social Media Recognition: Pre-determined number of "Thank you" tweets	3	2	1	Shared
	Webinar: Zephyr will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	X			
	Opportunity to Post to Virtual Job Board	X	X	X	X
Email Promotion	Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	X	X		
	Pre or Post Event Email Recognition: 50-word entry in attendee email	X	X		
	Post-Event Email Recognition: Sponsor logo in footer of post-event email	X	X	X	Name Only
Onsite Experience	Recognition on Event Signage: Sponsor logo on conference signage	X	X	X	X
	Collateral Distrubution: Laid out in a prominent location near registration	X	X	X	
	1-minute video during opening keynote - provided by sponsor company	X	X		
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	X	X	X	X
	Exhibit Booth: Includes: • 6' Tabletop w/ (2) chairs • Lead retrieval device • Location selected in order of sponsorship tier	X	X	X	X
	Conference Room: For private meeting use only.	Shared	Shared		
Speaking Opportunity	15 minute keynote, or 30 minute breakout presentation: Content to be approved by program committee	X			
	5 minute keynote or 30 minute breakout presentation: Content to be approved by program committee		X		
	30 minute breakout presentation			X	
Post-Event	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results	X	X		
	Post-Event Data Report: Provides event demographics and additional details on event performance	X	X	X	X
Miscellaneous	Complimentary attendee passes to be shared by Sponsor	10	6	4	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited			

June 23-24 | Austin, TX

Join the PX4 community of developers and supporting companies for a celebration of all things drones and open source. Be part of the conversation driving the future of drone hardware and software development in the drone industry.

We are coming together for two days of keynotes, presentations, tutorials, exhibitions from some of the top companies in our community, and ample networking opportunities throughout the event.

The PX4 Developer Summit is an annual event by the Dronecode Foundation, a vendor-neutral organization hosting open-source and open-standard projects critical to the drone industry.

Dronecode's flagship event gathers leading technologists from leading open source and robotics communities to further the education and advancement of drone development.

Who Attends?

2021 Audience Snapshot: **Industries**

- Academic Institution: 45%
- Research & Development: 17%
- Manufacturer of Unmanned Vehicle Systems: 11%
- Aerospace Company: 5%
- Manufacturer of Peripherals and Components: 3%
- Non-Profit Organization: 3%

PX4 autopilot | DEVELOPER SUMMIT 2022

Sponsorship Opportunities

Contact dfevents@linuxfoundation.org to secure your sponsorship today. Sales deadline: June 2.

|	DIAMOND EXCLUSIVE	PLATINUM 2 AVAILABLE	GOLD ~~5 AVAILABLE~~ SOLD OUT	SILVER UNLIMITED
Exhibit Booth: Lead retrieval device (Live scans, real time reporting and ability to take notes on captured leads). Location selected in order of sponsorship tier	Custom Backwall	Custom Backwall	Tabletop	
15-Minute Talk, or 30-Minute Breakout Presentation: Content to be approved by program committee	•			
5-Minute Talk or 15-Minute Breakout Presentation: Content approved by program committee		•		
Lightning Talk or BoF: Content to be approved by program committee			•	
Recognition on Event Signange: Sponsor logo on conference signange	•	•	•	•
1-Minute Video During Opening Keynote: Provided by sponsor company	•	•		
Logo Included on "Thank you to our Sponsors" Slide During Keynote Sessions	•	•	•	•
Assistance With Press Bookings at Event: Helping you get the most of your on-site announcement	•	•		
Sponsor Recognition in News Release	•	•		
Recognition on Event Website: Prominent logo display on event homepage	100 Word Description	75 Word Description	50 Word Description	50 Word Description
Podcast: 1 episode, 30 second promotion	•			
Pre-Conference Email Blast: email to opt-in list to be sent by event organizers	•			
Pre or Post Event Email Recognition: 50-word entry in attendee email	•	•	•	•
Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	Name Only
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	
Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee Survey: Follow up reporting will be provided with survey results	•	•		
(1) Specific Call-Out to Attendees to Visit Your Booth or Attend Your Sponsored Session	•	•		
Attendee List (Opt-In at Registration)	•	•		
Participation on the Program Committee	•	•		
Blog Post: Featured profile or interview on project blog	•	•		
Opportunity to Present in the Careers Breakout Room for 5 Minutes and Share Information on Available Positions and Company Culture	•	•	•	•
Complimentary Attendee Passes to be Shared by Sponsor	10	4	2	1
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited
List of Registered Press/Analysts (Provided 2 Weeks Prior to Event)	•	•	•	•
Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event
Podcast: Recognition as sponsor. Post-roll logo placement	•	•	•	
Non-Member Pricing	**$30,000**	**$20,000**	**$15,000**	**$5,000**
Member Pricing	**$25,000**	**$18,000**	**$13,000**	**$3,000**
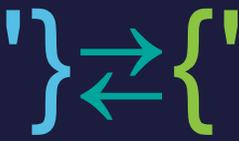
September 19-21 | South San Francisco, CA

The API Specifications Conference (ASC) is a place for API practitioners to come together and discuss the evolution of API technology.

ASC includes cutting edge technology keynotes and sessions that chart the future of APIs, in-depth specification and standards discussions. The event is designed to be highly interactive with plenty of discussion time throughout the workshops and sessions.

OpenAPI Specifications, RAML, Blueprint, gRPC, OData, JSON Schema, GraphQL, AsyncAPI and other formats will all be topics at the event, enabling attendees to get familiar with these formats and discuss how to use them in practice.

The event has its origins in the API Strategy and Practice Conference (APIStrat) which ran for many years and became part of the OpenAPI Initiative in 2016. The collaborative spirit and community from APIStrat continue through the ASC event and we look forward to many of the same lively conversations and debates!

API practitioners including API developers, API Operations teams, API Designers and Enterprise Architects will attend ASC 2022. Content at the event will range from beginner introductions to API specifications all the way through best practice and cutting edge specialist topics.
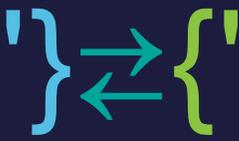
CATEGORY	BENEFIT	EVENT PARTNER 4 AVAILABLE 2 AVAILABLE	EVENT SUPPORTER UNLIMITED	COMMUNITY PARTNER
SPEAKING OPPORTUNITY	**Breakout Session:** 30-minute session*	✓		
ON-SITE EXPERIENCE	**Collateral Distribution:** Laid out in a prominent location near registration.			**displayed on shared table in sponsor showcase**
	Exhibit Booth: Table top booth	**including pull-up banner, 6' table, 2 chairs, and power**	**including 6' table, 2 chairs, and power**	
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	**2**	**1**	
	Logo Recognition: Logo included in 'Thank You to our Sponsors' keynote slide and onsite sponsor signage	✓	✓	**keynote slide only**
MARKETING + BRAND EXPOSURE	**Recognition in Event Promotional Emails:** Sent by OpenAPI Initiative	**logo and link**	**logo and link**	
	Twitter Posts: by @OpenApiSpec and @APISpecs	**2**	**1**	
	Recognition on Event Website: Prominent logo display on event homepage	✓	✓	✓
EMAIL PROMOTION	**Recognition in Pre- and Post-Conference Email to Attendees:** Sent by ASC Events	**logo and link**	**logo and link**	
POST-EVENT	**Post-Conference Data Report:** Provides event demographics and additional details on event performance.	✓	✓	✓
EVENT PASSES	**Complimentary Onsite Attendee Passes:** To be used for onsite booth staff, attendees and guests. Additional passes discounted 20%.	**4** **2 (Non-Member)**	**2** **1 (Non-Member)**	
OpenAPI Initiative Member		**$15,000**	**$4,000**	**Complimentary**
Non-Member		**$17,000**	**$5,000**	**$500**

*Session content must meet CFP requirements and is subject to approval by the OpenAPI Initiative. No sales or marketing pitches. Session will take place at a time determined by the event organizers. If payment is not received within 7 days of the event, the session will be removed from the schedule.

About Hyperledger Global Forum

September 12-14, 2022 | Dublin, Ireland

Hyperledger Global Forum will return to an in-person event in September 2022 in Dublin, Ireland.

Hyperledger Global Forum 2022 will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate. A community-focused event, Global Forum provides an opportunity to learn and understand various aspects of the ecosystem including technical roadmaps and milestones of not only Hyperledger specific projects but the latest uses and applications of other related technologies across industries and markets. Social networking for the community to bond, and hacking activities will also be front and center at this annual event. Hyperledger Global Forum will be the premier enterprise blockchain event of 2022.

Contact us at **hyperledger-sponsors@linuxfoundation.org** to secure your sponsorship today.

Sponsorship Benefits At-a-Glance

*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.
**In business less than 3 years and less than

Contact **hyperledger-sponsors@linuxfoundation.org** to secure your sponsorship today.

CATEGORY	DELIVERABLE	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~3 AVAILABLE~~ 2 AVAILABLE	GOLD ~~5 AVAILABLE~~ 3 AVAILABLE	SILVER ~~8 AVAILABLE~~ 3 AVAILABLE	BRONZE / STARTUP** ~~8 AVAILABLE~~ 6 AVAILABLE	COMMUNITY PARTNER
SPEAKING OPPORTUNITY	**Keynote/Breakout Session:** Content to be approved by Program Committee. Only (1) 10-minute Keynote and (3) 5-minute Lightning Keynote talks will be permitted per day.	10-minute Keynote	5-minute Lightning Keynote				
	Breakout Session: Content to be approved by Program Committee			20-minute Breakout Session			
ON-SITE EXPERIENCE	**1-minute Video during Opening Keynote:** Provided by sponsor company	•					
	Collateral Distribution: Laid out in a prominent location near registration	•					On shared Community Partner display
	Media + Analyst Panel: Opportunity to participate in the media + analyst panel during the event	•					
	Exhibit Space: Booth presence in Sponsor Showcase. Limited upgrade options available.	3M x 3M + Counter & Backwall	2M x 2M + Counter & Backwall	2M x 2M + Counter	2M x 2M + Counter	Tabletop	
	Lead Retrieval License: Live scans, real time reporting and ability to take notes on captured leads	•	•	•	•	•	
	Logo Recognition: Logo included in 'Thank You to our Sponsors' keynote slide and onsite sponsor signage	•	•	•	•	•	•
	Sponsor Meeting Room	Shared (2 hour blocks)	Shared (2 hour blocks)				
MARKETING + BRAND EXPOSURE	**Recognition in Event Promotional Emails:** Sent by Hyperledger Foundation	logo and link					
	Blog Post: Featured profile or interview on Hyperledger Foundation blog	•					
	Event Promotion: Promotion of sponsor-hosted events related to Hyperledger Global Forum 2022	•					
	Assistance with Press Bookings at Event: Helping you get the most out of an onsite announcement	•	•				
	Twitter Posts: by @Hyperledger	2 pre-event standalone tweets and 1 standalone tweet during event	1 pre-event group tweets and 1 group tweet during event	1 group tweet during event	1 group tweet during event	1 group tweet during event	
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•	•	•

Sponsorship Benefits At-a-Glance

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*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.
**In business less than 3 years and less than

CATEGORY	DELIVERABLE	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~3 AVAILABLE~~ 2 AVAILABLE	GOLD ~~5 AVAILABLE~~ 3 AVAILABLE	SILVER ~~8 AVAILABLE~~ 3 AVAILABLE	BRONZE / STARTUP** ~~8 AVAILABLE~~ 6 AVAILABLE	COMMUNITY PARTNER
EMAIL PROMOTION	**Pre- or Post-Conference Email Blast:** 1 email to opt-in list to be sent by Hyperledger Foundation Events	•					
	Pre- or Post-Conference Email Highlight: 50-word entry in attendee email sent by Hyperledger Foundation Events	•	•				
	Recognition in Pre- and Post-Conference Email to Attendees: Sent by Hyperledger Foundation Events	logo and link	logo and link	company name and link only	company name and link only	company name and link only	
POST-EVENT	**Post-Conference Attendee Survey Question:** Opportunity to add a pre-approved custom question to the post-conference attendee survey. Follow-up reporting will be provided with survey results.	•	•				
	Post-Conference Data Report: Provides event demographics and additional details on event performance	•	•	•	•	•	
EVENT PASSES	**Complimentary Onsite Attendee Passes:** To be used for onsite booth staff, attendees and guests. Additional passes discounted 20%.	20	10	5	5	2	1

The Hyperledger Foundation and Linux Foundation reserve the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

September 21 – 22, 2022 | Philadelphia, PA

The open source movement has rapidly become the way code is being developed for today's smart and agile businesses. Open Mainframe Project is at the forefront of this movement by being the project that supports and launches new open source initiatives that play an integral role in making mainframes modern to meet today's business needs.

Open Mainframe is the home of more than 22 projects and working groups that help advance training, enterprise, devops and z/OS on a global scale and working closely with those thought leaders in technology adjacent to mainframes.

Open Mainframe Summit brings together all of the different type of mainframers - from students to hobbyists, seasoned professionals to new engineers, developers and educators - to share best practices, discuss hot topics, learn technical insight from the best, and network with like-minded individuals who are passionate about the mainframe industry.

As an Open Mainframe Summit Sponsor, You Are:

Showing your organization's support for the open source community building the modern mainframe ecosystem and educating the next generation of mainframers.

Enabling the mainframe community to advance development work by providing the space to form connections with those evaluating and creating the open source initiatives for the mainframe.

Leveraging real experience from thought leaders and influencers from across the industry within a professionally-organized conference run by a neutral nonprofit, where content is curated by the mainframe community.

DEADLINE FOR SPONSORSHIP SALES: AUGUST 5, 2021
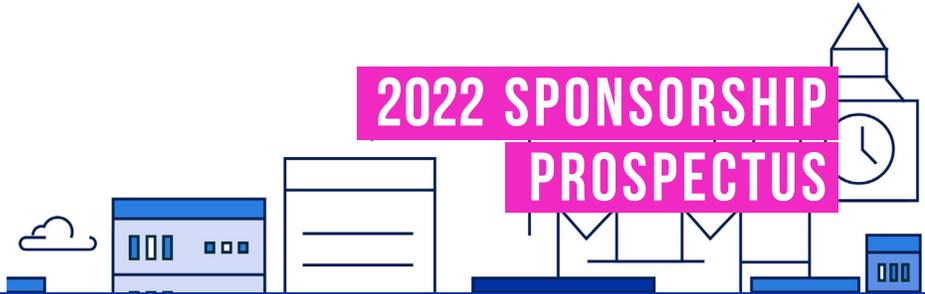
Sponsorship At-A-Glance

Contact us at jmertic@linuxfoundation.org to secure your sponsorship today.

	PLATINUM 4̶ ̶A̶V̶A̶I̶L̶A̶B̶L̶E̶ 1 AVAILABLE	GOLD 4̶ ̶A̶V̶A̶I̶L̶A̶B̶L̶E̶ 1 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 4 AVAILABLE
Speaking Opportunity: All sponsor content must be approved by Program Committee and OMP. No sales & marketing pitches allowed. Speaking slots based on availability.	10 minute keynote	30 minute breakout session		
Recognition During Opening Keynote Session: Sponsor recognition by name	•	•		
Sponsor Recognition in Press Release: Recognition as sponsor in body of release	•	•		
Lead Retrieval Device: Live scans, real time reporting and ability to take notes on captured leads.	•	•		
Exhibit Space: The expo hall is the hub of the event, providing excellent mindshare for exhibitors. Location selected in order of sponsorship tier.	Includes pop-up backwall, 6' table, 2 chairs, and power	Includes pull-up banner, 6' table, 2 chairs, and power	Includes 6' table, 2 chairs, and power	
Social Media Promotion of Sponsorship: From the Open Mainframe channel.	3	2	1	1
Sponsor Message in Attendee Day-Of Email	100 word max	75 word max	50 word max	Company Name & Link
Recognition in Marketing Emails: Includes logo and link to your URL.	•	•	•	•
Recognition on Event Signage: Sponsor logo on conference signage.	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	7	4	2
20% Discount on Additional Event Passes: For use by your customers, partners, or colleagues.	•	•	•	•
Sponsorship Cost	$18,000	$14,000	$10,000	$3,500
Open Mainframe Project Member Cost	$15,500	$11,000	$8,500	$2,500

DEADLINE FOR SPONSORSHIP SALES: AUGUST 5, 2021

October 17-19, 2022 | Austin, TX & Virtual

O3DCon is THE conference for 3D developers, users & enthusiasts to learn and collaborate on innovations and best practices in:

- 3D development & Open 3D development

- Open Source Licensing

- Interoperability across 3D engines

- The benefits of using Open 3D Engine to revolutionize real-time 3D development across a variety of applications: game development, film & entertainment, metaverse, robotics, AI/ML, augmented reality, digital twin, automotive, healthcare, and more.

As the flagship conference of Open 3D Foundation, O3DCon is focused on helping to grow the community of contributors building an unencumbered, first-class, 3D engine poised to revolutionize real-time 3D development across a variety of applications—from game development, metaverse, digital twin and AI, to automotive, healthcare, robotics and more.

Sponsor O3DCon 2022 and help shape the future of 3D development and support the work of the 3D development community!

- Showcase your important role in the rapidly growing 3D & Open 3D development community with the opportunity to educate others about how you're contributing to and using these technologies and the Open 3D Engine (O3DE)

- Share ideas and best practices, discuss hot topics and demonstrate your leadership across the 3D development ecosystem

- Gain targeted mindshare and highlight how your products and services help advance the 3D development landscape

- Forge valuable connections and network with like-minded individuals

The sponsorship deadline is **September 16**.

Contact **sponsorships@linuxfoundation.org** to secure your sponsorship!

Open 3D Foundation (O3DF) Members receive a **3% discount** on all exhibitor packages.

Over 300 3D development contributors are expected to participate in O3DCon this year.

WHO ATTENDS:

- 3D developers across industries, including gaming, film & entertainment, the metaverse, robotics, and AIDevelop an open continuous integration (CI) and build infrastructure to enable reference builds from the community and alleviate issues caused by siloed development.
- C++ & Python developers
- Students and other developers interested in a career in 3D development
- Other contributors and consumers interested in learning more about open 3D development and its ability to revolutionize real-time 3D development across a variety of applications and industries

WHY THEY ATTEND:

3D Development is already transforming industries such as gaming, entertainment, the metaverse and robotics, and will transform other industries including AI/ML, healthcare, automotive and much more.

3D development community members and contributors to join to be on the forefront of innovation, and to connect with their community and learn about:

- The latest advancements in 3D development, and how and where to apply them
- Interoperability and portability across 3D engines
- How to use, and contribute to, the Open 3D Engine
- 3D simulation use cases
- Open source licensing best practices
- How to best collaborate with the open 3D community to maximize innovation and advance the state of open 3D development across industries
- How to build a career in 3D development, gaming & other industries impacted by 3D development

Sponsorship At-A-Glance

Sponsorship Deadline: **September 9**. Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	PLATINUM ~~6 AVAILABLE~~ **5 AVAILABLE**	GOLD **10 AVAILABLE**	SILVER **10 AVAILABLE**	BRONZE **UNLIMITED**
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Open 3D Foundation.	•			
Conference Room: For private meeting use only.	Bookable for up to 1 hour of meetings			
Recognition During Opening Keynote Session: Sponsor recognition by name.	•			
Speaking Opportunity: Content to be approved by program committee.	10 minute keynote	30 min Breakout Session		
Demo Theater: Located in the sponsorship showcase + streamed to virtual event.	(1) 10-Minute Demo	(1) 10-Minute Demo		
Collateral Distribution**: Laid out in a prominent location near registration.	•	•	•	
Social Media Promotion of Sponsorship: From Open 3D Foundation Twitter. Sponsor can provide custom content (must be approved by the Open 3D Foundation).	2	1 (shared post)	1 (shared post)	
Sponsor Message in Attendee Day-Of Email	75 word max	50 word max	Company Name & Link	Company Name & Link
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. -Location selected in order of sponsorship tier Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	10'X10'	10'X10'	6'x6'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1
Recognition on Event Signage: Sponsor logo on conference signage.	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	15	10	5	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•
Sponsorship Cost	**$30,000**	**$15,000**	**$10,000**	**$5,000**

*Members receive a discount on leveled sponsorship pricing.
**As permitted per COVID-19 safety + social distancing requirements.

REACTIVE SUMMIT 2022

October 25, 2022 | Detroit, MI

Why Sponsor Reactive Summit?

On October 25, 2022, Reactive Summit returns for a one-day hybrid conference experience. Reactive Summit is where application architects and developers go to learn and collaborate on the latest Reactive patterns and projects for building distributed systems using Serverless, Cloud Native Design, Reactive programming, Reactive systems, Reactive Streams, event-sourcing, microservices, and more. Since its inception in 2016, Reactive Summit has generated 1.8 million minutes of online video replay, reinforcing the desire of our cutting-edge community for access to expert insight.

Who Attends?

1,000+ attendees **from** **554** companies

North & South America 50%
Europe 40%
APAC 10%

Job Level

Individual contributor	44%
Other	26%
Manager	14%
CXO / ED	5%
Director	5%
VP / SVP / GM	4%
Academic	2%

Years of IT Experience

- 10% 0-4 years
- 19% 5-9 years
- 71% 10+ years
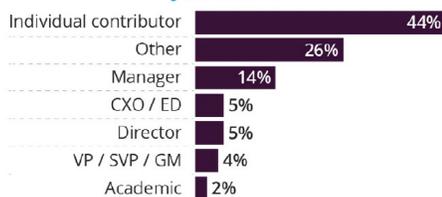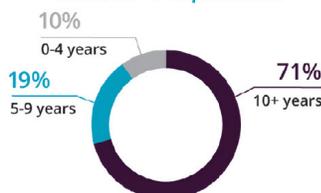
Industries Represented

Information technology	64%
Financials	15%
Professional services	8%
Telecommunications	4%
Healthcare	3%
Consumer discretionary	2%
Industrials	2%
Energy	1%
Non profit organization	1%

Job Function

Application developer	46%
Architect	27%
Other	6%
Executive leader	5%
Manager – technical teams	5%
DevOps/SRE/sysadmin	3%
Manager – other	2%
Product/biz dev	2%
Systems/embedded developer	2%
Marketing	1%
Student	1%
Professor/academic	1%

Top Fields of Interest

- Microservices
- Cloud, Containers & Virtualization
- CQRS & Event Sourcing
- Web & Application Development
- Application Modernization
- AI, ML, Data & Analytics
- DevOps, CI/CD & Site Reliability

REACTIVE SUMMIT 2022

Sponsorship At-A-Glance

	PLATINUM ~~3 AVAILABLE~~ 1 AVAILABLE	GOLD 4 AVAILABLE	SILVER UNLIMITED
Recognition During Opening Keynote Session	•		
Custom Questions in Post Event Attendee Survey	2		
Logo on Post-Event Session Recordings	•		
Speaking Opportunity	10-Minute Keynote	5-Minute Keynote	
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	
Recognition in Pre-Conference Email Marketing	•	•	
Access to Event Press/Analyst List	•	•	
Exhibit Table: Includes table and chairs	•	•	
Lead Retrieval License: Live scans, real time reporting and ability to take notes on captured leads.	•	•	
Collateral Distribution	•	•	
Social Media Promotion of Sponsorship	3	1	1 shared post
Conference Attendee Passes	10	6	3
20% Discount on Additional Conference Passes	•	•	•
Recognition on Event Signage	•	•	•
Keynote Stage Branding	•	•	•
Post-Event Data Report	•	•	•
Recognition on Event Website	•	•	•
Sponsorship Cost	**$20,000**	**$12,500**	**$3,000**

ONE SUMMIT

November 15-16, 2022 | Seattle, WA

Bringing the hallway track in

ONE Summit is the *only* industry event bringing together technical and business decision makers for in-depth, interactive conversations around potential of cutting-edge innovations and the operational support necessary to leverage them.

Newly revamped post-pandemic, ONE Summit's focus will be on enabling interactive, real-world conversations on the evolution of networking and edge advancements and the relevant reaggregation of these technologies to solve business needs. Inspired by the impact of integration efforts like 5G Super Blueprint, ONE Summit will foster collaborative discussion required to truly scale software for 5G, IoT, the enterprise, and beyond. With sessions geared toward both Communications

Service Providers and enterprise verticals requiring advanced networking capabilities through Core, Access, and Edge. Attendees will learn how to leverage open source ecosystems and gain new insights for digital transformation.

ONE Summit:

• Crosses enterprises, government, global service providers and cloud.

• Focuses on open first. In a market now built on open source, this is critical.

• Gathers networking decision makers across both architectural and technical issues and addresses business use case needs.

• Is produced by the leading neutral organizations committed to innovation in networking, edge

and other technology areas. Building on the successes of LF Networking and LF Edge, projects, collaboration with O-RAN SC, Magma, CNCF, LF AI & Data will enable attendees to visualize and build their new networking stacks.

• In short, the event enables technical and business collaboration necessary to shape the future of networking and edge computing.

ONE SUMMIT
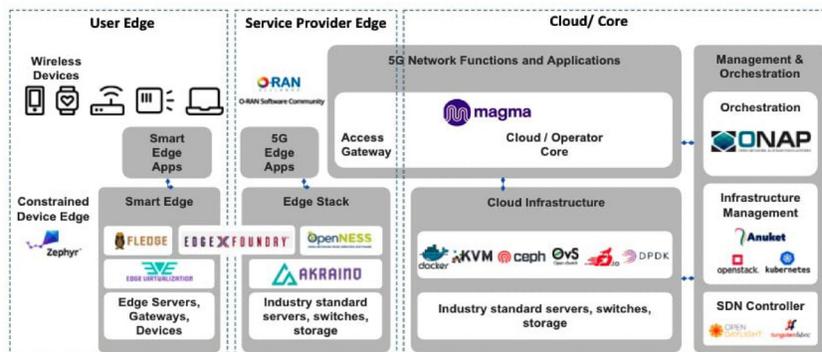
Sponsorships-at-a-Glance

CATEGORIES	DELIVERABLES	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD ~~6 AVAILABLE~~ 3 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
SPEAKING OPPORTUNITY	**Keynote Presentation:** Content to be approved by program committee	10-minute Keynote	5-minute Keynote			
	Breakout session: Content to be approved by program committee *Final breakout session types TBD*	Conference Session	Conference Session	Lightning Talk		
ONSITE EXPERIENCE	**Recognition on Event Signage:** Sponsor logo on conference signage	•	•	•	•	•
	Collateral Distrubution: Laid out in a prominent location near registration	•	•	•	•	
	1-minute video during opening keynote - provided by sponsor company	•	•			
	Keynote Stage Branding: Logo prominently displayed on "Thank you to our Sponsors" slide	•	•	•	•	•
	Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze. Upgrade options available for all	20'x20'	15'x15'	10'x10'	10'x10'	6' Tabletop
	Lead license device: Live scans, real time reporting and ability to take notes	2	2	1	1	1
	Conference Room: For private meeting use only	Private	Shared	Shared		
MARKETING/ BRAND EXPOSURE	**Blog Post:** Featured profile or interview on project blog	•	•			
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	•	•			
	Sponsor recognition in news release about event	•	•	•		
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•	•
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre event	Group Post	
	Webinar: LFN will host and promote a post-event webinar with content & speaker of Sponsor's choosing, subject to approval. Sponsor will receive contact info for webinar registrants	•	•			
EMAIL PROMOTION	**Pre-Conference Email Blast:** 1 exclusive email to opt-in list to be sent by event organizers	•	•			
	Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	•	Name Only
POST-EVENT	**Opportunity to add pre-approved custom question to the post-event attendee survey:** Follow up reporting will be provided with survey results	•	•	•		
	Post-Event Data Report: Provides event demographics and additional details on event performance. Sponsor logo to be included	•	•	•	•	•
MISC.	**Conference Attendee Passes:** Full access passes to the entire conference for your customers, partners, or colleagues.	40	30	20	10	5
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Member Cost		$90,000	$67,000	$27,000	$15,000	$9,000
Non-Member Cost		$100,000	$75,000	$30,000	$17,000	$10,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Contact **events@lfnetworking.org** to secure your sponsorship today

prestocon

December 7-8, 2022 | Mountain View, California

Sponsorships-at-a-Glance

Sponsorship Deadline: November 4, 2022 | Contact events@prestodb.io to secure your sponsorship today.

	GOLD ~~2~~ 1 AVAILABLE	SILVER ~~4~~ 2 AVAILABLE	BRONZE ~~6~~ 5 AVAILABLE	COMMUNITY PARTNER UNLIMITED
Speaking Opportunity: all sponsor content must be approved by Program Committee and Presto. No sales & marketing pitches allowed. *Speaking slots based on availability.*	10 minute keynote			
Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	•			
Pre or Post-Event Recognition: 50-word entry in attendee email	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name	•	•		
Post-Event Survey: opportunity to add pre-approved custom questions to the post-event attendee survey. Follow-up reporting will be provided with survey results.	•	•		
Post-Event Email Recognition: Sponsor logo in post-event email.	•	•	•	NAME ONLY
Recognition on Event Website: prominent logo display on event homepage.	•	•	•	•
Exhibit Space: includes 6' Tabletop w/ (2) chairs, lead retrieval license, location selected in order of sponsorship tier	•	•		
Custom Project Wristband: Must sign by October 31, 2022.	•	•	•	
Event Signage: sponsor logo on conference signage	•	•	•	•
Conference Attendee Passes: full access passes to the entire event for your staff or customers.	10	7	2	1
20% discount on additional event passes: for use by your customers, partners, or colleagues.	•	•	•	•
Sponsorship Cost	**$25,000**	**$10,000**	**$3,500**	**Complimentary**

Other sponsorship opportunities

Happy Hour/Reception
$10,000 • 1 Available

Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

Wireless Access
$7,000 • 1 Available

Conference Wi-Fi will be named after Sponsor.
Based on venue capabilities.

Lunch
$5,000 • 2 Available, 1 per day

Breaks
$5,000 • 2 Available, 1 per day

Lanyards
$4,000 • 1 Available

Exclusive Sponsor logo will appear across the lanyard.

Diversity Scholarship
$1,500 minimum • Unlimited

Showcase your organization's support of this important initiative by sponsoring the Diversity Sponsorship. Sponsors receive: recognition during the opening session, signage onsite at event, recognition in pre-event email marketing

Registration Scholarship
$500 Minimum • Unlimited

Showcase your organization's support of this important initiative by sponsoring the Registration Sponsorship.

SPONSORSHIP DEADLINE: NOVEMBER 11, 2022

How Will You Accelerate Your RISC-V Success This Year?

The world again turns its attention to RISC-V this December. What will do with your time on the RISC-V global stage?

Start with a comprehensive presence on The RISC-V Experience exhibit floor. You'll be alongside the best and brightest of the RISC-V movement, with access to the high-quality attendees of every RISC-V Summit. You'll also reach the global RISC-V community with your virtual exhibit booth. Post videos, demos, links and files; chat with the online audience; and capture leads and traffic data.

It's the best of the RISC-V long tail.

Before the Summit, you're included in our hotly anticipated pre-show news package, and you'll get an early look at the Summit's pre-registered press and analyst list. At the Summit we'll include your logo on all Summit web pages, livestream on our virtual event platform, and onsite sponsor signs; and you'll get a generous number of free or deeply discounted All-Access Summit Passes to share with team members or your most important customers and prospects.

It's a recipe for success in this high-growth community.

Upgrade your presence to Gold, Platinum, or Diamond levels and elevate your organization to exclusive events, VIP attendee access, and personal attention from RISC-V International's respected and highly effective executives.

It's an outstanding way to maximize your ROI.

Start with speaking appearances in our RISC-V Experience demo theater, in breakout sessions, during our new RISC-V FutureWatch press release slate, and even on our main stage. Share your wisdom, detail your vision and roadmap, announce a major new product, or call the global RISC-V community to action... the stage is yours. At the highest level, gain access for your executives to exclusive, invite-only meetings with the most influential companies, media, analysts, and opinion leaders of the most important technology or industry topics today.

Act now. Quantities for the premium sponsorship tiers are limited.

Contact sponsor@riscv.org.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STARTUP*, END USER, & UNIVERSITY	VIRTUAL
RISC-V Member Pricing	$95,000	$75,000	$60,000	$40,000	$12,000	$10,000	$15,000
Non-Member Pricing	$105,000	$85,000	$70,000	$50,000	$22,000	$20,000	$25,000
Availability	5 SOLD OUT	8 ONLY 4 LEFT	10 ONLY 9 LEFT	10 ONLY 5 LEFT	10 AVAILABLE	UNLIMITED	UNLIMITED
ACHIEVE THE PINNACLE OF RISC-V SUMMIT ROI							
RISC-V Influencers Breakfast NEW FOR 2022! Participate in an exclusive (invitation-only) private gathering of the most influential companies, media, analysts, and opinion leaders on a specific technology or industry topic.	•						
RISC-V FutureWatch NEW FOR 2022! Don't miss your opportunity to set the agenda with a 25-minute press conference on Monday, December 12, the day before conference sessions begin. Announce a major new product, launch a significant roadmap, call the global RISC-V community to action. This is the perfect platform. (Content subject to approval by RISC-V.)	•						
The Official, Multi-Logo Limited-Edition RISC-V Summit T-Shirt NEW FOR 2022! Your single-color logo will be included with 15 other logos on the limited-edition t-shirt we give to every Summit 2022 attendee. Make sure it's yours. Sorry, no gradient colors.	•						
One Pre- or Post-Summit Email Blast You'll get a one-time distribution to RISC-V's opt-in list for messages from sponsors. You decide the content.	One (1) exclusive pre- and post-event email	One (1) exclusive pre- or post-event email					
Main Stage Speaking Opportunity Whether you want to share your wisdom, detail your vision, or call the RISC-V community to action, your time on the RISC-V Summit's main stage is enormously valuable. Content is subject to approval by Program Committees and RISC-V.	15 minutes on the RISC-V main stage following our featured keynote speakers	10 minutes on the RISC-V main stage following our featured keynote speakers					
Breakout Session Speaking Opportunity Your opportunity to have the undivided attention of a group of like-minded attendees.			One (1) 20-minute breakout session slot				
Logo Included in Opening Keynote Sponsor-Recognition Slide	•	•	•				

Sponsorships are not transferrable and sharing sponsorships among multiple companies/entities is not allowed.

*Start-up exhibitors must be RISC-V members, must be in business for less than 3 years, must have less than $1M in revenue, and less than 50 employees.

RISC-V SUMMIT

BOOTH SPONSORSHIP DEADLINE: NOVEMBER 11, 2022

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STARTUP*, END USER, & UNIVERSITY	VIRTUAL
RISC-V Member Pricing	$95,000	$75,000	$60,000	$40,000	$12,000	$10,000	$15,000
Non-Member Pricing	$105,000	$85,000	$70,000	$50,000	$22,000	$20,000	$25,000
Availability	5 SOLD OUT	8 ONLY 4 LEFT	10 ONLY 9 LEFT	10 ONLY 5 LEFT	10 AVAILABLE	UNLIMITED	UNLIMITED
The RISC-V Experience (Show Floor) Demo Theater Share your news and views on stage in this sponsor showcase. In addition to in-theater attendees, all presentations are live-streamed to our global virtual Summit audience and available on-demand after the conference.	One (1) 20-minute demo or two (2) 10-minue demos	One (1) 10-minute demo	One (1) 10-minute demo				One (1) 15-minute demo on-demand
INCREASE YOUR RISC-V SUMMIT PRESENCE WITH THESE ADDITIONAL BENEFITS							
Video Interview with RISC-V CEO Calista Redmond NEW FOR 2022! RISC-V CEO Calista Redmond will interview the executive of your choice in a two-minute segment. Footage will be available for your unrestricted use; will be posted on RISC-V's Website as well as YouTube channel for on-demand viewing; and will be promoted on RISC-V's social media platforms (Twitter, LinkedIn).	•	•	•	•			
Executive Meeting Space Schedule private meetings in our RISC-V private meeting space.	Enjoy an exclusive meeting space to use at your convenience for the duration of RISC-V Summit	Book one (1) two-hour meeting or two (2) one-hour meetings during RISC-V Summit	Book two (2) 30-minute meetings during RISC-V Summit	Book one (1) 30--minute meeting during RISC-V Summit			
The Full Force of RISC-V's Social Media Machine You'll be featured on our RISC-V Twitter and LinkedIn feeds in heavy rotation. Send us your content (subject to approval) or have our team craft something for you.	4 posts	3 posts	2 posts	1 post			1 post
Lead Retrieval License Live scans, real time reporting and ability to take notes on captured leads.	•	•	•	•	•		(Information on your virtual booth visitors)
THE FOUNDATION OF YOUR RISC-V SUMMIT EXPERIENCE							
The RISC-V Experience Exhibit Booth Stand out among the best and brightest of the RISC-V movement. You'll have access to the high-quality attendees of every RISC-V Summit.	20'x 20' raw space or turnkey including backwall, counter with graphics, 2 stools, table with 4 chairs, basic power, and wifi	20'x 10' raw space or turnkey including backwall, counter with graphics, 2 stools, basic power, and wifi	20'x 10' raw space or turnkey including backwall, counter with graphics, 2 stools, basic power, and wifi	10'x 10' turnkey including backwall, counter with graphics, 1 stool, basic power, and wifi	Table, 1 meterboard with logo and QR code with company URL, 2 chairs, basic power, and wifi	Table with 2 chairs, basic power, and wifi	

Sponsorships are not transferrable and sharing sponsorships among multiple companies/entities is not allowed.

*Start-up exhibitors must be RISC-V members, must be in business for less than 3 years, must have less than $1M in revenue, and less than 50 employees.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STARTUP*, END USER, & UNIVERSITY	VIRTUAL
RISC-V Member Pricing	$95,000	$75,000	$60,000	$40,000	$12,000	$10,000	$15,000
Non-Member Pricing	$105,000	$85,000	$70,000	$50,000	$22,000	$20,000	$25,000
Availability	5 SOLD OUT	8 ONLY 4 LEFT	10 ONLY 9 LEFT	10 ONLY 5 LEFT	10 AVAILABLE	UNLIMITED	UNLIMITED
Companion Online Exhibit Booth Reach the global RISC-V communtiy on-demand with your virtual exhibit booth. Post videos, demos, links and files. Chat with the online audience. Capture leads and traffic data from the global online audience. It's the best of the RISC-V long tail.	●	●	●	●	●	●	●
Recognition in Pre-Event Email Marketing	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Company Name & Link	Company Name & Link	Logo & Link
RISC-V at Summit Pre-Show News Package Your plans for Summit will be showcased in our pre-show email blast to the global RISC-V community and media/analysts/opinion leaders.	●	●	●	●	●	●	●
Sponsor Message in Attendee "Making the Most of Your RISC-V Summit Experience" Email	150 word max	100 word max	75 word max	50 word max	Company Name & Link	Company Name & Link	50 word max
RISC-V Summit Press and Analyst List We'll share the pre-registered press and analyst list each week beginning four weeks before the Summit so you can directly connect with the influencers that matter to you the most.	●	●	●	●	●	●	●
Recognition on Summit Signage, Livestream on Our Virtual Event Platform, and Summit Website We'll include your logo on all Summit web pages, livestream on our virtual event platform, conference schedule, and onsite sponsor signage.	●	●	●	●	●	●	●
Post-Summit Data Report Get attendee demographics and other Summit metrics.	●	●	●	●	●	●	●
All-Access Summit Passes You decide whether you want to give them to your executive or technical teammates or customers/prospects.	20	15	10	5	3	3	5 Virtual Event Passes
Discounted Passes Unlimited 5% discount for use by your customers, partners, or colleagues.	●	●	●	●	●	●	●
Exhibitor Staff Passes So your booth staff can access the exhibit hall during setup/teardown and when the show floor is closed.	10	8	6	4	2	2	4 Virtual Event Passes

Sponsorships are not transferrable and sharing sponsorships among multiple companies/entities is not allowed.

*Start-up exhibitors must be RISC-V members, must be in business for less than 3 years, must have less than $1M in revenue, and less than 50 employees.

AGL Showcase at CES 2023: Call for Exhibitors

Automotive Grade Linux (AGL) is a collaborative open source project that is accelerating the development and adoption of a fully open software platform for automotive applications.

AGL Showcase 2023

As an official exhibitor at CES 2023 in Las Vegas, AGL's booth is located in the Las Vegas Convention Center, West Hall, Booth #3857. The booth will be open to the public from January 5 - 8, 2023. In order to maximize exposure for our members and the broader AGL ecosystem, we would like to invite companies interested in demonstrating an application built on top of the AGL Unified Code Base (UCB) Software Distribution or a hardware solution running core AGL applications to apply for one of our limited demo spaces.

Benefits

> Business development and networking opportunities with the automotive OEM and Tier 1 ecosystem and increased exposure for your products and services.
> Increased exposure to automotive and technology media and major publications.
> Ability to schedule demos or book meetings in the AGL Showcase.
> Inclusion in the AGL CES press release and promotion via AGL social channels.
> Company branding in the AGL Showcase.

What's Included

	Platinum	Gold	Silver
Cost	$20,000	$15,000	$10,000
Available	4 Available	8 Available	10 Available
Kiosk	3m wide demo kiosk with 2 stools and company logo	2m wide demo kiosk with 2 stools and company logo	1m wide demo kiosk with 1 stool and company logo
WiFi	WiFi and one (1) dedicated hardline	WiFi and one (1) dedicated hardline	WiFi and one (1) dedicated hardline
Power	One (1) 5amps power strip	One (1) 5amps power strip	One (1) 5amps power strip
Lead Retrieval Device	1	1	1
Use of Private Meeting Room in Booth	(6) 30-minute meetings	(4) 30-minute meetings	(2) 30-minute meetings
CES Registration Tickets	15	10	7
Passes to AGL Booth Reception	5	4	3

Get involved

Learn more
www.automotivelinux.org

Join projects and contribute
wiki.automotivelinux.org

Become a member
www.automotivelinux.org/about/join

Join the **#AutoLinux** conversation on:

AUTOMOTIVE GRADE LINUX

AGL Showcase at CES 2023: Call for Exhibitors

Requirements

> Demonstrations can be for products currently available or for Proof of Concepts (PoC), but must run on/with either the Lucky Lamprey and Kooky Koi release.

> Must have at least one person available onsite for setup and teardown.

> Demo staffing must be provided during CES Show Hours and for the AGL Evening Reception:
  - **Jan. 5:** 10:00am - 6:00pm PT
  - **Jan. 6:** 9:00am - 6:00pm PT
  - **Jan. 7:** 9:00am - 6:00pm PT
  - **Jan. 8:** 9:00am - 4:00pm PT

  *Times subject to change
  *AGL Evening Reception date and time to be announced.

Key Dates & Deadlines

Date	Deliverable
September 30, 2022	Call for Exhibitors Closes
August 15, 2022	Exhibitor Notifications
January 5 - 8, 2023	CES Show Floor / AGL Booth Open

How to Apply

Please indicate your interest in participating in the AGL Showcase at CES by filling out the CFE Form by September 30, 2022. If you have additional questions, please email events@automotivelinux.org.

We look forward to your company joining AGL at CES 2023!

Get involved

Learn more
www.automotivelinux.org

Join the **#AutoLinux** conversation on:

Join projects and contribute
wiki.automotivelinux.org

Become a member
www.automotivelinux.org/about/join

KubeCon | CloudNativeCon
Europe 2022

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities in a unique hybrid setting to further the education and advancement of cloud native computing.

5 days

200+ sessions and keynotes

5,000+ participating companies

KubeCon + CloudNativeCon Europe 2022 is being planned as a hybrid event - an in-person event taking place in Valencia, Spain with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person.

Sponsorship packages include onsite and virtual benefits to maximize the reach and visibility of each participating organization. All benefits are optional. CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Given the fluid COVID-19 situation, the hybrid event format may change. In case we need to pivot to a fully virtual event, we will make the decision and notify all participants as early as possible. Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

LOCATION:
Feria Valencia, Valencia, Spain + Online

EVENT DATES:
May 16 - 17: Pre-Event Programming
May 18 - 20: Main Conference

ESTIMATED NUMBER OF ATTENDEES*:
5,000 Onsite
10,000+ Virtual

*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.

Benefits of Sponsorship

✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.

✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.

✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.

✓ Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.

✓ Associate your brand with one of the fastest-growing technology communities.

✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.

✓ Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, Cilium, CloudEvents, CNI, Contour, Cortex, CRI-O, Crossplane, Dapr, Dragonfly, Emissary Ingress, Falco, Flagger, Flux, gRPC, KEDA, KubeEdge, Longhorn, NATS, Notary, Open Telemetry, Operator Framework, SPIFFE, SPIRE, and Thanos - and help bring cloud native project communities together.

✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by **February 25, 2022**.

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	✓					
Email to opt-in attendees Sent by CNCF on behalf of sponsor	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition on virtual event platform dashboard	✓	✓				
List of registered press/analysts (provided 3 weeks prior to event)	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓	✓	✓	✓
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Optional dedicated channel in CNCF Slack workspace for the duration of the event	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social lcard and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform	20	15	12	8	5	2
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Virtual exhibit space Includes option to present on-demand videos, documents, special offers, and job posts, as well as live chat	✓	✓	✓	✓	✓	✓
30-minute live office hours in the virtual exhibit space	8	7	6	5	4	4
Real-time lead report for virtual exhibit space	✓	✓	✓	✓	✓	✓
Complimentary virtual only attendee passes To be used for virtual booth staff, attendees and guests. Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	180	125	95	65	35	35
Sponsorship Cost	**$155,000**	**$92,000**	**$60,000**	**$23,000**	**$8,000**	**$8,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

KubeCon + CloudNativeCon Europe 2022
[In-Person] Sponsor-Hosted Co-Located Event Packages - May 16 + 17, 2022

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon Europe 2022 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon Europe 2022. We have four set package options listed below. Packages A-C will include access to the meeting room the day prior (either Sunday, May 15 or Monday, May 16) for set up and day-of from 8:00 to 17:00 CEST. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

All co-located event space requests must be submitted by a) reviewing the Co-Located Best Practices + Event Guide and b) completing the request form on the co-located events page of the event website. Space will be assigned on a first come, first served basis with priority given to Diamond and Platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will be followed in the order submissions were received.

Deadline to submit a co-located event request (Packages A - D): Friday, March 4 at 11:59 PM PT

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

KUBECON + CLOUDNATIVECON EUROPE 2022

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
CAPACITY	50 classroom	100 classroom	150 classroom	Cross-promotion only
Room Rental + Set-up *Includes classroom tables + chairs + stage + lectern*	•	•	•	
Collect Registration Fees On Your Behalf	•	•	•	• *(Optional)*
Access to Existing Conference Wi-Fi	•	•	•	
Power for Presenter + AV	•	•	•	
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	
In-Room AV Technician All Day	•	•	•	
Meeting Room + Wayfinding Signage	•	•	•	
On-Site Event Support	•	•	•	
Featured Placement on Website + Registration Form + Schedule	•	•	•	• *(Registration Form Optional)*
(1) Standard In-Person KubeCon Pass for Presenter	•	•	•	
(1) Session Scanner *For attendee check-in only*	•	•	•	
All Day Coffee/Tea/Water	•	•	•	
TOTAL	**$36,000**	**$43,500**	**$47,500**	**$10,000**

PACKAGE ADD-ONS

Multi-Session Optimizer `UP TO 3 SESSIONS/DAY MAXIMUM` `$3,700`

Looking to optimize your time and expand your reach by hosting more than one session/workshop during the day? This add-on is for you!

Includes:

- Managed registration for up to 3 sessions
- Additional on-site cleanings between sessions (optional)
- On-site event management support
- Multiple workshop session scanner support

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

Dan Kohn Scholarship Fund provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. Benefits Include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   2 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Benefits include:

• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   ~~2 AVAILABLE~~   1 AVAILABLE

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• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

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SPONSORSHIP BENEFITS AT-A-GLANCE

Kubernetes
AI DAY
EUROPE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

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• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 ~~2 AVAILABLE~~ 1 AVAILABLE

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• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
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• Logo on the event website

Live Stream $3,000 1 AVAILABLE

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

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• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000 UNLIMITED

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• Reception listed on the official event schedule
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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   2 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Benefits include:

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• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

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• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

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SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND ~~4 AVAILABLE~~ 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$37,500**	**$18,500**	**$10,000**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 ~~2 AVAILABLE~~ 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Benefits include:

• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $5,000 1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $4,500 UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 2 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Benefits include:

• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000 UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

SPONSORSHIP BENEFITS AT-A-GLANCE

ServiceMeshCon EUROPE

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 17, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

Dan Kohn Scholarship Fund provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. Benefits Include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   2 AVAILABLE

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• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

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SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

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- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 2 AVAILABLE

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- Sponsor recognition in post-event attendee communication
- Logo on the event website

Live Stream $3,000 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000 UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage

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SPONSORSHIP BENEFITS AT-A-GLANCE

CLOUD NATIVE TELCO DAY

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 16, 2022. Contact **sponsor@cncf.io** to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   2 AVAILABLE

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• Logo on the event website

Live Stream $3,000   1 AVAILABLE

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• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

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Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
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BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 2 AVAILABLE

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• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
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• Logo on the event website

Live Stream $3,000 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

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• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000 UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

SPONSORSHIP BENEFITS AT-A-GLANCE

KUBERNETES
BATCH + HPC DAY
EUROPE

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 17, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	3	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$25,000**	**$9,000**	**$5,500**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000   2 AVAILABLE

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• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $3,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Break Sponsor $2,000   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   UNLIMITED

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

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BENEFITS	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$32,500**	**$16,500**	**$9,000**

ADD-ON OPPORTUNITIES

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- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording $5,000 2 AVAILABLE

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- Sponsor recognition in post-event attendee communication
- Logo on the event website

Live Stream $3,000 1 AVAILABLE

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- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon EU sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
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- Sponsor recognition in post-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

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- Logo on the event website
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- Sponsor recognition in post-event attendee communication

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- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage

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KubeCon | CloudNativeCon
North America 2022

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities in a unique hybrid setting to further the education and advancement of cloud native computing.

....

5 days

200+ sessions and keynotes

6,000+ participating companies

....

KubeCon + CloudNativeCon North America 2022 is being planned as a hybrid event - an in-person event taking place in Detroit, MI with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person.

Sponsorship packages include onsite and virtual benefits to maximize the reach and visibility of each participating organization. All benefits are optional. CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Given the fluid COVID-19 situation, the hybrid event format may change. In case we need to pivot to a fully virtual event, we will make the decision and notify all participants as early as possible. Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

LOCATION:

Huntington Place, Detroit, Michigan + Online

EVENT DATES:

October 24 - 25: Pre-Event Programming

October 26 - 28: Main Conference

ESTIMATED NUMBER OF ATTENDEES*:

8,000 Onsite

13,000+ Virtual

*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.

Benefits of Sponsorship

✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.

✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.

✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.

✓ Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.

✓ Associate your brand with one of the fastest-growing technology communities.

✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.

✓ Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, Cilium, CloudEvents, CNI, Contour, Cortex, CRI-O, Crossplane, Dapr, Dragonfly, Emissary Ingress, Falco, Flagger, Flux, gRPC, KEDA, KubeEdge, Longhorn, NATS, Notary, Open Telemetry, Operator Framework, SPIFFE, SPIRE, and Thanos - and help bring cloud native project communities together.

✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

Contact sponsor@cncf.io to secure your sponsorship today.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by **July 22, 2022.**

	DIAMOND* ~~6 AVAILABLE~~ SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	✓					
Email to opt-in attendees Sent by CNCF on behalf of sponsor	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition on virtual event platform dashboard	✓	✓				
List of registered press/analysts (provided 3 weeks prior to event)	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓	✓	✓	✓
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Optional dedicated channel in CNCF Slack workspace for the duration of the event	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform	20	15	12	8	5	2
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) raw exhibit space or turnkey	15ft (w) x 10ft (d) raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Virtual exhibit space Includes option to present on-demand videos, documents, special offers, and job posts, as well as live chat	✓	✓	✓	✓	✓	✓
30-minute live office hours in the virtual exhibit space	8	7	6	5	4	4
Real-time lead report for virtual exhibit space	✓	✓	✓	✓	✓	✓
Complimentary virtual only attendee passes To be used for virtual booth staff, attendees and guests Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	180	125	95	65	35	35
Sponsorship Cost	**$195,000**	**$120,000**	**$80,000**	**$28,000**	**$8,000**	**$8,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

KubeCon + CloudNativeCon North America 2022
[In-Person] Sponsor-Hosted Co-Located Event Packages - October 24 + 25, 2022

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 2022 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon North America 2022. We have five package options listed below. Packages A - D will include access to the meeting room the day prior (either October 23 (Sunday) or October 24 (Monday) from 6:00 PM - 8:00 PM Eastern) for set up and day-of from 8:00 AM - 5:00 PM Eastern. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

All co-located event space requests must be submitted by a) reviewing the Co-Located Best Practices + Event Guide and b) completing the request form on the co-located events page of the event website. Space will be assigned on a first come, first served basis with priority given to Diamond and Platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will be followed in the order submissions were received.

Deadline to submit a co-located event request (Packages A - E): Friday, July 29 at 11:59 PM PT

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

KUBECON + CLOUDNATIVECON NORTH AMERICA 2022

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D	PACKAGE E
CAPACITY	50 classroom	100 classroom	150 classroom	200 classroom	Cross-promotion only
Room Rental + Set-up *Includes classroom tables + chairs + stage + lectern*	•	•	•	•	
Collect Registration Fees On Your Behalf	•	•	•	•	• *(Optional)*
Access to Existing Conference Wi-Fi + Dedicated Hardline to Lectern	•	•	•	•	
Power for Presenter + AV	•	•	•	•	
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (4) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (4) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (4) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (4) microphones	
In-Room AV Technician All Day	•	•	•	•	
Meeting Room + Wayfinding Signage	•	•	•	•	
On-Site Event Support	•	•	•	•	
Featured Placement on Website + Registration Form + Schedule	•	•	•	•	• *(Registration Form Optional)*
(1) Standard In-Person KubeCon Pass for Presenter	•	•	•	•	
(1) Session Scanner *For attendee check-in only*	•	•	•	•	
All Day Coffee/Tea/Water	•	•	•	•	
TOTAL	**$34,200**	**$37,500**	**$41,000**	**$45,000**	**$10,000**

PACKAGE ADD-ONS

Multi-Session Optimizer   `UP TO 3 SESSIONS/DAY MAXIMUM`   `$3,700`

Looking to optimize your time and expand your reach by hosting more than one session/workshop during the day? This add-on is for you!

Includes:

- Managed registration for up to 3 sessions
- Additional on-site cleanings between sessions (optional)
- On-site event management support
- Multiple workshop session scanner support

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on October 24 + 25, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND 4 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$39,500	$18,500	$10,000

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. **Benefits Include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $6,000   1 AVAILABLE   SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.**Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $10,000   1 AVAILABLE   SOLD OUT

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $5,000   1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor   1 AVAILABLE $4,500   3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND 3 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund `$2,500 +` `UNLIMITED`

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. **Benefits Include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording `$4,500` `1 AVAILABLE` SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.**Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream `$7,500` `1 AVAILABLE`

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning `$2,500` `1 AVAILABLE`

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor `$3,500` `1 AVAILABLE`

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor `$3,000` `3 AVAILABLE`

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500   1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500   ~~1 AVAILABLE~~   SOLD OUT

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000   2 AVAILABLE ~~3 AVAILABLE~~

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Kubernetes AI DAY NORTH AMERICA

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass*	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500   ~~1 AVAILABLE~~   SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**

• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000   3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Kubernetes on EDGE DAY
NORTH AMERICA

Benefit	DIAMOND 3 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	$16,500	$9,000

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on October 25, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

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• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500   ~~1 AVAILABLE~~ SOLD OUT

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• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500   1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000   3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on October 24 + 25, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 2022,11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$39,500	**$18,500**	**$10,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Benefits Include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $6,000   1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication

Live Stream $10,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $5,000   1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $4,500   3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

90-Minute Workshop (Onsite Only)** $7,500   3 AVAILABLE
*Add-on for Diamond ** or Platinum Sponsors Only*

Space, AV, and event logistics support provided. Benefits Include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Workshop listed on the official event schedule

** Lead Retrieval is only included for Diamond Level sponsors as part of their tabletop sponsorship

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on October 25, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 2022,11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Benefits Include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

90-Minute Workshop (Onsite Only)** $7,500 3 AVAILABLE
*Add-on for Diamond ** or Platinum Sponsors Only

Space, AV, and event logistics support provided. Benefits Include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Workshop listed on the official event schedule

** Lead Retrieval is only included for Diamond Level sponsors as part of their tabletop sponsorship

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

KUBERNETES
BATCH + HPC DAY
NORTH AMERICA

Benefit	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. **Benefits Include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship.**Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	$16,500	$9,000

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. **Benefits Include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship.**Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on October 24, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 2022,11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	3	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
Sponsorship Cost	**$25,000**	**$9,000**	**$5,500**

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 +   UNLIMITED

Dan Kohn Scholarship Fund provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. Benefits Include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $3,500   1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Benefits include:

• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in post-event attendee communication
• Logo on the event website

Live Stream $5,000   1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500   1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in post-event attendee communication

Break Sponsor $2,000   1 AVAILABLE

Provide lunch + breaks to co-located event attendees. Benefits include:

• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in post-event attendee communication

Shared Happy Hour Sponsor $3,000   3 AVAILABLE

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

• Reception listed on the official event schedule
• Logo on the event website
• Logo on Happy Hour signage

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund — $2,500 + UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording — $4,500 ~~1 AVAILABLE~~ SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream — $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning — $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor — $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor — $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Shared Diamond Sponsor Panel *Topic subject to program committee approval*	•		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass*	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

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• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

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All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

Benefit	DIAMOND 3 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval*	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only*	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) Social media mention from KubeCon	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event * Does NOT include KubeCon + CloudNativeCon NA In-Person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF Approval Required*	•	•	•
	$35,000	**$16,500**	**$9,000**

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program. **Benefits Include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in scholarship acceptance notifications

Session Recording $4,500 1 AVAILABLE SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.**Benefits include:**
• Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
• Sponsor recognition in pre-event attendee communication
• Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication
• Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

Session Captioning $2,500 1 AVAILABLE

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions.

Benefits include:
• Logo on the event website
• Logo on sponsor signage
• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor $3,500 1 AVAILABLE

Provide lunch + breaks to co-located event attendees.

Benefits include:
• Lunch + breaks listed on the official event schedule
• Logo on the event website
• Branded signage during lunch + breaks
• Sponsor recognition in pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

Benefits include:
• Reception listed on the official event schedule
• Logo on the event website
• Branded signage during reception

SPONSORSHIP BENEFITS AT-A-GLANCE

Event Date: December 7, 2022

Location: InterContinental Yokohama Grand Hotel, Yokohama, Japan

Estimated Number of Attendees: 300+

KubeDay connects international and local experts in global cities with adopters, developers, and practitioners to promote face-to-face collaboration and deliver rich educational experiences. The event series is hosted by CNCF and targeted toward specific geographical regions experiencing community expansion and interest. Engage with the leaders of Kubernetes and other CNCF-hosted projects as we set the direction for the cloud native ecosystem. KubeDay will have both a beginner and an advanced track; about half of the speakers are international experts and half are from the local area.

Join us in Yokohama for our first KubeDay!

- Engage with the industry's top developers, end users, and vendors.

- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.

- Associate your brand with one of the fastest-growing technology communities.

Contact **sponsor@cncf.io** to secure your sponsorship today. Signed contracts for level sponsorships must be received by **October 7, 2022**.

KubeDay
JAPAN

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	LOCAL SUPPORTER* LIMITED AVAILABILITY
Five-minute keynote *Topic subject to co-chair approval*	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees *Sent by CNCF on behalf of sponsor*	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Twitter posts from official @CloudNativeFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	
Sponsor recognition in pre-event promotional emails	logo and link	logo and link	company name and link only	company name and link only
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes *To be used for onsite booth staff, attendees and guests* *Includes access to keynotes, sessions, and exhibits*	5	4	3	2
Onsite exhibit space *Includes table, (2) stools or chairs, wastebasket, basic power*	2.5m x 2.5m exhibit space incl. (2) 1.8m tables or similar	2.5m x 2.5m exhibit space incl. (1) 1.8m table or similar	2m x 2m exhibit space incl. (1) 1.8m table or similar	1.5m x 1.5m exhibit space incl. (1) cocktail table or similar
Physical lead retrieval device(s) *To be used for lead capture within onsite exhibit space only*	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	**$35,000**	**$20,000**	**$15,000**	**$5,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
CNCF members receive a 3% discount on level sponsorships only.
*Local supporter sponsorships are only available to organizations whose offices are solely based in Japan.

Diversity + Need-Based Scholarships $3,000 AND UP

Scholarship program provides support to women, gender nonconfirming individuals, people with disabilities, underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Diversity and inclusion are important to The Linux Foundation and we aim to remove this obstacle for underrepresented attendee groups. Showcase your

Lanyards* $7,500 AND UP

Every attendee will wear a name badge and lanyard, and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Breakfast & Breaks $5,000 AND UP

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

Women in Open Source Lunch/Diversity Social $5,000 AND UP

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.

Attendee T-Shirt $7,500 and up

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Attendee Lounge $7,500 AND UP

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.

Evening Event $10,000 AND UP

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.

Please check with us on pricing and availability for individual events. A number of other opportunities may be available depending on the event. Please inquire on these and additional customized opportunities.

*Note these opportunities require a base leveled sponsorship.

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

+

Looking to create something custom?
We are happy to work with you to create a customized option to meet your organization's individual needs or goals.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

2022 Event Sponsorship Prospectus **93**

Sponsorship Bundles
& Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Please note that LF member discounts do not extend to events run by projects or community groups.

☐ THE LINUX FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

events.linuxfoundation.org