



**Event Date:**  
June 26, 2025



**Location:** Denver, CO



**Est. Number of Attendees:** 200+

Join us for the OpenTelemetry Community Day! This event is an opportunity for you to engage with OpenTelemetry maintainers, contribute to the project, and join birds-of-a-feather discussion groups on topics of interest to the OpenTelemetry and observability community.

Recorded content from the event will be available post event on YouTube for those who cannot attend onsite. Visit our [website](#) for additional event details. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today!

**Signed contracts must be received by May 27, 2025.**

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD UNLIMITED	START-UP* UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval	5-minute keynote			
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	x	x		
<b>Table top sponsor space + lead retrieval</b> (1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, power & conference wifi	x	x		
<b>Recognition in event promotional emails and attendee communications</b>	logo + link	logo + link	company name + link	company name + link
<b>Logo recognition during opening session</b>	x	x	x	x
<b>Logo on sponsor signage</b>	x	x	x	x
<b>Logo recognition on event schedule</b>	x	x	x	x
<b>Logo and link on event website</b>	x	x	x	x
<b>Complimentary conference passes</b> To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits.	4	2	1	1
<b>Provide attendee giveaway during event</b> Giveaways must be distributed at sponsor table top and/or meeting room. *CNCF Approval Required	x	x	x	x
<b>SPONSORSHIP COST</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$8,500</b>	<b>\$5,000</b>

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

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

## ADD-ON OPPORTUNITY



**Session Recording** **\$4,000** **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