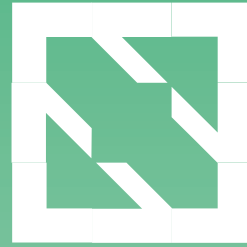




KubeCon



CloudNativeCon

Japan 2025

June 16-17, 2025 | Tokyo, Japan

**2025 SPONSORSHIP
PROSPECTUS**

WHY SPONSOR?



Japan 2025

The [Cloud Native Computing Foundation](#) (CNCF) is the open source software foundation dedicated to making cloud native computing ubiquitous. As part of the non-profit Linux Foundation, CNCF provides support, oversight, and direction for [180+ cloud native projects](#) including Kubernetes, Envoy, Prometheus, containerd, and many others.

Join our community as we bring together the world's top developers, end users, and vendors at the largest open source developer conferences. Together we will shape the future of the rapidly evolving cloud native ecosystem.

BENEFITS OF SPONSORSHIP:



HIGH-PROFILE AUDIENCE

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



QUALIFIED LEADS

CNCF events draw a highly targeted and relevant audience of technical leaders and decision-makers who are valuable prospects for future business.



THOUGHT LEADERSHIP

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



NETWORK WITH KEY STAKEHOLDERS

Access an extensive network of industry professionals to build strategic partnerships, develop business opportunities, and initiate collaborations.



SOLUTIONS SHOWCASE

Present your latest offerings and connect with new and existing customers face-to-face to receive valuable user feedback on your products and services.



ASSOCIATION WITH LEADING TECHNOLOGIES

Align your brand with some of the highest velocity open source projects and position your company within the vast cloud native ecosystem.



MARKET INTELLIGENCE

Gauge industry trends as you meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.



TALENT ACQUISITION

Recruit the brightest minds in the industry to fill your open positions.



ACCESS TO COMMUNITY

Meet with maintainers and contributors of [CNCF's hosted projects](#) and help bring cloud native project communities together.



VENDOR-NEUTRAL CONTENT

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



SUPPORT OPEN SOURCE

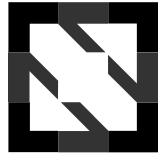
Give back to the open source community. Profits from events are reinvested and directly support CNCF's hosted projects.

TESTIMONIALS FROM OUR SPONSORS





KubeCon



CloudNativeCon

Japan 2025

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



EVENT DATES:

June 16-17, 2025



LOCATION:

Hilton Tokyo Odaiba, Tokyo, Japan



WHO ATTENDS?

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

2

MAIN
CONFERENCE
DAYS

100+

SESSIONS AND
KEYNOTES

150+

SPEAKERS

1,000+

ESTIMATED NUMBER
OF ATTENDEES*

400+

PARTICIPATING
COMPANIES



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

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by May 2, 2025.

| | 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) 30-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.

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

‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by May 2, 2025.



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, sum-mits, 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

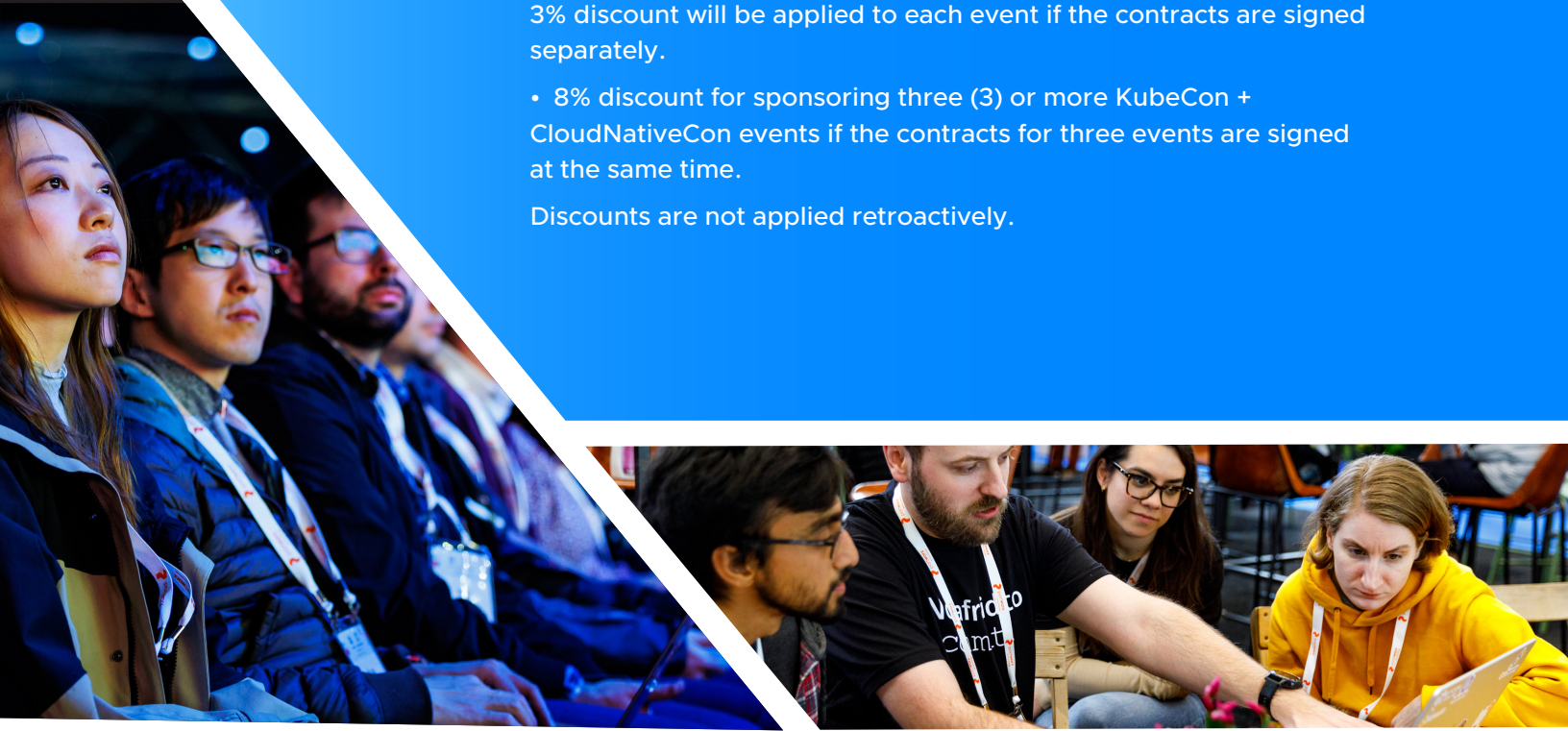


CNCF Member Discounts

In 2025, CNCF is holding five (5) flagship KubeCon + CloudNativeCon events in Europe, North America, Japan, India, and China. The following discounts are available for CNCF members (except end user supporters):

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event,
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events if the contracts for both events are signed at the same time. A 3% discount will be applied to each event if the contracts are signed separately.
- 8% discount for sponsoring three (3) or more KubeCon + CloudNativeCon events if the contracts for three events are signed at the same time.

Discounts are not applied retroactively.



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

CNCF is part of the Linux Foundation, which also hosts dozens of other open source events. See them all at events.linuxfoundation.org.