



# 2025 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!

— Dell EMC



Additional 2025 events will be added as dates are finalized.

## ABOUT

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## LINUX FOUNDATION EVENTS

<b>The Linux Foundation Member Summit</b> .....	<b>8</b>
March 18-20, 2025   Napa, CA	
<b>Linux Storage, Filesystem, Memory Management &amp; BPF Summit 2025</b> .....	<b>10</b>
March 24-26, 2025   Montreal, Canada	
<b>Open Source Summit North America</b> .....	<b>12</b>
June 23-24, 2025   Denver, CO	
<b>Linux Security Summit</b> .....	<b>15</b>
June 26-27, 2025   Denver, CO + August 28-29, 2025   Amsterdam, Netherlands	
<b>Open Source Summit India</b> .....	<b>16</b>
August 5, 2025   Hyderabad, India	
<b>AI_dev Europe</b> .....	<b>19</b>
August 28-29, 2025   Amsterdam, Netherlands	
<b>Open Source Summit Europe</b> .....	<b>21</b>
August 25-27, 2025   Amsterdam, Netherlands	
<b>Open Source Summit Korea</b> .....	<b>26</b>
November 5, 2025   Seoul, Korea	
<b>Open Source Summit Japan + AI_dev</b> .....	<b>29</b>
December 8-10, 2025   Tokyo, Japan	
<b>Open Compliance Summit</b> .....	<b>31</b>
December 11-12, 2025   Tokyo, Japan	

## LINUX FOUNDATION PROJECT EVENTS

<b>Open Source Forum</b> .....	<b>34</b>
Los Angeles, CA   February 13, 2025	
<b>Open Networking &amp; Edge Summit</b> .....	<b>36</b>
March 31, 2025   London, England	
<b>Open Source in Finance Forum London</b> .....	<b>38</b>
June 24, 2025   London, United Kingdom	
<b>LF Energy Summit 2025</b> .....	<b>42</b>
September 2025   Location Coming Soon	
<b>Automotive Grade Linux Spring All Member Meeting</b> .....	<b>44</b>
February 26-27, 2025   Tokyo, Japan	
<b>Cloud Foundry Day NA 2025</b> .....	<b>45</b>
May 14, 2025   Palo Alto, CA	
<b>GraphQLConf 2025</b> .....	<b>47</b>
8-10 September   Amsterdam, Netherlands	
<b>Open Source in Finance Forum New York</b> .....	<b>50</b>
October 21-22, 2025   New York, NY	
<b>PyTorch Conference</b> .....	<b>54</b>
October 22-23   San Francisco, CA	

## CNCF EVENTS

<b>KubeCon + CloudNativeCon Europe</b> .....	<b>58</b>
April 1-4, 2025   London, United Kingdom	
<b>CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe</b> .....	<b>66</b>
April 1, 2025   London, United Kingdom	
<b>KubeCon + CloudNativeCon China</b> .....	<b>68</b>
June 10-11, 2025   Hong Kong	
<b>KubeCon + CloudNativeCon Japan</b> .....	<b>71</b>
June 16-17, 2025   Tokyo, Japan	
<b>KubeCon + CloudNativeCon India</b> .....	<b>74</b>
August 6-7, 2025   Hyderabad, India	

## 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 customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, tech-nologists and business leaders



Demonstrate support for the important work of the open source community

## Technologies Covered by Event:

### Linux Systems

- Open Source Summit
- Automotive Linux Summit
- Linux Plumbers Conference
- Linux Kernel Maintainer Summit
- Linux Security Summit

### Applications

- API Specifications Conference

### Networking & Edge Computing

- ONE Summit
- Open Source Summit
- DPDK Summit

### IoT, Embedded & Automotive

- Automotive Linux Summit
- Open Source Summit

### Artificial Intelligence & Machine Learning

- Open Source Summit
- ONE Summit
- The Linux Foundation Member Summit
- AI\_dev
- Pytorch Conference

### Open Source Governance, Community & Management

- The Linux Foundation Member Summit
- Open Source Summit
- Open Compliance Summit
- The Linux Foundation Member Legal Summit

### Blockchain

- Hyperledger Member Summit & Global Forum

### Hardware

- RISC-V Summit

### Cloud & Cloud Native

- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- Xen 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](mailto:sponsorships@linuxfoundation.org).

# 2023 LF EVENT AUDIENCE SNAPSHOT

\*Updated with 2024 audience snapshot by YE2024.

## ATTENDANCE

90,000+ attendees

## REPRESENTING






12,000+ organizations

Including corporations, associations and academic institutions worldwide

## FROM

175 countries

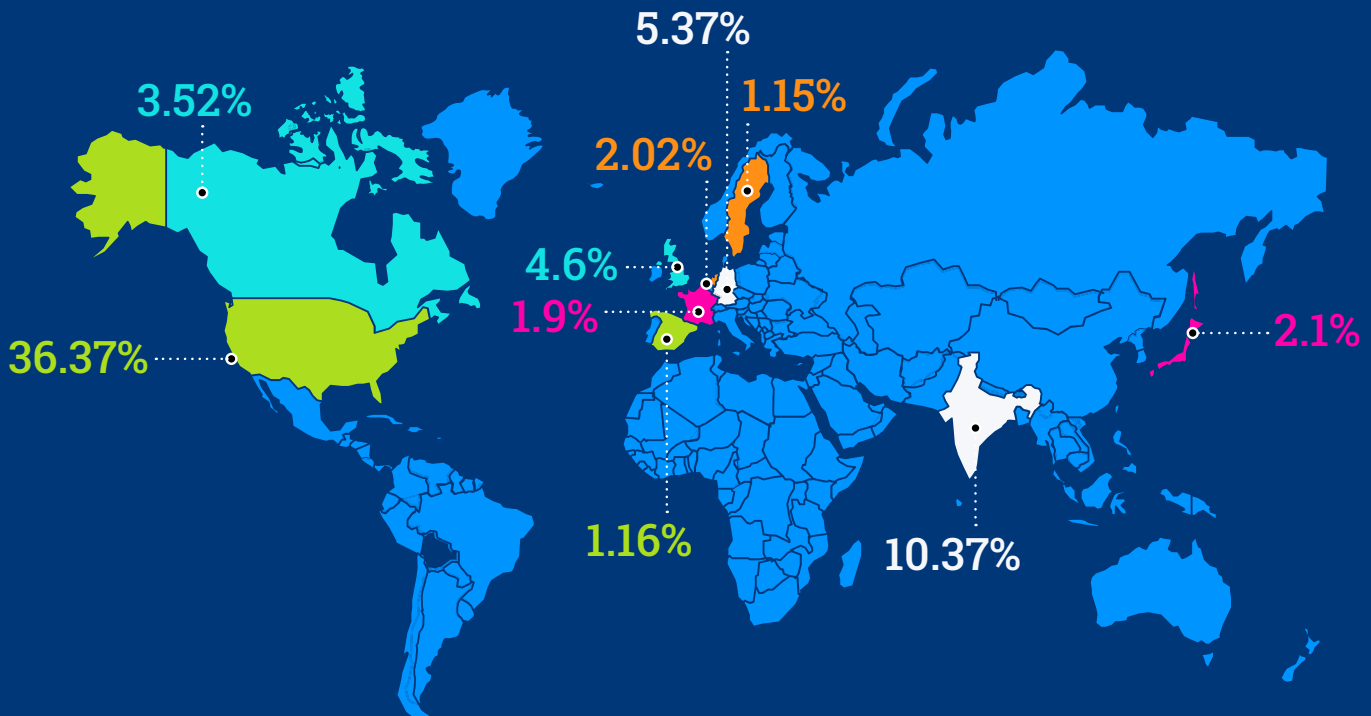
## AUDIENCE BY COMPANY SIZE

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

## Geographic Distribution of attendees include:

36.37% United States  
10.37% India  
5.37% Germany  
4.6% United Kingdom  
3.52% Canada

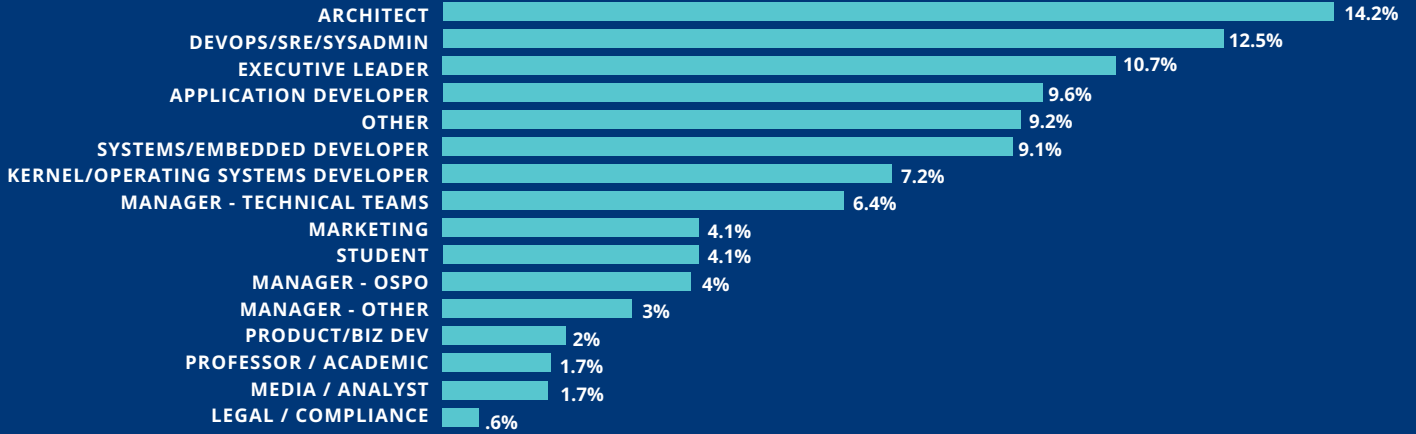
2.1% Japan  
2.02% Netherlands  
1.9% France  
1.16% Spain  
1.15% Sweden



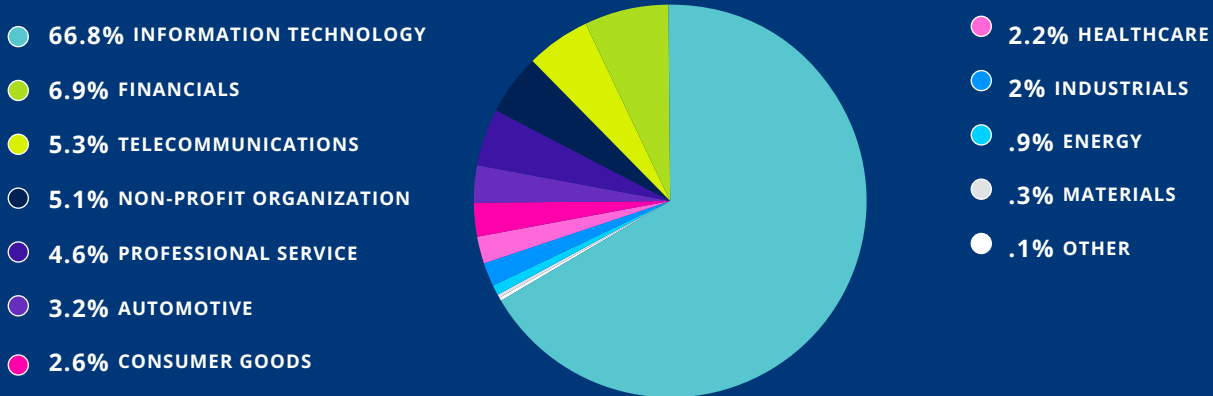
# LF EVENT AUDIENCE SNAPSHOT

\*Updated with 2024 audience snapshot by YE2024.

## AUDIENCE BY JOB FUNCTION



## AUDIENCE BY INDUSTRY



## PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2023 events generated:

50,000+  
media clips

400M+  
average aggregated  
readership during each 2  
week event window.\*

325K+  
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



**PART 1**

# Linux Foundation Events



## About The Linux Foundation Member Summit

March 18-20, 2025 | Napa, 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.

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**“ 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.



## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

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

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

## About Linux Storage, Filesystem, MM & BPF Summit

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

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	<b>DIAMOND</b> 3 AVAILABLE	<b>PLATINUM</b> 5 AVAILABLE	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED
<b>Branded Session Room:</b> With Company Name + Logo	•			
<b>Breakfast Sponsorship:</b> Exclusive sponsor of attendee breakfast on all days of the event	•			
<b>Social Media Promotion from LF Social Handles</b>	2 Posts and 1 Re-Share	1 Re-Share		
<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Shared Access		
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•		
<b>Recognition on Event Signage and Website:</b> Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•
<b>Conference Attendee Invitations:</b> Full access invitations to the entire conference for your staff or customers.	4	3	2	1
<b>Sponsorship Cost</b>	<b>\$40,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$8,500</b>

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## Promotional Marketing Opportunities



### Lanyards \$5,000

Your logo will appear on lanyards worn by all attendees each day. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



### Attendee Evening Event \$10,000

A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event, brief speaking opportunity at event and sponsor signage throughout.



### Breaks \$5,000 • 3 Available

Sponsorship includes prominent branding at all break stations. Level sponsorship required.



### Catchbox Throwable Microphones

**\$10,000 • 1 Available**

Gain great branding visibility by sponsoring the conference Catchboxes — unique, throwable microphones that engage the audience and increase participation in group discussions. The catchboxes can be seen in the conference session video recordings post event as well. Your exclusive sponsorship benefits include:

- Your company logo on all conference Catchbox covers
- Recognition as the Catchbox sponsor on event website and main event conference signage
- 2 Attendee Passes

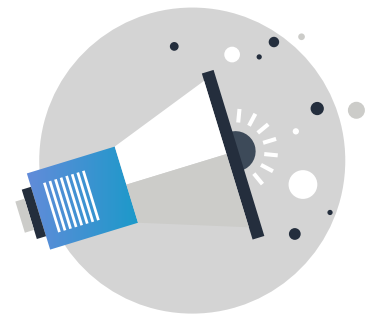
## Join us at Linux Storage, Filesystem, Memory Management & BPF Summit 2025!

March 24-26, 2025 | Montreal, Canada

### 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.



Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[www.events.linuxfoundation.org](http://www.events.linuxfoundation.org)

## About Open Source Summit

June 23-25, 2025 | Denver, CO

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.**

**“I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU.”**



## Who Attends Open Source Summit

### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

### Operations

Architects, SRE, Site Reliability  
Engineers, DevOps, SysAdmins

### Community & Leadership

Technical Managers, Community  
Managers, Executive Leaders, Legal &  
Compliance, Operations & Processing  
Management, 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

“ WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE 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! ”

<b>Sponsorships-at-a-Glance</b> Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to secure your sponsorship today.	<b>DIAMOND</b> 4 AVAILABLE	<b>PLATINUM</b> 8 AVAILABLE 7 AVAILABLE	<b>GOLD</b> 10 AVAILABLE	<b>SILVER</b> UNLIMITED	<b>BRONZE</b> UNLIMITED
<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
<b>Attendee Registration Contact List</b> (Opt-in Only)	• <i>(List provided pre and post event)</i>	• <i>(List provided post event)</i>			
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
<b>Sponsored Session Attendee List</b>	• <i>(if sponsor session selected)</i>	• <i>(if sponsor session selected)</i>	•		
<b>Post-Event Marketing &amp; Resource Package:</b> Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel <i>(Content includes clips of speakers, booth and logo placement. 10-20 second video)</i>	Sponsored Session Recording	Sponsored Session Recording		
<b>Social Media Promotion</b> from LF social handles	2 Posts and 1 Re-Share	2 Posts and 1 Re-Share	1 Shared Post and 1 Re-Share		
<b>Promotion of Activity in Sponsor Booth:</b> A session, demo, giveaway or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
<b>Social Promotion Cards:</b> Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
<b>Exhibit Booth</b> (Upgrade options available)	20'x20' space includes 2M counter with graphics, 2 stools, power, and conference wifi	15'x15' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	25	15	10	8	3
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$90,000</b>	<b>\$60,000</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$10,000</b>

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\*Start-ups may secure a Bronze Sponsorship for US\$5,000 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.

## About Linux Security Summit

June 26-27, 2025 | Denver, CO

August 28-29, 2025 | Amsterdam, Netherlands

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.

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	PLATINUM	GOLD
NORTH AMERICA	UNLIMITED	UNLIMITED
EUROPE	UNLIMITED	UNLIMITED
<b>Video Recording:</b> Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event	
<b>Breakfast &amp; Breaks :</b> Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.	•	•
<b>Recognition in opening session</b>	•	
<b>Recognition on Event Signage and Website:</b> Prominent logo display on all the event web pages and on conference signage.	•	•
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	8	4
<b>Sponsorship Cost</b>	<b>\$10,000</b>	<b>\$5,000</b>

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Engineers, DevOps, SysAdmins

### Community & Leadership

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- 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
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<b>Opt-In Attendee Lead List</b>	Attendee Registration Opt-in List	Attendee Registration Opt-in List			
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote	5-minute Keynote	Conference Session		
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	.	.	.	.	.
<b>Exhibit Table</b>	8'x8' space includes 2 table tops, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi
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<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	.	.	.	.	.
<b>Sponsorship Cost</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

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## Promotional Marketing Opportunities



### Track Sponsorship

**\$40K Full Day • 4 Available**  
**\$20K Half Day • Based on Availability**



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### Onsite Happy Hour & Onsite Reception

**\$12,500 • 1 Available**

Spark conversation about your brand during our Tux Trek. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



### Breakfast & Breaks \$15,000 • 3 Available

Sponsorship includes prominent branding at all breakfast & break stations for one day of the event. Level sponsorship required.



### Lunch \$10,000 • 3 Available

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.



### Wireless Access Sponsorship

**\$15,000 • 1 Available**

Conference wifi will be named after sponsor. Level sponsorship required.



### Diversity Scholarships

**\$2,500 minimum • Unlimited**

Research shows that teams with diverse members and those that are more inclusive, perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for diverse attendees (women and non-binary, persons from marginalized communities and persons with disabilities) you are not only helping an individual who might not otherwise be able to join the event, you're also helping the overall community achieve better outcomes. Benefits include:

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If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

August 28 - 29, 2025 | Amsterdam, Netherlands

## About AI\_dev: Open Source GenAI & ML Summit

AI\_dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI.

By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Attendees will join to dive deep into hands-on sessions, join in on the robust technical discourse, and harness the collective expertise to push the boundaries of what's possible in the AI realm with open source.

### AI\_dev 2025 Topics

- Foundations, Frameworks and Tools for Machine Learning
- MLOps, GenOps and DataOps
- Generative AI and Creative Computing
- Autonomous AI and Reinforcement Learning
- Natural Language Processing and Computer Vision
- Edge and Distributing AI
- Data Engineering and Management
- Community and Ecosystem Building
- Responsible AI: Ethics, Security, and Governance in AI

### Who Attends

#### SOFTWARE DEVELOPERS & ENGINEERS

From ML beginners to seasoned GenAI experts, these professionals are at the heart of the summit, passionate about harnessing open source AI to innovate and drive advancements.

#### MACHINE LEARNING ENGINEERS

Specialists who implement, maintain, and innovate with ML algorithms and tools, bridging theory with real-world application.

#### AI RESEARCHERS

Both from academia and industry, these experts delve deep into the intricate facets of AI, seeking to share insights and understand the practical applications of their work.

#### OPEN SOURCE CONTRIBUTORS

Active participants in the open source ecosystem, especially those involved in AI and ML projects, looking to collaborate, learn, and grow.

**1,000 attendees are expected to attend  
AI\_dev Europe 2025**

# Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

<b>Sponsorships-at-a-Glance</b> Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to secure your sponsorship today.	<b>DIAMOND</b> 4 AVAILABLE	<b>PLATINUM</b> 8 AVAILABLE	<b>GOLD</b> 10 AVAILABLE	<b>SILVER</b> UNLIMITED	<b>BRONZE</b> UNLIMITED
<b>Meeting Room:</b> For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day			
<b>Attendee Registration Contact List</b> (Opt-in Only)	• <i>(List provided pre and post event)</i>	• <i>(List provided post event)</i>			
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
<b>Sponsored Session Attendee List</b>	• <i>(if sponsor session selected)</i>	• <i>(if sponsor session selected)</i>	•		
<b>Post-Event Marketing &amp; Resource Package:</b> Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel <i>(Content includes clips of speakers, booth and logo placement. 10-20 second video)</i>	Sponsored Session Recording	Sponsored Session Recording		
<b>Social Media Promotion</b> from LF social handles	2 Posts and 1 Re-Share	2 Posts and 1 Re-Share	1 Shared Post and 1 Re-Share		
<b>Promotion of Activity in Sponsor Booth:</b> A session, demo, giveaway or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
<b>Social Promotion Cards:</b> Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
<b>Exhibit Booth</b> (Upgrade options available)	15'x15' space includes 2M counter with graphics, 2 stools, power, and conference wifi	10'x10' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	8'x8' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	8'x8' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	25	15	10	8	3
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$45,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

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## About Open Source Summit

August 25 - 27, 2025 | Amsterdam, Netherlands

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.**

**“ I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU.”**



## Who Attends Open Source Summit

### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

### Operations

Architects, SRE, Site Reliability  
Engineers, DevOps, SysAdmins

### Community & Leadership

Technical Managers, Community  
Managers, Executive Leaders, Legal &  
Compliance, Operations & Processing  
Management, 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

“ WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE 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! ”

<b>Sponsorships-at-a-Glance</b> Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to secure your sponsorship today.	<b>DIAMOND</b> 4-AVAILABLE 3 AVAILABLE	<b>PLATINUM</b> 8 AVAILABLE	<b>GOLD</b> 10-AVAILABLE 9 AVAILABLE	<b>SILVER</b> UNLIMITED	<b>BRONZE</b> UNLIMITED
<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
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<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
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<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$90,000</b>	<b>\$60,000</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$10,000</b>

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## Promotional Marketing Opportunities



### Speed Networking

**\$5,000 • 1 Available**

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



### Lanyards

**\$10,000 • 1 Available**

Every in-person attendee at the event 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. Level sponsorship required.



### Attendee T-Shirt

**\$20,000**

Every in-person attendee at the event will receive an event t-shirt. 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. Level sponsorship required.



### Keynote Live Stream & Recording

**\$10,000 • 1 Available**

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



### Attendee Lounge

**\$5,000 Per Lounge**

Sponsor a lounge space for attendees to relax and network. Provides the space to get attendees collaborating. Includes sponsored signage in lounge areas.



### Tux Trek (Onsite Booth Crawl)

**\$12,500 • 1 Available**

Spark conversation about your brand during our onsite Tux Trek! Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



### Breakfast & Breaks

**\$12,000 • 3 Available**

Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.



### Lunch

**\$20,000 • 3 Available**

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.



### Attendee Evening Event

**\$20,000 and up**

Treat attendees to a special experience by co-sponsoring the Evening Event! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Pre-event promotion on event website
- Sponsor recognition in (1) daily event update email sent to attendees by The Linux Foundation
- Recognition on conference schedule
- Signage at venue

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.



## Promotional Marketing Opportunities



### Hydration Sponsor

**\$10,000 • 1 Available**

Keep onsite attendees hydrated! Your logo will be showcased with branded water bottles for the first 2,000 attendees and prominent logo placement at water stations throughout the event venue. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



### Diversity Scholarships

**\$2,500 minimum • Unlimited**

Research shows that teams with diverse members and those that are more inclusive, perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for diverse attendees (women and non-binary, persons from marginalized communities and persons with disabilities) you are not only helping an individual who might not otherwise be able to join the event, you're also helping the overall community achieve better outcomes. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.



### Coffee Bar Sponsorship

**\$20,000 • 1 Available**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Prominent sponsor branding
- Sponsor recognition in daily event update emails sent to attendees by The Linux Foundation.
- Specialty coffees served during morning and afternoon breaks

\*Location, layout, and design, as well as coffee service and operating hours, will be determined by The Linux Foundation. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.



### Wireless Access Sponsorship

**\$15,000 • 1 Available**

Conference wifi will be named after sponsor. Level sponsorship required.



## Who Attends Open Source Summit

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Kernel & Operating Systems

### Operations

Architects, SRE, Site Reliability  
Engineers, DevOps, SysAdmins

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Technical Managers, Community  
Managers, Executive Leaders, Legal &  
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<b>Opt-In Attendee Lead List</b>	Attendee Registration Opt-in List	Attendee Registration Opt-in List			
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<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•	•
<b>Exhibit Table</b>	8'x8' space includes 2 tabletops, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi	6'x6' space includes 1 tabletop, 2 chairs, 1 tabletop sign with logo, 5 amps of power, power strip and wifi
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<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
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- Logo recognition on rotating slides before and after keynotes.
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### Custom Add Ons Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

## Open Source Summit

Open Source Summit is a conference umbrella, composed of a collection of events covering the most important technologies, topics and issues TOUCHING open source today.

### Who Attends

#### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

#### Operations

Architects, SRE, Site Reliability Engineers,  
DevOps, SysAdmins

#### Community & Leadership

Technical Managers, Community Managers,  
Executive Leaders, Legal & Compliance, Operations  
& Processing Management, OSPO Teams

#### Academic/Media/Other

Professors, Students, Media, Analysts



## AI\_dev

AI\_dev: Open Source GenAI & ML Summit unites the brightest developers from around the world to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

### Who Attends

#### Software Developers & Engineers

From ML beginners to seasoned GenAI experts.

#### Machine Learning Engineers

Who implement, maintain, and innovate with ML algorithms and tools.

#### AI Researchers

From academia and industry.

#### Open Source Contributors

Involved in AI and ML projects, looking to collaborate, learn, and grow.

### 2025 Topics

- Foundations, Frameworks and Tools For Machine Learning
- MLOps, GenOps and DataOps
- Generative AI and Creative Computing
- Autonomous AI and Reinforcement Learning
- Natural Language Processing and Computer Vision
- Edge and Distributing AI
- Data Engineering and Management
- Community and Ecosystem Building
- Responsible AI: Ethics, Security, and Governance in AI

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<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
<b>Attendee List with Contact Information</b> (Opt-In Registrants)	Attendee Registration Opt-In List Pre and Post Event+ Sponsored Session Attendee List (if sponsored session is selected)	Attendee Registration Opt-in List Post Event + Sponsored Session Attendee List (if sponsored session is selected)	Sponsored Session Attendee List		
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
<b>Post-Event Marketing &amp; Resource Package:</b> Resources for ongoing engagement and momentum, including a short sponsor-specific video highlight reel (including photos of your booth, speakers, and session) press coverage links, and session recording file, which will be delivered approximately 3 weeks post-event.	Sponsor-Specific Video Highlight Reel, Press Coverage Links, and Sponsor Session Recording File	Sponsor Session Recording File	Sponsor Session Recording File		
<b>Social Media Promotion from The Linux Foundation X (formally Twitter) Account</b>	2 X (formally Twitter) Posts and 1 Re-Share	1 X (formally Twitter) Post and 1 Re-Share	1 X (formally Twitter) Post with other Gold Sponsors and 1 Re-Share		
<b>Promotion of Sponsor-hosted demo or mini session at booth:</b> Listed on the official event schedule. Can occur during official event breaks only. Time slots will be communicated by Sponsor Services.	Promotion of (2) sponsor in-booth demo	Promotion of (2) sponsor in-booth demo	Promotion of (1) sponsor in-booth demo		
<b>Sponsor/Event Social Cards:</b> Your company logo along with event logo on social card designed for easy sharing on social media platforms.	•	•	•	•	
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
<b>Exhibit Booth</b> (Upgrade options available)	8'x8' space includes (2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	8'x8' space includes (2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	30	20	15	10	3
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$65,000</b>	<b>\$42,000</b>	<b>\$27,500</b>	<b>\$15,000</b>	<b>\$8,000</b>

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

\*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.

## December 11-12, 2025 | Tokyo, Japan

### About Open Compliance Summit

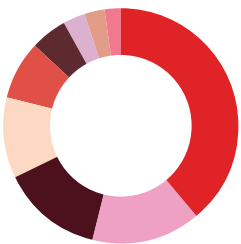
The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- 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.).

### Open Compliance Summit 2023 by the Numbers:

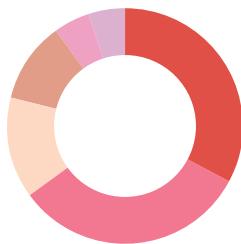
*Event demographics will be updated with 2024 data once the event has passed*

118 TOTAL REGISTRANTS ATTENDEES FROM 56 ORGANIZATIONS



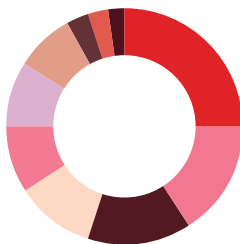
#### Industry

- Information 39%
- Automotive 15%
- Non-Profit 14%
- Telecommunication 11%
- Industrials 8%
- Professional 5%
- Consumer Goods 3%
- Healthcare 3%
- Materials 2%



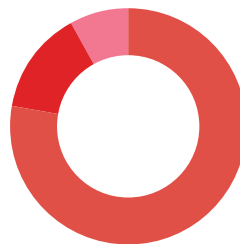
#### Job Level

- Other 33%
- Manager 32%
- Individual 14%
- CP / SVP / GM 11%
- CXO / ED 5%
- Director 5%



#### Job Function

- Manager - OSPO 25%
- Other 16%
- Systems / Embedded 14%
- Legal Compliance 11%
- Executive Leader 9%
- Manager 9%
- Application 8%
- Kernel / Operating 3%
- Manager - Other 3%
- Production / Biz Dev 2%



#### Country

- Asia 78%  
China, Hong Kong, India, Japan, Republic of Korea
- North America 14%  
Canada, Mexico, United States Minor Outlying Islands, USA
- Europe 8%  
Austria, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Ireland, Israel, Netherlands, Spain, Sweden, Switzerland, Turkey, United Kingdom

11 

COUNTRIES  
REPRESENTED

TOP 3 JOB  
FUNCTIONS

MANAGER - OSPO  
LEGAL/COMPLIANCE  
EXECUTIVE LEADER

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

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

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





ASC 2022

AN SPECIFICATIONS CONFERENCE

September 19-21, 2022 | Austin, TX



PART 2

# Linux Foundation Project Events



HYPERLEDGER  
FOUNDATION  
ALL ARE  
WELCOME  
HERE

## **Academy Software Foundation Open Source Forum**

**February 13, 2025 | Los Angeles, CA**

Open Source Forum, hosted by Academy Software Foundation (ASWF), is an annual event that gathers influential business and technical leaders from the motion picture and media industries to collaborate and share ideas, insights and experiences to drive the future of open source software for visual effects and animation.

The Academy Software Foundation hosts and maintains open source projects that are widely used by visual effects and animation studios. Your sponsorship of Open Source Forum supports the Foundation as we work to attract new contributors and grow our project communities.

### **Sponsorship benefits for your organization:**

- Showcase your organization's support for the Academy Software Foundation and open source software development.
- Raise awareness for the work your organization is doing to support popular open source projects.
- Increase visibility among potential new employees.
- Introduce potential contributors to projects that are important to your organization.

## Promotional Marketing Opportunities

Sales contact: [events@aswf.io](mailto:events@aswf.io)



### Evening Reception **\$3,500 - 3 Available**

Treat attendees to a special experience by co-sponsoring the Evening Reception! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

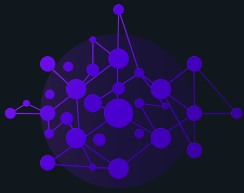
- Recognition on conference schedule
- Signage at entrance and throughout venue including on bars and buffets
- Recognition on event website as an event partner



### Lanyards **\$2,000**

Every in-person attendee at the event will wear a name badge lanyard with your logo on it. Pricing includes single color logo imprint. Sponsor also receives:

- Recognition on event website as an event partner



## Open Networking & Edge Summit

31 March 2025 | London, England

HOSTED ALONGSIDE KUBECON + CLOUDNATIVECON EUROPE

For over 10 years, Open Networking & Edge Summit has remained the premier event for open networking, edge, cloud, and IoT industries, bringing together technical and business leaders for in-depth, interactive discussions in a neutral and collaborative environment. This dynamic forum fosters innovative planning and strategizing of cutting-edge technologies with the operational support needed to maximize their impact.

This year's event is hosted alongside KubeCon + CloudNativeCon Europe given the significant evolution the industry is undergoing as it moves towards cloud native infrastructure. Advancements towards new business models powered by technologies like Kubernetes, AI and APIs enable disaggregation, automation, and dynamic scalability, reshaping how networks are designed and managed. At the Summit, technical and business leaders collaboratively explore these advancements, integrating the latest innovations

with operational and business strategies to push the boundaries of cloud-native networking and edge technologies in a collaborative, open source-driven environment.

With content for communications, cloud, and telecom service providers, as well as enterprise verticals requiring advanced networking capabilities through core, access, and edge, attendees learn to leverage open source ecosystems to realize digital transformation and Industry 4.0.

### Open Networking & Edge Summit 2025 Industry Discussions

- The totality of open source projects across cloud-native networking, edge, connectivity, access, (including domain-specific AI), and automation.
- Generating new revenue streams for service providers leveraging Cloud Native technologies, AI and API exposure
- Enterprises government, global service providers, cloud, and more.
- Input from networking ecosystem decision-makers across architectural, technical and business domains.



Largest neutral, open networking and edge event



**Disruptive Technology focus:**  
AI Use cases in cloud native networking & edge/IOT, access (open RAN, 6G, fixed wireless access), quantum computing, WASM, satellite connectivity, applications & more



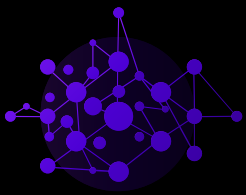
Attendees span technical & business executives, enterprise, telecom & cloud service providers, creators, implementers, evangelists, & more



Collaborative format with hallway tracks, visionary & inventor keynotes, and more



Discussions on practical industry challenges in 2025 & beyond



## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today. Please note that we are happy to negotiate custom packages and sponsorships. If you want to help create this show, LF Networking is here to engage with you.

DELIVERABLES	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 5 AVAILABLE	START-UP UNLIMITED
<b>Speaking Opportunity:</b> All sponsor content must be approved by the Linux Foundation. No sales and marketing pitches allowed. Speaking slots based on availability.	10-minute Keynote	5-minute Keynote		
<b>Access to opt-in attendee registration list:</b> List may be used for marketing purposes, and will include attendee contact information (including email address) of opt-in attendees.	Post event			
<b>Recognition During Plenary Session</b>	•	•	•	•
<b>Recognition on Event Signage and Website:</b> Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes logo and link to your URL.	•			
<b>Table top sponsor space + lead retrieval:</b> 6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval license and power	•	•	•	
<b>In-Person Conference Attendee Passes:</b> Full access in-person passes to the entire conference for your staff or customers.	15	10	6	6
<b>Opportunity to provide (1) attendee giveaway at event.</b> LFN approval required.	•	•	•	•
	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$9,000</b>	<b>\$4,500</b>

## Marketing Promotional Opportunities



### Session Recording • \$2,500

Sponsor recognition slide with logo at the beginning of each recording. All session recordings will be published on the LF Networking YouTube Channel after the event.



### Lunch: Exclusive sponsor of attendee lunch • \$20,000

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda



### Lanyards • \$2,500

Every in-person attendee at the event 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.



### AM/PM Breaks • \$5,000

Keep onsite attendees well-fueled with beverages and snacks during the morning and afternoon break.

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda



PRESENTED BY



# 2025 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY
	6 AVAILABLE	8 AVAILABLE	12 AVAILABLE
<b>SPEAKING</b>			
<p><b>Speaking Opportunity:</b> Content must be approved by Program Committee and FINOS. Not a product pitch. Please consider DEI in speaker choices. Based on availability.</p> <p>If breakout session chosen, sponsor receives contact information of session attendees.</p>	5 minute keynote (limited) or 15 minute session	15 minute breakout session	
<b>MARKETING / BRAND EXPOSURE</b>			
<b>Logo Recognition:</b> Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority
<b>Blog Post:</b> Dedicated pre or post-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1	1
<b>Monthly Mentions on Open Source in Finance Podcast:</b> Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared
<b>Pre or Post-Event Podcast Interview:</b> On Open Source in Finance Podcast.	1	1	
<b>Webinar:</b> Open Source in Finance webinar in 2025 (subject to FINOS timing & availability)	1		
<b>Social Media:</b> From the FINOS X & LinkedIn handles. Reposts to be approved by FINOS.	2 Monthly Mentions + 2 Thank You Posts (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Posts (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Posts (1 day-of event and 1 post-event)
<b>Access to full list of opted-in attendees:</b> With name, email, company name and title.	Pre & Post-Event	Post-Event	
<b>Additional Promotional Marketing Opportunity:</b> Based on availability, selected by FINOS.	1		
<b>EMAIL PROMOTION</b>			
<b>Post-Event Email Recognition:</b> Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority

CONTINUED ON NEXT PAGE



# 2025 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY
	6 AVAILABLE	8 AVAILABLE	12 AVAILABLE
<b>ON-SITE EXPERIENCE</b>			
<b>Exhibit Booth:</b> Includes table, (2) chairs, & tabletop sign with sponsor logo. Booth placement preference based on tier, but subject to availability and timing of signing contract.	•	•	•
<b>Lead Retrieval App:</b> Live scans, real time reporting and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	1	1	1
<b>Recognition on Event Signage:</b> Logo prominently displayed on conference signage.	1st Priority	2nd Priority	3rd priority
<b>Keynote Stage Branding:</b> Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority
<b>Keynote Stage Recognition:</b> Verbal recognition during opening keynote session.	•	•	•
<b>Marketing Table:</b> Option to place marketing material or swag item on shared table. Item subject to FINOS approval.	2x	1x	1x
<b>MISC.</b>			
<b>Conference Attendee Passes:</b> Full access passes to the conference for your staff or clients.	15 Members 10 Non-Members	10 Members 8 Non-Members	8 Members 6 Non-Members
<b>VIP Reception Invitations</b>	2		
<b>Discount Codes on Conference Passes — VIP Clients:</b> For use by your VIP clients	20% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use
<b>POST EVENT</b>			
<b>Custom Question(s) in Post-Event Attendee Survey:</b> Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x	
<b>Post-Event Data Report:</b> Provides event demographics and additional details.	•	•	•
<b>Non-Member Price</b>	<b>\$45,000</b>	<b>\$30,000</b>	<b>\$15,000</b>
<b>FINOS Member Sponsorship Price</b>	<b>\$38,000</b>	<b>\$26,000</b>	<b>\$13,000</b>

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

## Participate in all 2025 Open Source in Finance Forum Events!

**London | 24 June 2025**      **New York | 21-22 October 2025**

Interested in sponsoring both events or creating a custom sponsor package? We offer a 7% discount for sponsoring both events and are happy to work with you to create a customized package to meet your organization's needs. Contracts for New York and London must be signed at the same time to receive the discount.



## Additional Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.



### Conference T-Shirt

**\$10,000 | 1 AVAILABLE**

Every attendee will receive an event t-shirt. 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.



### Wireless Access Sponsorship

**\$7,500 | 1 AVAILABLE**

Conference wifi network name or password will be named after sponsor, based on venue capabilities.



### Breakfast

**\$7,500 | 1 AVAILABLE**

Sponsorship includes prominent branding at all breakfast stations.



### Lunch

**\$15,000 | 1 AVAILABLE**

Sponsorship includes prominent branding at all lunch stations.



### Coffee Breaks

**\$5,000 | 1 AVAILABLE**

Keep onsite attendees well fueled with beverages and snacks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout, and menu items will be determined by FINOS.



### Lanyard

**\$5,000 | 1 AVAILABLE**

Every in-person attendee at the event 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.



### Conference Bag

**\$3,000 | 1 AVAILABLE**

Every attendee will have the option to pick up a conference bag with event branding and your logo. Logo size and placement subject to bag design and FINOS approval. Logo must be single color only (no gradient colors).



### Additional Marketing Table Item

**\$500**

In addition to the marketing table item(s) included in your sponsorship package, include an extra item with this add-on. Item subject to FINOS approval.



### Attendee Reception + Booth Crawl

**\$10,000 | 2 AVAILABLE**

Sponsor(s) can host this evening with branding on all food and drink stations and prominently placed signage. Attendees will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)

Location, layout, and menu items will be determined by FINOS.

CONTINUES ON NEXT PAGE

Interested in sponsoring multiple events or adding additional marketing and promotional opportunities? We offer customized sponsorship packages to meet your company's goals and needs.

## QUESTIONS?

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship package now.



## Additional Promotional Marketing Opportunities (Con't.)

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.



### Scholarships (Unlimited)

**\$5,000 | 10 SCHOLARSHIPS**  
**\$10,000 | 20 SCHOLARSHIPS**

Level sponsorship not required.

Showcase your organization's support of FINOS' scholarship program by sponsoring the Diversity Scholarship. Benefits include:

- Recognition on pre-event promotion
- Recognition during the opening keynote
- Signage onsite at the event



### Cross-Promotion of Pre-Approved Community Events

**\$5,000 | UNLIMITED**

If you are planning to host your own reception in conjunction with OSFF, we would be happy to promote your event to our attendees. Sponsor hosted events may not overlap with the conference program. Benefits include:

- Event listed on conferece website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Event mentioned during keynote session



### VIP reception

**\$30,000 | 1 AVAILABLE**

Sponsor can host this evening offsite with branding on all food and drink stations and prominently placed signage. VIPs/Speakers/ Sponsors participating offsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage

Attendees, location, layout, and menu items will be determined by FINOS.

## About LF Energy Summit

10-11 September 2025 | Aachen, Germany

The energy transition is a digital transformation, with industry stakeholders increasingly adopting modern technology best practices of collaboration on open source technology. Strategic adoption and contribution to open source accelerates this digital energy transition, resulting in more affordable, reliable, and cleaner energy for consumers, and new business opportunities to innovate and compete for vendors. This event will convene utilities, technology vendors, energy companies, policymakers, researchers, and energy end-users to showcase recent developments and the direction of open source in the energy transition; provide practical knowledge and guidance on best practices, tools and technologies; explore how to scale an open source community; and provide unparalleled opportunities to network with the executives and individuals driving innovation.

## Sponsorships-at-a-Glance

Contact [sponsorships@lfenergy.org](mailto:sponsorships@lfenergy.org) to secure your sponsorship.

	DIAMOND	PLATINUM	GOLD	SILVER	COMMUNITY PARTNER
	1 AVAILABLE	3 AVAILABLE	UNLIMITED	UNLIMITED	UNLIMITED
<b>Speaking Opportunity:</b> Speaker and content must be approved by the Program Committee and LF Energy. No sales or marketing pitches allowed.	10-minute keynote and 30-minute breakout session	30-minute breakout session			
<b>Pre or Post-Event Attendee Email:</b> Sent to opt-in attendees by LF Energy on behalf of sponsor.	•	•			
<b>Social Media Promotion from @LFE_Foundation</b>	3 posts	2 posts	1 post		
<b>Logo Recognition in Marketing Emails:</b> Sent by LF Energy.	•	•	•	•	
<b>Website Logo Recognition:</b> Logo and web link on event website.	•	•	•	•	•
<b>Onsite Logo Recognition:</b> Logo included in 'Thank You to Our Sponsors' print signage.	• (+ keynote slide)	• (+ keynote slide)	•	•	•
<b>Access to full list of opted-in attendees:</b> With name, email, company name and title.	• (pre and post-event)	• (post-event)			
<b>Collateral Distribution:</b> Located in a prominent location.	•	•	•	•	•
<b>Complimentary Conference Passes</b>	5	3	2	1	1 (with promotion of event only)
<b>Additional Conference Passes:</b> discounted 20%	•	•	•	•	•
<b>Custom Question(s) in Post-Event Attendee Survey:</b> Opportunity to add question(s) of your choice (subject to LF Energy approval), and follow-up reporting with data results.	1x				
<b>Post-Event Data Report:</b> Provides event demographics and additional details.	•	•	•	•	•
<b>Standard Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	

LF Energy reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

## Marketing + Branding Opportunities

These enhanced marketing opportunities require a leveled sponsor package. Please note, these additional opportunities are not eligible for a LF Energy member discount.

Contact [sponsorships@lfenergy.org](mailto:sponsorships@lfenergy.org) to secure your sponsorship.



### Keynote + Breakout Session Recording

**\$7,500 • 1 available**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the LF Energy YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees



### Lanyards \$5,000 • 1 available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and LF Energy approval. Logo must be single color only (no gradient colors).



### Coffee Breaks Sponsor \$7,500 • 2 available

Keep onsite attendees well-fueled with coffee and snacks. Benefits include:

- Prominent sponsor branding on signage

Location, layout and menu items will be determined by LF Energy.



### Lunch \$7,500 • 2 available

Participating attendees will enjoy lunch service with your branding near the service stations. Benefits include:

- Prominent sponsor branding on signage

Location, layout and menu items will be determined by LF Energy.



### Attendee Reception

**\$10,000 • 1 available**

Attendees will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)

Location, layout, and menu items will be determined by LF Energy.



### Conference Wifi \$2,500 • 1 available

Conference wifi network name or password will be named after sponsor, based on venue capabilities.

# Automotive Grade Linux All Member Meeting

February 26-27, 2025 | Tokyo, Japan

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

## Sponsorships-at-a-Glance

Contact [events@automotivelinux.org](mailto:events@automotivelinux.org) to secure your sponsorship today.

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 3 AVAILABLE 2 AVAILABLE	SILVER 6 AVAILABLE
<b>Collateral at Registration:</b> Ability to provide a piece of collateral or give-away for attendees when they check-in	•			
<b>Speaking Opportunity:</b> Sponsor to work directly with AGL on signoff for content of session	Keynote, Day 1 20 mins	Keynote, Day 1 15 mins	Keynote 15 mins	
<b>Recognition in Pre-Conference Email Marketing</b>	•	•	•	
<b>Keynote Stage Branding:</b> Logo in Welcome slides	•	•	•	
<b>Recognition in Opening &amp; Closing Keynotes</b>	•	•	•	
<b>Recognition on Event Website:</b> Prominent logo displayed on website	•	•	•	•
<b>Recognition on Event Signage:</b> Logo on onsite signage	•	•	•	•
<b>Exhibit Space:</b> The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors	•	•	•	•
<b>All Attendee Access at Demo Showcase Reception</b>	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

## Add-On Opportunities

### Lunch Sponsor

**\$2,000 • 2 AVAILABLE**

Logo on lunch signage and event website. Thank you in opening and closing remarks.

### Offsite Reception Sponsor

**\$10,000 • 1 AVAILABLE**

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

### Welcome Reception Sponsor

**\$5,000 • 1 AVAILABLE**

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.



# CLOUD FOUNDRY DAY

May 14th, 2025  
Broadcom, Palo Alto, CA  
#cloudfoundryday

# 2025 SPONSORSHIP PROSPECTUS

## Get Ready for Cloud Foundry Day: Silicon Valley Style!

We're thrilled to announce that Cloud Foundry Day is back and better than ever! Join us in the heart of Silicon Valley for a day packed with technical talks, demos, and exciting discussions.

*At the event, we will have:*

**Deep Dives:** Learn from the experts and get a sneak peek into the past, present, and future of Cloud Foundry.

**Networking Opportunities:** Connect with fellow Cloud Foundry enthusiasts and build lasting relationships across projects and working groups.

**Fun and Food:** Enjoy a delicious lunch on the rooftop patio and mingle with the community at the evening reception.

## Be a Part of the Cloud Foundry Story

By sponsoring Cloud Foundry Day, you'll help make this event a reality and show your commitment to the future of cloud-native technologies. Your support will enable us to provide an exceptional experience for all attendees. Let's make this year's Cloud Foundry Day the best one yet! So, mark your calendars and get ready for a day of fun, learning, and inspiration.

**Contact Chris Clark, [cclark@cloudfoundry.org](mailto:cclark@cloudfoundry.org), to secure your sponsorship.**

Benefit	EVENT PARTNER
<b>Recognition on Cloud Foundry Website:</b> Logo included in advertising on cloudfoundry.org	✓
<b>Recognition on Event Signage and Website:</b> Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓
<b>Social Media Promotion of Sponsorship From Cloud Foundry Twitter and LinkedIn</b>	4 Posts
<b>Blog Post:</b> Blog post on the Cloud Foundry official blog	1 Post
<b>Pre or Post-Event Email Blast:</b> One time use of opt-in list to be sent by Cloud Foundry. Content provided by sponsor	✓
<b>Session Recording:</b> Extend your presence over the event with your logo on all session recordings when added to YouTube	✓
<b>Attendee Giveaway:</b> Your logo will be included on the official Summit giveaway given to every attendee	✓
<b>Cloud Foundry Day Attendee Passes:</b> To be used for staff and guests	5
<b>Discounted Cloud Foundry Day Passes:</b> Unlimited 20% discount for use by your customers, partners, or colleagues	✓
<b>Pricing</b>	<b>\$10,000</b>



# CLOUD FOUNDRY DAY

May 14th, 2025  
Broadcom, Palo Alto, CA  
#cloudfoundryday

## 2025 SPONSORSHIP PROSPECTUS

### ADD-ON OPPORTUNITIES



**Lunch**  
\$3,000 • 2 available

Treat attendees to lunch on the day of the event.  
Benefits include:

- Recognition on conference schedule
- Signage at buffets
- Listed on event website as an event partner
- Recognition from the stage



**Evening Reception**  
\$7,500 • 1 available

Treat attendees to a special experience by co-sponsoring the Evening Reception! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Recognition on conference schedule
- Signage at entrance and throughout venue including on bars and buffets
- Listed on event website as an event partner



**AM + PM Break**  
\$3,000 • 1 available

Treat attendees to snacks on the day of the event.  
Benefits include:

- Recognition on conference schedule
- Signage at buffets
- Listed on event website as an event partner



**Lanyards**  
\$2,000 • 1 available

Every in-person attendee at the event will wear a name badge lanyard with your logo on it. Pricing includes single color logo imprint.

- Listed on event website as an event partner

### Sponsorships-at-a-Glance

Contact [graphqlconf@graphql.org](mailto:graphqlconf@graphql.org) to secure your sponsorship today.

DELIVERABLES	DIAMOND 3 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 5 AVAILABLE	SILVER 5 AVAILABLE
<b>Speaking Opportunity:</b> Content to be approved by the Program Committee.	10-minute Keynote or 2 Breakout Sessions	5-minute Keynote or Breakout Session	Breakout Session	
<b>NEW Access to opt-in attendee registration list:</b> List may be used for marketing purposes, and will include attendee contact information (including email address) of opt-in attendees.	provided pre and post event	provided post event		
<b>Social Media:</b> From the @GraphQL Twitter handle. Retweets to be approved by GraphQL.	3 Thank You Tweets + 1 Retweet	2 Thank You Tweets + 1 Retweet	1 Shared Gold Sponsor Thank You Tweet + 1 Retweet	
<b>Press Release Recognition:</b> Sponsor designation in press releases.	•	•	•	
<b>Press Access:</b> Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	•
<b>Logo Recognition in Marketing Emails:</b> Logo placement on pre-event marketing emails sent by GraphQL.	•	•	•	•
<b>Keynote Stage Recognition:</b> Verbal recognition during opening keynote session.	•	•		
<b>Keynote Stage Branding:</b> Logo prominently displayed on keynote stage screens.	•	•	•	•
<b>Recognition on Event Signage:</b> Logo displayed on onsite conference signage.	•	•	•	•
<b>Exhibit Booth:</b> Includes tabletop, 2 chairs, 5 amps of power, power strip, and conference wi-fi. Upgrade options available.	Priority booth selection.	•	•	•
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1
<b>Conference Attendee Passes:</b> Full access passes to the conference for your staff or customers.	15	10	5	2
<b>20% Discount on Additional Conference Passes:</b> For use by your colleagues, partners, or customers.	•	•	•	•
<b>Custom Question(s) in Post-Event Attendee Survey:</b> Opportunity to add question(s) of your choice (subject to approval by GraphQL), and follow up reporting with data results.	2	1		
<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•
<b>Sponsorship Cost (through May 31)</b>	<b>\$70,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>
<b>After May 31</b>	<b>\$75,000</b>	<b>\$55,000</b>	<b>\$30,000</b>	<b>\$12,000</b>

## Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.

### **Custom Snack or Beverage Station** **\$6,000 • Pending Availability**

Sponsor can host a specialty treat station at their booth: coffee..., or cocktails.

### **Workshop Day Sponsorship** **\$70,000 • 1 Available**

**DOES NOT REQUIRE LEVELED SPONSOR PACKAGE**

- **Speaking Opportunity:** (2) Workshops (subject to GraphQLConf program committee approval)
- **Marketing/Brand Exposure:** Sponsor logo recognition on event website, (2) social media mentions, recognition in attendee emails with mention of workshops
- **Onsite Experience:** Verbal recognition during opening keynote session, recognition on event signage on Workshop day only
- **Post-Event:** (2) Custom questions in post-event attendee survey (subject to approval by GraphQL) and follow-up reporting with data results

### **Official GraphQLConf Attendee Party** **\$50,000 • 1 available**

Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Attendees participating onsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Recognition on the conference website
- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)
- Exclusive opportunity to provide reception giveaway and/or raffle.

### **Keynote Live Stream & Recording** **\$10,000 • 1 Available**

Expand the reach of the event by sponsoring the live streaming of the keynotes to a remote audience. Benefits include:

- Logo displayed on the live stream feed page on the event website
- Sponsor recognition in live stream promotions
- Ability to use recordings on sponsor website or in promotional materials

### **Breakout Session Recording** **\$10,000 • 1 available**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the GraphQL YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.

### **Conference Wi-Fi** **\$7,500 • 1 available**

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to venue capabilities and approval by GraphQL)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

To secure your sponsorship, contact the GraphQLConf team at [graphqlconf@graphql.org](mailto:graphqlconf@graphql.org).





### Attendee Breakfast

**\$5,000 • 2 available, 1 per day**

Help attendees start their day off right!

Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.



### Attendee Breaks

**\$5,000 • 2 available, 1 per day**

Keep onsite attendees well-fueled with beverages and snacks during the morning and afternoon session breaks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.



### Lanyards

**\$5,000 • 1 available**

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and GraphQL approval. Logo must be single color only (no gradient colors).



### Job Board

**\$5,000 • 1 available**

Support the growth of the open source community with a prominently displayed Job Board for job seekers and hiring companies to connect!

Benefits include:

- Prominent location in the Sponsor Showcase
- Logo on Job Board



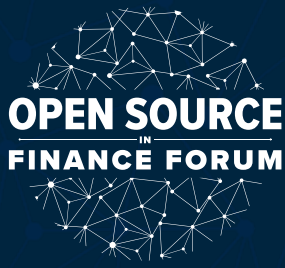
### Scholarship Fund

**\$5,000 • Unlimited**

Showcase your organization's support of GraphQL's scholarship program for new + core developers and underrepresented + marginalized groups in tech, by sponsoring the Scholarship Fund. Benefits include:

- Recognition on pre-event promotion
- Recognition during the opening keynote
- Signage onsite at the event

To secure your sponsorship, contact the GraphQLConf team at [graphqlconf@graphql.org](mailto:graphqlconf@graphql.org).



PRESENTED BY



# 2025 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY
	6 AVAILABLE	8 AVAILABLE	12 AVAILABLE
<b>SPEAKING</b>			
<p><b>Speaking Opportunity:</b> Content must be approved by Program Committee and FINOS. Not a product pitch. Please consider DEI in speaker choices. Based on availability.</p> <p>If breakout session chosen, sponsor receives contact information of session attendees.</p>	5 minute keynote (limited) or 15 minute session	15 minute breakout session	
<b>MARKETING / BRAND EXPOSURE</b>			
<b>Logo Recognition:</b> Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority
<b>Blog Post:</b> Dedicated pre or post-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1	1
<b>Monthly Mentions on Open Source in Finance Podcast:</b> Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared
<b>Pre or Post-Event Podcast Interview:</b> On Open Source in Finance Podcast.	1	1	
<b>Webinar:</b> Open Source in Finance webinar in 2025 (subject to FINOS timing & availability)	1		
<b>Social Media:</b> From the FINOS X & LinkedIn handles. Reposts to be approved by FINOS.	2 Monthly Mentions + 2 Thank You Posts (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Posts (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Posts (1 day-of event and 1 post-event)
<b>Access to full list of opted-in attendees:</b> With name, email, company name and title.	Pre & Post-Event	Post-Event	
<b>Additional Promotional Marketing Opportunity:</b> Based on availability, selected by FINOS.	1		
<b>EMAIL PROMOTION</b>			
<b>Post-Event Email Recognition:</b> Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority

CONTINUED ON NEXT PAGE



# 2025 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY
	6 AVAILABLE	8 AVAILABLE	12 AVAILABLE
<b>ON-SITE EXPERIENCE</b>			
<b>Exhibit Booth:</b> Includes table, (2) chairs, & tabletop sign with sponsor logo. Booth placement preference based on tier, but subject to availability and timing of signing contract.	•	•	•
<b>Lead Retrieval App:</b> Live scans, real time reporting and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	1	1	1
<b>Recognition on Event Signage:</b> Logo prominently displayed on conference signage.	1st Priority	2nd Priority	3rd priority
<b>Keynote Stage Branding:</b> Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority
<b>Keynote Stage Recognition:</b> Verbal recognition during opening keynote session.	•	•	•
<b>Marketing Table:</b> Option to place marketing material or swag item on shared table. Item subject to FINOS approval.	2x	1x	1x
<b>MISC.</b>			
<b>Conference Attendee Passes:</b> Full access passes to the conference for your staff or clients.	15 Members 10 Non-Members	10 Members 8 Non-Members	8 Members 6 Non-Members
<b>VIP Reception Invitations</b>	2		
<b>Discount Codes on Conference Passes — VIP Clients:</b> For use by your VIP clients	20% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use
<b>POST EVENT</b>			
<b>Custom Question(s) in Post-Event Attendee Survey:</b> Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x	
<b>Post-Event Data Report:</b> Provides event demographics and additional details.	•	•	•
<b>Non-Member Price</b>	<b>\$60,000</b>	<b>\$40,000</b>	<b>\$20,000</b>
<b>FINOS Member Sponsorship Price</b>	<b>\$51,000</b>	<b>\$34,000</b>	<b>\$17,000</b>

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

## Participate in all 2025 Open Source in Finance Forum Events!

**London | June 24, 2025**      **New York | October 21-22, 2025**

Interested in sponsoring both events or creating a custom sponsor package? We offer a 7% discount for sponsoring both events and are happy to work with you to create a customized package to meet your organization's needs. Contracts for New York and London must be signed at the same time to receive the discount.



## Additional Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.



### Conference T-Shirt

**\$10,000 | 1 AVAILABLE**

Every attendee will receive an event t-shirt. 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.



### Wireless Access Sponsorship

**\$7,500 | 1 AVAILABLE**

Conference wifi network name or password will be named after sponsor, based on venue capabilities.



### Breakfast

**\$7,500 | 1 AVAILABLE**

Sponsorship includes prominent branding at all breakfast stations.



### Lunch

**\$15,000 | 1 AVAILABLE**

Sponsorship includes prominent branding at all lunch stations.



### Coffee Breaks

**\$5,000 | 1 AVAILABLE**

Keep onsite attendees well fueled with beverages and snacks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout, and menu items will be determined by FINOS.



### Lanyard

**\$5,000 | 1 AVAILABLE**

Every in-person attendee at the event 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.



### Conference Bag

**\$3,000 | 1 AVAILABLE**

Every attendee will have the option to pick up a conference bag with event branding and your logo. Logo size and placement subject to bag design and FINOS approval. Logo must be single color only (no gradient colors).



### Additional Marketing Table Item

**\$500**

In addition to the marketing table item(s) included in your sponsorship package, include an extra item with this add-on. Item subject to FINOS approval.



### Attendee Reception + Booth Crawl

**\$10,000 | 2 AVAILABLE**

Sponsor(s) can host this evening with branding on all food and drink stations and prominently placed signage. Attendees will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)

Location, layout, and menu items will be determined by FINOS.

CONTINUES ON NEXT PAGE

Interested in sponsoring multiple events or adding additional marketing and promotional opportunities? We offer customized sponsorship packages to meet your company's goals and needs.

## QUESTIONS?

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship package now.

## Additional Promotional Marketing Opportunities (Con't.)

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.



### Scholarships (Unlimited)

**\$5,000 | 10 SCHOLARSHIPS**  
**\$10,000 | 20 SCHOLARSHIPS**

Level sponsorship not required. Showcase your organization's support of FINOS' scholarship program by sponsoring the Diversity Scholarship. Benefits include:

- Recognition on pre-event promotion
- Recognition during the opening keynote
- Signage onsite at the event



### Cross-Promotion of Pre-Approved Community Events

**\$5,000 | UNLIMITED**

If you are planning to host your own reception in conjunction with OSFF, we would be happy to promote your event to our attendees. Sponsor hosted events may not overlap with the conference program. Benefits include:

- Event listed on conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Event mentioned during keynote session



### VIP reception

**\$30,000 | 1 AVAILABLE**

Sponsor can host this evening offsite with branding on all food and drink stations and prominently placed signage. VIPs/Speakers/Sponsors participating offsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage

Attendees, location, layout, and menu items will be determined by FINOS.

## About PyTorch Conference

October 22-23, 2025 | San Francisco, CA

Don't miss your opportunity to shape the future of generative AI/ML! Join us at the PyTorch Conference 2025, where collaboration, innovation, and progress intersect in the cutting-edge open source machine learning framework. This conference brings together leading researchers, developers, and academics, facilitating collaboration and pushing forward end-to-end machine learning.



*"This was hands-down one of the best organized and most enjoyable conferences I've been to in the last many years."*

*"There is a reason why I brought so much of my engineering team here, there is absolutely no replacement for the in-person connection and collaboration that you get from the folks who you're working with regularly in GitHub, on the Pytorch Forums, and even inside your own company."*

*"You never know where the next conversation will take you and what opportunities it will unlock in your career."*



*"It has been unanimously saluted as a memorable experience, featuring insightful discussions, innovative ideas, and a collaborative atmosphere that showcased the best of our community."*

*"Thank you again for creating this standard-setting conference, I am already looking forward to next year's event and the opportunity to continue pushing the boundaries of what's possible with the PyTorch ecosystem."*

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

	DIAMOND 6 AVAILABLE	PLATINUM 8 AVAILABLE 7 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Speaking Opportunity</b> Content must be approved by the Program Chairs. All speaking content must be received by October 2. No sales & marketing pitches allowed. Session time based on availability.	5-Minute Keynote OR Breakout Session	Breakout Session	10-Minute Lightning Talk		
<b>Sponsored Session Attendee List</b>	✓ (if breakout session selected)	✓	✓		
<b>Attendee Registration Contact List:</b> Opt-in only	✓ (List provided pre and post event)	✓ (List provided post event)			
<b>Recognition During Opening Keynote Session:</b> Sponsor recognition by name.	✓	✓			
<b>Post-Event Marketing &amp; Resource Package:</b> Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post-event.	Sponsored Session Recording + Sponsor Video Highlight Reel (content includes clips of speakers, booth and logo placement, 10-20 second video)	Sponsor Session Recording File	Sponsor Session Recording File		
<b>Meeting Room:</b> For private meeting use only.	Private Use - 1 Day	Private Use - Half-Day	Private Use - 2 Hours		
<b>Social Media Promotion of Sponsorship:</b> From the PyTorch social handles.	2 Posts and 1 Re-Share	2 Posts and 1 Re-Share	1 Group Post		
<b>Promotion of Activity in Sponsor Booth:</b> A session, demo, giveaway, or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsors Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	✓	✓	✓		
<b>Sponsor/Event Social Cards:</b> Your company logo along with event logo on social card designed for easy sharing on social media platforms.	✓	✓	✓	✓	
<b>Promotional Recognition</b>	Logo Recognition on Event Signage, Website, and in Press Release	Logo Recognition on Event Signage, Website, and in Press Release	Logo Recognition on Event Signage, Website, and in Press Release	Logo Recognition on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom graphics and social media posts provided to promote your attendance and presence at the event.	✓	✓	✓	✓	✓
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	✓	✓	✓	✓	✓
<b>Recognition in Pre-Event Email Marketing:</b> Includes logo and link to your URL.	✓	✓	✓	✓	✓
<b>Exhibit Booth</b> (Upgrade options available).	20'x20' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	15'x15' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x8' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	(2) Devices	(1) Device	(1) Device	(1) Device	
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	30	20	15	8	4
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	✓	✓	✓	✓	✓
<b>Sponsorship Cost</b>	<b>\$90,000</b>	<b>\$60,000</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$10,000</b>

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed. PyTorch reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions

\*Start-ups may secure a Bronze Sponsorship for US\$5,000 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.

## Promotional Marketing Opportunities



### Attendee T-Shirt

**\$20,000 • 1 Available**

Showcase your logo on the attendee t-shirt! Every attendee at the event will receive an event t-shirt. 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.



### Session Recording

**\$10,000 • 1 Available**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the PyTorch Foundation YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees



### Lanyards

**\$10,000 • SOLD OUT**

The opportunity for all PyTorch conference attendees to wear your logo. Logo size and placement subject to lanyard design. Logo must be single color only (no gradient colors).



### Attendee Lounge

**\$5,000 • 4 Available**

Sponsor a lounge space for attendees to relax and network. This area will foster collaboration and interaction among participants. Your sponsorship includes prominent signage in the lounge.

*\*Location, layout, and design will be determined by PyTorch Foundation Events Team. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.*



### Break + Lunch

**\$10,000 • 2 Available**

Sponsorship includes prominent branding at all break & lunch stations for one day of the event.



### Diversity Scholarship

**\$2,500+ • Unlimited**

The Diversity Scholarship fund supports individuals who may not otherwise have the opportunity to attend PyTorch Conference. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups. Benefits include:

- Logo and link on conference website
- Logo recognition on rotating slides before and after keynotes
- Sponsor recognition in scholarship acceptance notifications



### Women and Non-Binary in PyTorch Lunch

**\$10,000 • 1 Available**

All those who identify as women or non-binary attending PyTorch Conference are invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:

- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage and pre-event email



### Coffee Bar Sponsorship

**\$20,000 • 1 Available**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Logo recognition on onsite signage
- Logo recognition in pre-event attendee email
- Specialty coffees served during morning and afternoon breaks

*\*Location, layout, and design, as well as coffee service and operating hours, will be determined by PyTorch Foundation Events Team. Lead retrieval, sponsored promotions, and sales activities are not permitted in the space.*



### Wireless Access Sponsorship

**\$15,000 • 1 Available**

Conference wifi will be named after sponsor.



### Cross-Promotion of Pre-Approved Community Events

**\$7,500 • Unlimited**

Organizing an event for attendees? PyTorch Foundation would be happy to help promote your event to our attendees. Events may not overlap with the conference program. Benefits include:

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email

*\*This add-on is available to confirmed level sponsors of PyTorch 2025.*



### Custom Add Ons

**Price available upon request**

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

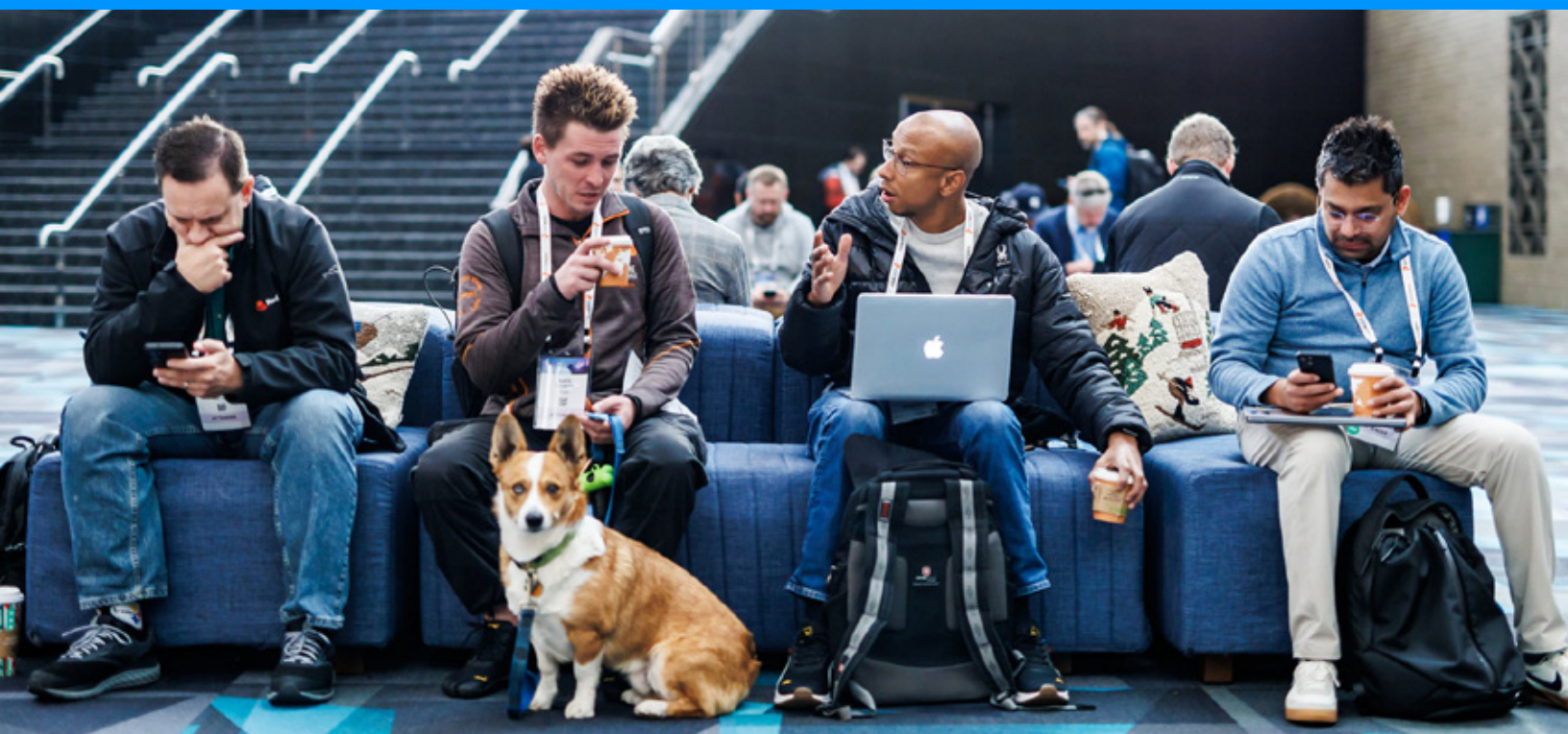




**CLOUD NATIVE  
COMPUTING FOUNDATION**

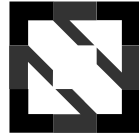
PART 2

## CNCF Events





**KubeCon**



**CloudNativeCon**

**Europe 2025**

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.



**EVENT DATES:**

April 1: Pre-Event Programming (Co-located Events)  
April 2-4: Main Conference



**LOCATION:**

ExCeL London, London, United Kingdom



**WHO ATTENDS?**

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

<b>1</b> CO-LOCATED EVENT DAY	<b>3</b> MAIN CONFERENCE DAYS	<b>300+</b> SESSIONS AND KEYNOTES	<b>500+</b> SPEAKERS	<b>12,000+</b> ESTIMATED NUMBER OF ATTENDEES*	<b>4,000+</b> PARTICIPATING COMPANIES	<b>200+</b> SPONSORS AND EXHIBITORS
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## KUBECON + CLOUDNATIVECON EUROPE 2024 HIGHLIGHTS

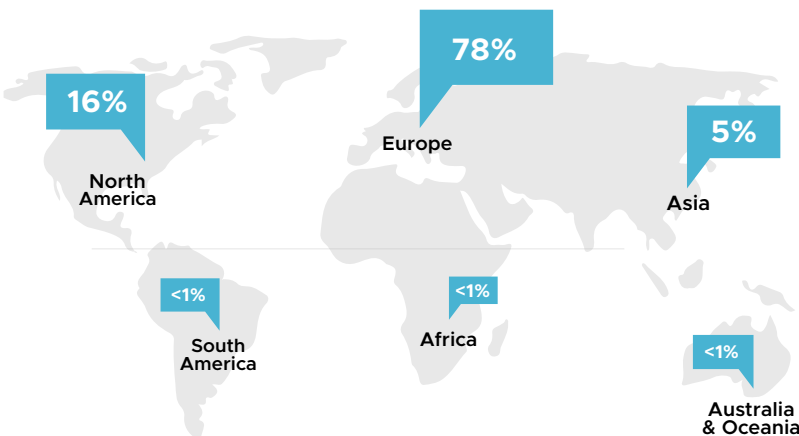
19-22 March 2024 | Paris, France

### DEMOGRAPHICS

**12,048** REGISTRATIONS

**52%** FIRST-TIME ATTENDEES

### ATTENDEE GEOGRAPHY



### TOP THREE ATTENDEE JOB FUNCTIONS

**4,468**

DEVOPS / SRE / SYSADMIN

**1,896**

DEVELOPER

**1,878**

ARCHITECT

### MEDIA COVERAGE

**151**

MEDIA & INDUSTRY ANALYSTS

**7,500**

MENTIONS OF KUBECON + CLOUDNATIVECON

**78%**

INCREASE FROM 2022 EUROPEAN EVENT

### SPONSOR BOOTH TRAFFIC

**109,718**

ONSITE LEADS TOTAL

**530**

ONSITE LEADS AVERAGE/BOOTH

SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

Europe 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.

	<b>DIAMOND*</b> 7 AVAILABLE 4 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP†</b> + END USER‡ + NON-PROFIT UNLIMITED
<b>NEW Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>

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

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM – ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on April 2-4.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$30,000**

**1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.



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## Experiences + Entertainment **NEW**

\$20,000 EACH

2 AVAILABLE

Help us create many memorable moments at the conference by co-sponsoring multiple onsite entertainment areas. Located in the high-traffic Solutions Showcase, each area will engage attendees in a fun and interactive experience. Attendees can challenge each other to various games, participate in creative building activities, or unwind by enjoying a live performance.

### BENEFITS INCLUDE:

- Prominent signage with logo recognition at each entertainment area
- Sponsor logo branding on various games and activities
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lead retrieval, sponsored promotions, and sales activities are not permitted in the entertainment areas.



## Conference Wi-Fi

\$20,000

1 AVAILABLE

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue.

### BENEFITS INCLUDE:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges



## Activation Zone

\$20,000 EACH

4 AVAILABLE

2 AVAILABLE

- **AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY**
- **ONE ACTIVATION ZONE PER SPONSOR ONLY**
- **PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE**

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance the attendee experience in a meaningful way. This is your opportunity to stand out and get creative.

### BENEFITS INCLUDE:

- Dedicated 6m x 6m raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the activation zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.



## Coffee Bar

\$20,000 EACH

4 AVAILABLE

SOLD OUT

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Private Meeting Room

\$20,000 EACH

10 AVAILABLE

5 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff

### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (April 2-4) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

Everyone attending KubeCon + CloudNativeCon is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

### BENEFITS INCLUDE:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



## DEI Community Hub **NEW**

\$20,000 EACH

3 AVAILABLE

2 AVAILABLE

The DEI Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate diversity, equity, inclusion, and accessibility. The Hub will host community groups, workshops, and offer networking opportunities during Hub hours.

### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)



## EmpowerUs Event

\$15,000

1 AVAILABLE

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon are invited to join this special event and program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem.

### BENEFITS INCLUDE:

- Refreshments served to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor logo recognition on signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Cloud Native Executive Strategy Summit

\$15,000 EACH

3 AVAILABLE

2 AVAILABLE

### AVAILABLE TO ACTIVE CNCF MEMBERS ONLY

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

#### BENEFITS INCLUDE:

- (1) 5-minute speaking opportunity at the end of the Summit
- (2) tickets to the Reception
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a CNCF post-event email
- Mention in the final Summit summary

Sponsorship does not include participation in the Summit as participation is exclusive to invited end user leaders only.



## Relaxation Station **NEW**

\$15,000

1 AVAILABLE

Elevate the event experience by sponsoring our Relaxation Station, a dedicated space in the Solutions Showcase for attendees to refresh and rejuvenate. With popular amenities like chair massages and other wellness activities, the Relaxation Station is a welcome retreat from the hustle and bustle. Your sponsorship directly contributes to the overall wellbeing of our attendees, leaving a lasting impression of care and mindfulness associated with your brand.

#### BENEFITS INCLUDE:

- Dedicated lounge space in the Solutions Showcase
- Prominent sponsor logo on Relaxation Station signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lounge location, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at the Relaxation Station.



## Network Nook **NEW**

\$15,000

1 AVAILABLE

Power up the conference experience by sponsoring the Network Nook in the Solutions Showcase where attendees gather to connect, collaborate, and recharge. With charging stations and comfortable seating for small group meetings, this dynamic space is designed to promote connectivity and productivity. Your sponsorship provides essential amenities for attendees while maximizing your exposure as a key player in facilitating meaningful connections and collaboration at our event.

#### BENEFITS INCLUDE:

- Dedicated lounge space in the Solutions Showcase
- Prominent sponsor logo on Network Nook signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Location, layout, and design of the Network Nook will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted in this space.



## Attendee Headshots

\$10,000

1 AVAILABLE

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and diversity scholarship recipients will receive priority before headshots are offered to general attendees.

#### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room

Lead retrieval and sponsor-hosted activities are not permitted.

# MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or [fill out the contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.



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## Wellness Supporter

\$5,000

1 AVAILABLE

Contribute to the wellbeing of attendees by sponsoring wellness activities such as chair yoga, community fun runs, etc. held throughout the event. Join us in creating energizing and revitalizing experiences while aligning your brand with the values of holistic wellness and self-care.

### BENEFITS INCLUDE:

- Logo recognition on signage at wellness activities
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up forms (if applicable)
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted during any wellness activities.



## Venue Branding **NEW**

\$25,000

2 AVAILABLE

### Available to confirmed level sponsors only

Maximize visibility with exclusive branding opportunities in high-traffic areas throughout the convention center to prominently feature your company across multiple assets.

### BENEFITS INCLUDE:

- (1) customizable slide looping on keynote screen before keynotes begin
- (1) customizable rotating slide on digital signage (quantity of digital monitors determined by CNCF)
- (1) customizable slide on (2) venue LED screens (location determined by CNCF)



## Attendee Communication Spotlight **NEW**

\$10,000

2 AVAILABLE

### Available to confirmed level sponsors only

### One attendee communication spotlight per sponsor only

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

### BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_ X handle (formerly Twitter) including social card

All content is subject to approval by CNCF.



## CNCF Kids Day **NEW**

\$5,000

3 AVAILABLE

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a diverse and inclusive future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

### BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)





KubeCon



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Europe 2025

## MAINTAINER SUMMIT

The CNCF Maintainer Summit is an exclusive event for the people behind our projects to gather face-to-face, collaborate, and celebrate the projects that make “Cloud Native”. Programming will be focused around sharing best practices, diving into contributing processes, and solving common problems across projects to enrich our great community of maintainers.

### Why Sponsor?

- **Support Maintainers:** Maintainers are the backbone of many essential cloud native projects. The summit will provide the opportunity for maintainers to collaborate & solve problems.
- **Brand Association with Open Source Values:** Sponsoring the Maintainer Summit associates your brand with the open-source ethos, demonstrating a commitment to collaboration, transparency, and community-driven innovation.
- **Foster a Stronger Ecosystem:** Sponsorship contributes to the overall health of cloud native projects, ensuring that maintainers have the support they need to continue their work.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Sponsorship contracts must be received by **19 February 2025**.



**Event Date:**

31 March 2025



**Location:** Excel London, London, United Kingdom



**Estimated Number of Attendees:**

300+



**Who Attends?** CNCF Project

Maintainers, which include developers, architects and technical leaders.

## SPONSORSHIP OPPORTUNITIES



### Maintainer Summit Supporter

\$25,000

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on website
- Logo recognition on on-site signage
- Recognition in pre & post event attendee Maintainer Summit emails
- Recognition in opening remarks
- Ability to post open job opportunities on the Maintainer Summit job board onsite
- Ability to submit featured job listings to be shared via the Maintainer Monthly Newsletter in the March or April newsletter
- Provide attendee giveaways \*CNCF Approval Required
- Logo and sponsor message (150 characters or less) to be shared on digital signage in the KubeCon + CloudNativeCon Project Pavilion (Wed-Fri)



### AM + PM Breaks Sponsor

\$5,000

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during AM + PM Breaks
- Recognition in opening remarks
- Ability to post open job opportunities on the Maintainer Summit job board onsite



### Lunch Sponsor

\$7,500

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during lunch
- Recognition in opening remarks
- Ability to post open job opportunities on the Maintainer Summit job board onsite



### Reception Sponsor

\$7,500

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during reception
- Recognition in opening remarks
- Ability to post open job opportunities on the Maintainer Summit job board onsite

# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2025



Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on 1 April 2025, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by 19 February 2025.



**Event Date:** 1 April 2025



**Location:** ExCeL London, London, United Kingdom



**Estimated Number of Attendees:** 4,000+



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND LIMITED	PLATINUM LIMITED	GOLD UNLIMITED	START-UP* + NON-PROFIT UNLIMITED
5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i>	✓			
Email to opt-in attendees <i>(1) combined pre- or post-conference email</i>	✓			
Bookable meeting room <i>1-2 hours, pending availability</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor social card, shared (1) time on @KubeCon_ handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Tues) & KubeCon + CloudNativeCon Europe (Wed-Fri)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

\*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

\*\*If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.

\*\*\*Onsite leads only, leads can only be collected within assigned table top sponsor space.

## ADD-ON OPPORTUNITIES

**Session Recording** **FULL DAY: \$7,500 | HALF DAY: \$3,750** **1 PER CO-LOCATED EVENT**

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

**Benefit:** Sponsor recognition slide with logo at the beginning of each video recording.

# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2025



Please see below for available sponsorship opportunities per CNCF-hosted co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
<b>ArgoCon</b> <i>Full Day Event, Two Tracks</i>	<b>4 AVAILABLE</b> <b>2 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>BackstageCon</b> <i>Full Day Event, One Track</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>CiliumCon</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native + Kubernetes AI Day</b> <i>Full Day Event, One Track</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native Telco Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native University</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Data on Kubernetes Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>EnvoyCon</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Istio Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubernetes on Edge Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubeflow Summit</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Linkerd Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Observability Day</b> <i>Full Day Event, Two Tracks</i>	<b>4 AVAILABLE</b>	<b>2 AVAILABLE</b> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>OpenFeature Summit</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>OpenTofu Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Platform Engineering Day</b> <i>Full Day Event, Two Tracks</i>	<b>4 AVAILABLE</b> <b>1 AVAILABLE</b>	<b>2 AVAILABLE</b> <b>SOLD OUT</b>	<b>1 AVAILABLE</b>

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



**KubeCon**



**CloudNativeCon**

**China 2025**

The Cloud Native Computing Foundation’s flagship conference gathers adopters and top technologists to further the education and advancement of cloud native computing. The event promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.



**EVENT DATES:**

June 10-11, 2025



**LOCATION:**

Hopewell Hotel, Hong Kong



**WHO ATTENDS?**

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

**2**

MAIN  
CONFERENCE  
DAYS

**100+**

SESSIONS AND  
KEYNOTES

**150+**

SPEAKERS

**1,000+**

ATTENDEES\*

**400+**

PARTICIPATING  
COMPANIES



\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon

CloudNativeCon

China 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by April 18, 2025.

	<b>DIAMOND*</b> 4 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP†</b> + <b>END USER‡</b> NON-PROFIT UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post		
<b>Posts in CNCF's WeChat groups</b>	(1) standalone WeChat article and poster	(1) standalone WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	6m (w) x 3m (d) turnkey booth***	4.5m (w) x 3m (d) turnkey booth***	3m (w) x 3m (d) turnkey booth***	2.5m (w) x 2.5m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

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

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

China 2025

## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### **BENEFITS INCLUDE:**

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.

## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH** **UNLIMITED**

### **AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY**

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### **BENEFITS INCLUDE:**

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.

## Attendee T-Shirt

**\$15,000** **1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### **BENEFITS INCLUDE:**

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.

## Lanyards

**\$10,000** **1 AVAILABLE** **SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### **BENEFITS INCLUDE:**

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors).

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.

## Session Recording

**\$15,000** **1 AVAILABLE**

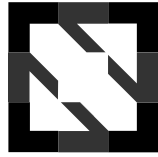
Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### **BENEFITS INCLUDE:**

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF.



**KubeCon**



**CloudNativeCon**

**Japan 2025**

CNCF is proud to host KubeCon + CloudNativeCon in Japan for the first time. The foundation's flagship event will bring together a diverse community of developers, architects, and industry leaders to explore the latest innovations and trends in cloud native technologies. As the conference makes its debut in Japan, it promises to offer unique insights, foster collaboration, and highlight the vibrant growth of the cloud native ecosystem in the region.



**EVENT DATES:**

June 16-17, 2025



**LOCATION:**

Hilton Tokyo Odaiba, Tokyo, Japan



**WHO ATTENDS?**

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

**2**

MAIN  
CONFERENCE  
DAYS

**100+**

SESSIONS AND  
KEYNOTES

**150+**

SPEAKERS

**1,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**400+**

PARTICIPATING  
COMPANIES



\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.

# SPONSORSHIP BENEFITS AT-A-GLANCE

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	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	4.5m (w) x 3m (d) turnkey booth***	3m (w) x 3m (d) turnkey booth***	2.5m (w) x 2.5m (d) turnkey booth***	2m (w) x 2m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

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\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.



# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

Japan 2025



## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$10,000**

**1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

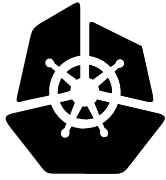
**\$15,000**

**1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



**KubeCon**



**CloudNativeCon**

**India 2025**

This highly anticipated conference will once again bring together a dynamic mix of developers, engineers, and thought leaders in India to dive into the latest advancements in cloud native technologies. KubeCon + CloudNativeCon India promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.



**EVENT DATES:**  
August 6-7, 2025



**LOCATION:**  
Hyderabad International Convention Centre, Hyderabad, India



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

**2**

MAIN  
CONFERENCE  
DAYS

**100+**

SESSIONS AND  
KEYNOTES

**150+**

SPEAKERS

**3,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**600+**

PARTICIPATING  
COMPANIES



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KubeCon

CloudNativeCon

India 2025

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	<b>DIAMOND*</b> 4 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP†</b> + <b>END USER‡</b> + <b>NON-PROFIT</b> UNLIMITED
<b>NEW Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
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<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
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CloudNativeCon

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1 AVAILABLE

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.

## Lanyards

\$10,000

1 AVAILABLE

SOLD OUT

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.

## Session Recording

\$15,000

1 AVAILABLE

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



**KubeCon**



**CloudNativeCon**

**North America 2025**

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.



**EVENT DATES:**

November 10: Pre-Event Programming (Co-located Events)  
November 11-13: Main Conference



**LOCATION:**

Georgia World Congress Center, Atlanta, Georgia



**WHO ATTENDS?**

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

<b>1</b> CO-LOCATED EVENT DAY	<b>3</b> MAIN CONFERENCE DAYS	<b>300+</b> SESSIONS AND KEYNOTES	<b>500+</b> SPEAKERS	<b>10,000+</b> ESTIMATED NUMBER OF ATTENDEES*	<b>3,000+</b> PARTICIPATING COMPANIES	<b>250+</b> SPONSORS AND EXHIBITORS
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**KUBECON + CLOUDNATIVECON NORTH AMERICA 2023 HIGHLIGHTS**

NOVEMBER 6-9, 2023 | CHICAGO, ILLINOIS

**DEMOGRAPHICS**

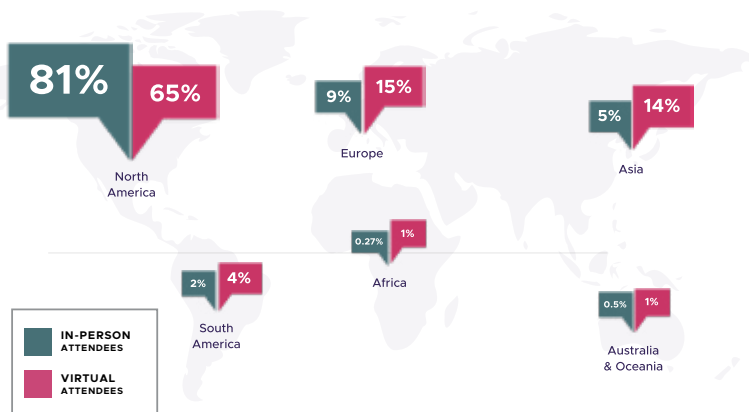
**13,666**

REGISTRATIONS

**54%**

FIRST-TIME ATTENDEES

**ATTENDEE GEOGRAPHY**



**TOP THREE  
ATTENDEE  
JOB FUNCTIONS**

**3,837**

DEVOPS / SRE /  
SYSADMIN

**2,838**

DEVELOPER

**2,224**

ARCHITECT

**MEDIA  
COVERAGE**

**158**

MEDIA & INDUSTRY  
ANALYSTS

**5,753**

MENTIONS OF  
KUBECON +  
CLOUDNATIVECON

**50%**

INCREASE FROM 2022  
EUROPEAN EVENT

**SPONSOR BOOTH  
TRAFFIC**

**90,975**

ONSITE LEADS TOTAL

**342**

ONSITE LEADS  
AVERAGE/  
BOOTH

SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

North America 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 22, 2025**.

	<b>DIAMOND*</b> 7 AVAILABLE 6 AVAILABLE	<b>PLATINUM</b> UNLIMITED	<b>GOLD</b> UNLIMITED	<b>SILVER</b> UNLIMITED	<b>START-UP†</b> + END USER‡ + NON-PROFIT UNLIMITED
<b>NEW Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>

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

\* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 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.

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

### BENEFITS INCLUDE:

- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon\_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on November 11-13.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.



## Session Recording

**\$30,000**

**1 AVAILABLE**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

### BENEFITS INCLUDE:

- Sponsor recognition slide with logo at the beginning of each video recording
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Experiences + Entertainment NEW

\$20,000 EACH

2 AVAILABLE

Help us create many memorable moments at the conference by co-sponsoring multiple onsite entertainment areas. Located in the high-traffic Solutions Showcase, each area will engage attendees in a fun and interactive experience. Attendees can challenge each other to various games, participate in creative building activities, or unwind by enjoying a live performance.

### BENEFITS INCLUDE:

- Prominent signage with logo recognition at each entertainment area
- Sponsor logo branding on various games and activities
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Lead retrieval, sponsored promotions, and sales activities are not permitted in the entertainment areas



## Conference Wi-Fi

\$20,000

1 AVAILABLE

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue.

### BENEFITS INCLUDE:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges



## Activation Zone

\$20,000

4 AVAILABLE

- **AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY**
- **ONE ACTIVATION ZONE PER SPONSOR ONLY**
- **PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE.**

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance the attendee experience in a meaningful way. This is your opportunity to stand out and get creative.

### BENEFITS INCLUDE:

- Dedicated 20ft x 20ft raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the activation zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.



## Coffee Bar

\$20,000 EACH

4 AVAILABLE

SOLD OUT

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the coffee bar.



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North America 2025



## Private Meeting Room

\$20,000 EACH

5 AVAILABLE

2 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff.

### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (November 11-13) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

Everyone attending KubeCon + CloudNativeCon is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

### BENEFITS INCLUDE:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



## DEI Community Hub

NEW

\$20,000 EACH

3 AVAILABLE

2 AVAILABLE

The DEI Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate diversity, equity, inclusion, and accessibility. The Hub will host community groups, workshops, and offer networking opportunities during Hub hours.

### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)



## EmpowerUs Event

\$15,000

1 AVAILABLE

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon are invited to join this special event and program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem.

### BENEFITS INCLUDE:

- Refreshments served to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor logo recognition on signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

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North America 2025



## Wellness Supporter

\$5,000

1 AVAILABLE

Contribute to the wellbeing of attendees by sponsoring wellness activities such as chair yoga, community fun runs, etc. held throughout the event. Join us in creating energizing and revitalizing experiences while aligning your brand with the values of holistic wellness and self-care.

### BENEFITS INCLUDE:

- Logo recognition on signage at wellness activities
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up forms (if applicable)
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted during any wellness activities.



## CNCF Kids Day **NEW**

\$5,000

3 AVAILABLE

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a diverse and inclusive future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

### BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)



## Attendee Communication Spotlight **NEW**

\$10,000

2 AVAILABLE

**Available to confirmed level sponsors only**

**One attendee communication spotlight per sponsor only**

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

### BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_ X handle (formerly Twitter) including social card

All content is subject to approval by CNCF.



# LF Live - a sponsored, live webinar opportunity from The Linux Foundation

## LF Live provides a platform for you to:

- ▶ Expand your lead generation efforts.
- ▶ Deliver important and impactful content.
- ▶ Reinforce your company's position in the open source ecosystem as a thought leader, partner and resource.

## Webinar Schedule:

5 min: Intro/housekeeping

30 min: Presentation

10 min: Q/A

5 min: Closing

## The Details:

**Up to 50 minute webinar**, including introductions, presentation, Q&A, and closing, presented by sponsor.

**Sponsor drives the content** by selecting topic and creating title, abstract and presentation deck (think of this as a session proposal for an event - a topic, case study, tutorial, workshop, etc. No sales/product pitching. Must be reviewed and approved by LF).

**5 week full production schedule**, including 2 weeks of promotion.



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**5 week full production schedule**, including 2 weeks of promotion.

## **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.**



Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[events.linuxfoundation.org](https://events.linuxfoundation.org)