



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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Audience Snapshot	5

LINUX FOUNDATION EVENTS

The Linux Foundation Member Summit	8
March 18-20, 2025 Napa, CA	
Open Source Summit North America	10
June 23-24, 2025 Denver, CO	
Linux Security Summit	13
June 26-27, 2025 Denver, CO + August 28-29, 2025 Amsterdam, Netherlands	
AI_dev Europe	14
August 28-29, 2025 Amsterdam, Netherlands	
Open Source Summit Europe	16
August 25-27, 2025 Amsterdam, Netherlands	
Open Source Summit Japan + AI_dev	19
December 8-10, 2025 Tokyo, Japan	
Open Compliance Summit	21
December 11-12, 2025 Tokyo, Japan	

LINUX FOUNDATION PROJECT EVENTS

LF Energy Summit	24
September 2025 Location Coming Soon	
Automotive Grade Linux Spring All Member Meeting	26
February 26-27, 2025 Tokyo, Japan	

CNCF EVENTS

KubeCon + CloudNativeCon Europe	28
April 1-4, 2025 London, United Kingdom	
KubeCon + CloudNativeCon Europe Co-located Events	34
April 1, 2025 London, United Kingdom	
KubeCon + CloudNativeCon North America	35
November 10-13, 2025 Atlanta, Georgia	
KubeCon + CloudNativeCon North America Co-located Events	42
November 10, 2025 Atlanta, Georgia	
KubeCon + CloudNativeCon Japan	43
Date TBD, Location TBD	
KubeCon + CloudNativeCon India	46
Date TBD, Location TBD	

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.

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

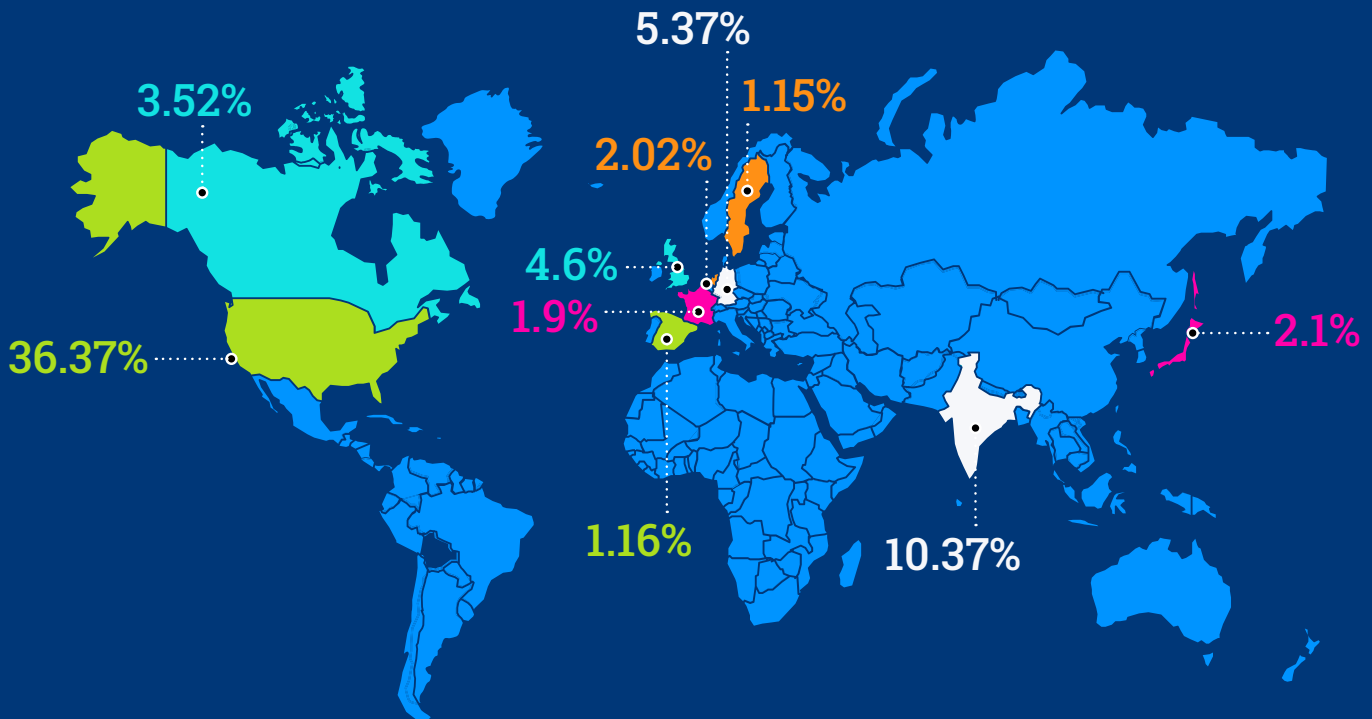
175 countries

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:

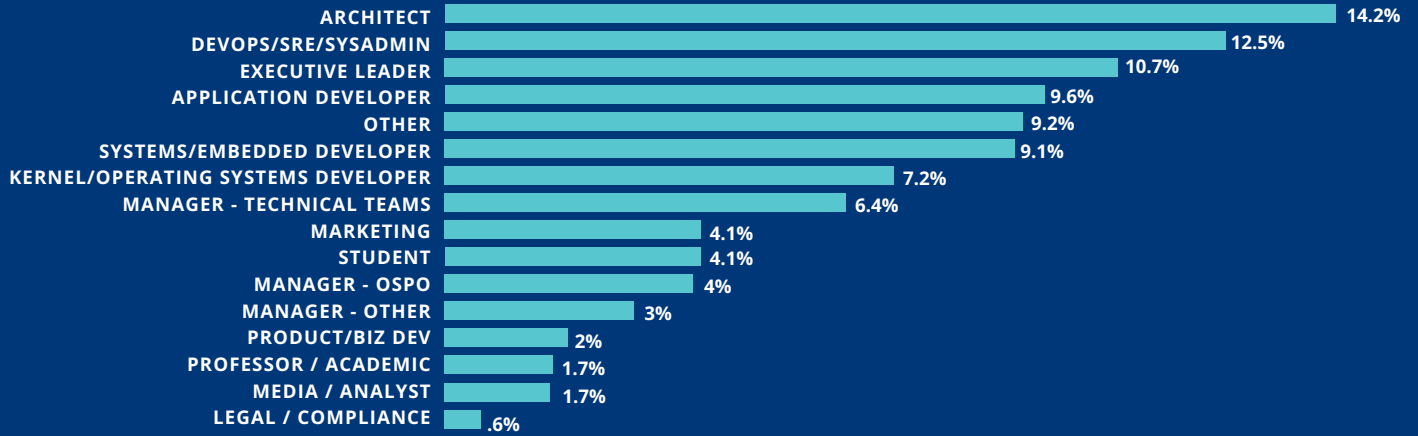
- 36.37% United States
- 10.37% India
- 5.37% Germany
- 4.6% United Kingdom
- 3.52% Canada
- 2.1% Japan
- 2.02% Netherlands
- 1.9% France
- 1.16% Spain
- 1.15% Sweden



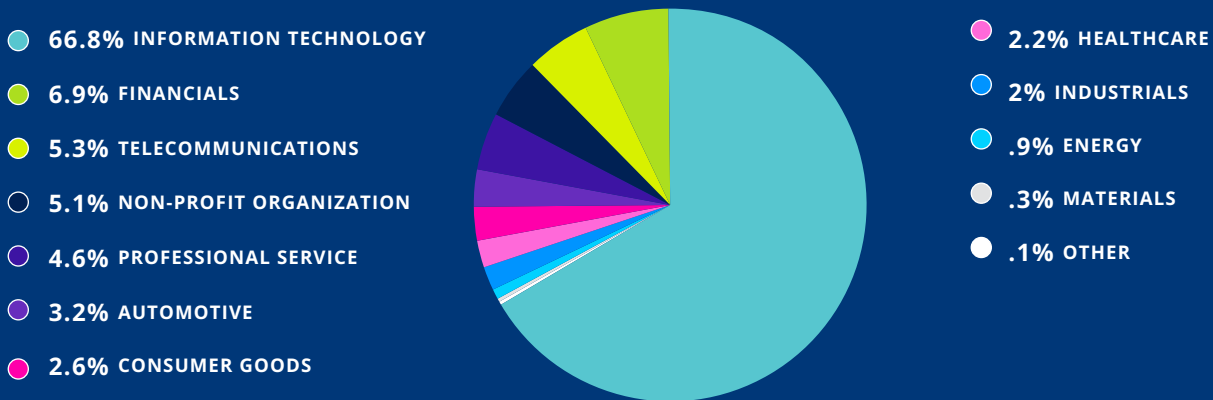
LF EVENT AUDIENCE SNAPSHOT

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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.

“ 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 to secure your sponsorship today.

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

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

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! ”

Sponsorships-at-a-Glance Contact sponsorships@linuxfoundation.org to secure your sponsorship today.	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Meeting Room: For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
Attendee Registration Contact List (Opt-in Only)	• <i>(List provided pre and post event)</i>	• <i>(List provided post event)</i>			
Speaking Opportunity: 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		
Sponsored Session Attendee List	• <i>(if sponsor session selected)</i>	• <i>(if sponsor session selected)</i>	•		
Post-Event Marketing & Resource Package: 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		
Social Media Promotion from LF social handles	2 Posts and 1 Re-Share	2 Posts and 1 Re-Share	1 Shared Post and 1 Re-Share		
Promotion of Activity in Sponsor Booth: 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		
Social Promotion Cards: Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
Promotional Recognition	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
Marketing Kit: Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
Exhibit Booth (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
Lead Retrieval Devices: Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes	25	15	10	8	3
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$90,000	\$60,000	\$40,000	\$20,000	\$10,000

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\$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.

Sponsorships-at-a-Glance

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	PLATINUM	GOLD
NORTH AMERICA	UNLIMITED	UNLIMITED
EUROPE	UNLIMITED	UNLIMITED
Video Recording: 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	
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.	•	•
Recognition in opening session	•	
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	8	4
Sponsorship Cost	\$10,000	\$5,000

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

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

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Meeting Room: For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
Attendee Registration Contact List (Opt-in Only)	• <i>(List provided pre and post event)</i>	• <i>(List provided post event)</i>			
Speaking Opportunity: 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		
Sponsored Session Attendee List	• <i>(if sponsor session selected)</i>	• <i>(if sponsor session selected)</i>	•		
Post-Event Marketing & Resource Package: 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		
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Social Promotion Cards: Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
Promotional Recognition	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
Marketing Kit: Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
Exhibit Booth (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
Lead Retrieval Devices: Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes	25	15	10	8	3
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$45,000	\$30,000	\$20,000	\$10,000	\$5,000

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About Open Source Summit

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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

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Marketing Kit: Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
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Sponsorship Cost	\$90,000	\$60,000	\$40,000	\$20,000	\$10,000

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(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.

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

Sponsorships-at-a-Glance Contact sponsorships@linuxfoundation.org to secure your sponsorship today.	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Meeting Room: For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
Attendee List with Contact Information (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		
Speaking Opportunity: 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		
Post-Event Marketing & Resource Package: 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		
Social Media Promotion from The Linux Foundation X (formerly Twitter) Account	2 X (formerly Twitter) Posts and 1 Re-Share	1 X (formerly Twitter) Post and 1 Re-Share	1 X (formerly Twitter) Post with other Gold Sponsors and 1 Re-Share		
Promotion of Sponsor-hosted demo or mini session at booth: 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		
Sponsor/Event Social Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	•	•	•	•	
Promotional Recognition	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
Marketing Kit: Custom graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
Exhibit Booth (Upgrade options available)	8'x8' space includes (2) tables, tabletop sign with logo, 4 chairs, power, and conference wifi	8'x8' space includes (2) tables, tabletop sign with logo, 4 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
Lead Retrieval Devices: Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes	30	20	15	10	3
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$42,000	\$27,500	\$15,000	\$8,000

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

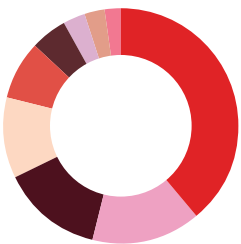
The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- 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:

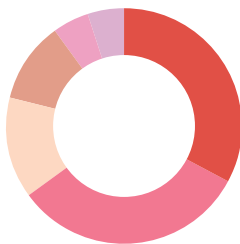
Event demographics will be updated with 2024 data once the event has passed

118 TOTAL REGISTRANTS ATTENDEES FROM 56 ORGANIZATIONS



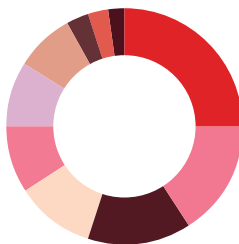
Industry

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



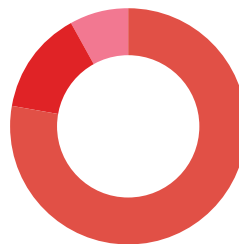
Job Level

- 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 to secure your sponsorship today.

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

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



PART 2

Linux Foundation Project Events



About LF Energy Summit

September 2025 | Location: Europe TBD

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 to secure your sponsorship.

	DIAMOND	PLATINUM	GOLD	SILVER	COMMUNITY PARTNER
	1 AVAILABLE	3 AVAILABLE	UNLIMITED	UNLIMITED	UNLIMITED
Speaking Opportunity: 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			
Pre or Post-Event Attendee Email: Sent to opt-in attendees by LF Energy on behalf of sponsor.	•	•			
Social Media Promotion from @LFE_Foundation	3 posts	2 posts	1 post		
Logo Recognition in Marketing Emails: Sent by LF Energy.	•	•	•	•	
Website Logo Recognition: Logo and web link on event website.	•	•	•	•	•
Onsite Logo Recognition: Logo included in 'Thank You to Our Sponsors' print signage.	• (+ keynote slide)	• (+ keynote slide)	•	•	•
Access to full list of opted-in attendees: With name, email, company name and title.	• (pre and post-event)	• (post-event)			
Collateral Distribution: Located in a prominent location.	•	•	•	•	•
Complimentary Conference Passes	5	3	2	1	1 (with promotion of event only)
Additional Conference Passes: discounted 20%	•	•	•	•	•
Custom Question(s) in Post-Event Attendee Survey: Opportunity to add question(s) of your choice (subject to LF Energy approval), and follow-up reporting with data results.	1x				
Post-Event Data Report: Provides event demographics and additional details.	•	•	•	•	•
Standard Sponsorship Cost	\$20,000	\$15,000	\$10,000	\$5,000	

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 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 to secure your sponsorship today.

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

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 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.

1

CO-LOCATED
EVENT DAY

3

MAIN
CONFERENCE
DAYS

300+

SESSIONS AND
KEYNOTES

500+

SPEAKERS

12,000+

ESTIMATED NUMBER
OF ATTENDEES*

4,000+

PARTICIPATING
COMPANIES

200+

SPONSORS AND
EXHIBITORS

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

ONSITELEADS TOTAL

530

ONSITELEADS
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.

SPONSORSHIP BENEFITS AT-A-GLANCE

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

	DIAMOND* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP* + END USER* + NON-PROFIT UNLIMITED
NEW Speaking opportunity 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(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		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	\$235,000	\$144,000	\$84,000	\$29,500	\$12,000

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.

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

Europe 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 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**

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



KubeCon



CloudNativeCon

Europe 2025



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**

- **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** **2 AVAILABLE**

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.

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

Europe 2025



Private Meeting Room

\$20,000 EACH

10 AVAILABLE

8 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

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

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



KubeCon



CloudNativeCon

Europe 2025

Cloud Native Executive Strategy Summit

\$15,000 EACH

3 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.

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-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.

CNCF-hosted co-located events will be announced in mid-October 2024. Sponsorships will be available at that time. To propose a CNCF-hosted co-located event, please complete [this form](#).

Contact sponsor@cncf.io to review sponsorship options for 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>6x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (3) 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>	✓	✓	✓	✓
SPONSORSHIP COST	\$35,000	\$25,000	\$9,500	\$5,000

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.



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.

1 CO-LOCATED EVENT DAY	3 MAIN CONFERENCE DAYS	300+ SESSIONS AND KEYNOTES	500+ SPEAKERS	10,000+ ESTIMATED NUMBER OF ATTENDEES*	4,000+ PARTICIPATING COMPANIES	250+ SPONSORS AND EXHIBITORS
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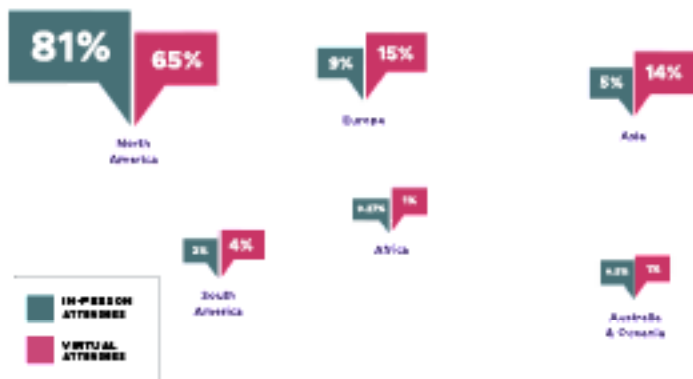
KUBECON + CLOUDNATIVECON NORTH AMERICA 2023 HIGHLIGHTS

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 ONSITELEADS TOTAL

342 ONSITELEADS 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.

SPONSORSHIP BENEFITS AT-A-GLANCE

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

	DIAMOND* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP* + END USER* + NON-PROFIT UNLIMITED
NEW Speaking opportunity 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(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		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests. Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	\$235,000	\$144,000	\$84,000	\$29,500	\$12,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Diamond sponsorship is available on a first-come, first-served basis.

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

North America 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 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

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



KubeCon



CloudNativeCon

North America 2025



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** **3 AVAILABLE**

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.

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

North America 2025



Private Meeting Room

\$20,000 EACH **5 AVAILABLE** 4 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 11-12) 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**

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

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



KubeCon



CloudNativeCon

North America 2025



Cloud Native Executive Strategy Summit

\$15,000 EACH 3 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.



Hotel Key Cards or Sleeves

\$15,000 1 AVAILABLE

Welcome attendees with branded hotel key cards or sleeves and enhance your visibility. As a sponsor, you have the opportunity to include special offers, promotions, or QR codes to drive direct engagement.

BENEFITS INCLUDE:

- Sponsor branding on one side of the hotel key cards or key card sleeves (based on availability). Artwork is subject to approval by CNCF.
- (1) branded key card or sleeve per room distributed at up to three (3) host hotels in the official event hotel block



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



KubeCon



CloudNativeCon

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-HOSTED CO-LOCATED EVENTS AT KubeCon + CloudNativeCon North America 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 November 10, 2025, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

CNCF-hosted co-located events will be announced in mid-June 2025. Sponsorships will be available at that time. To propose a CNCF-hosted co-located event, please complete this [form](#).

Contact sponsor@cncf.io to review sponsorship options for 2025!



Event Date: November 10, 2025



Location: Georgia World Congress Center, Atlanta, Georgia



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 (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$35,000	\$25,000	\$9,500	\$5,000

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.



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:

To be announced



LOCATION:

To be announced



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.



KubeCon

CloudNativeCon

Japan 2025

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP* + END USER* + NON-PROFIT UNLIMITED
Speaking opportunity 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				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(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		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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
Physical lead retrieval device(s) To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000

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.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today.



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



EVENT DATES:

To be announced



LOCATION:

To be announced



WHO ATTENDS?

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

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.

2

**MAIN
CONFERENCE
DAYS**

100+

**SESSIONS AND
KEYNOTES**

150+

SPEAKERS

3,000+

**ESTIMATED NUMBER
OF ATTENDEES***

600+

**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

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP* + END USER* + NON-PROFIT UNLIMITED
NEW Speaking opportunity 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(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		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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 6m (d) turnkey booth	6m (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
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000

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

MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon

CloudNativeCon

India 2025

Dan Kohn Diversity Scholarship Fund

\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

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\$15,000 1 AVAILABLE

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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.

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

Session Recording

\$15,000 1 AVAILABLE

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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



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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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
to secure your sponsorship today.

events.linuxfoundation.org