CLOUD NATIVE
COMPUTING FOUNDATION

2021 Sponsorship Prospectus

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KubeCon | CloudNativeCon

North America 2021

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

KubeCon + CloudNativeCon North America 2021

Los Angeles, USA

October 12-15, 2021

10,000+ attendees

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event.

In the event we need to pivot from a hybrid to a virtual event:

- We will make the decision and notify all participants at least 3 months in advance.

- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual event, apply a credit to a future CNCF event in 2022 or receive a full refund.

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

Who Attends?

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

Benefits of Sponsorship:

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

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

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

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

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

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

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

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

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by July 22, 2021.

	DIAMOND* ~~6 AVAILABLE~~ 2 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Email to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet****	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device****	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$190,000**	**$115,000**	**$75,000**	**$26,000**	**$7,000**	**$7,000**

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

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

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

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 29, 2021.

Cross-Promotion of Pre-Approved Community Events

UNLIMITED **$6,000 EACH**

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon North America 2021 are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

- Event listed on the conference website.
- Event listed on the official conference schedule.
- Event listed in a shared pre-event promotional email.
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.

Attendee T-Shirt
1 AVAILABLE **$30,000**
SOLD OUT

Sponsor logo will be placed on all attendee t-shirts. Logo size and placement subject to t-shirt design and CNCF approval. Logo must be single color only (no gradient colors).

Lanyards **1 AVAILABLE** **$30,000**

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

Diversity Scholarship

UNLIMITED **$5,000 MINIMUM**

The Cloud Native Computing Foundation's scholarship program supports 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 dis/abilities. Showcase your organization's support of this important initiative and help remove obstacles for attendee groups who may not otherwise have the opportunity to participate in this event. Benefits include:

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

Diversity Lunch **1 AVAILABLE** **$10,000**

Everyone attending is invited to join this special lunch and program featuring discussion around diversity and inclusivity in an open source community. 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:

- 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).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition on signage.

EmpowerUs Event **1 AVAILABLE** **$10,000**

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:

- 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).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition on signage.

Session Recording **1 AVAILABLE** **$20,000**
SOLD OUT

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.
- Sponsor recognition in post-event email to attendees.

Keynote Livestream **1 AVAILABLE** **$12,500**
SOLD OUT

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email

Conference Wi-Fi **1 AVAILABLE** **$12,500**
SOLD OUT

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

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

KubeCon | CloudNativeCon

OPEN SOURCE SUMMIT

China 2021

KubeCon + CloudNativeCon + Open Source Summit is the premier event to engage with the most talented developers, IT professionals, and project leaders of China's active open source and cloud native communities. Join us to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

Early December 2021

3 consecutive days
Dates to be determined

China, location to be determined

3,000 attendees

KubeCon + CloudNativeCon + Open Source Summit China 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event. In the event we need to pivot from a hybrid to a virtual event:

- We will make the decision and notify all participants at least 3 months in advance.

- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual event, apply a credit to a future CNCF event in 2022 or receive a full refund.

The Linux Foundation and Cloud Native Computing Foundation reserve the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Who Attends?

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

Benefits of Sponsorship:

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

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

- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.

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

- Join The Linux Foundation and Cloud Native Computing Foundation's hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring cloud native project communities together.

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

- Give back to the open source community. Profits from our events directly support hosted projects.

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by October 1, 2021.

	STRATEGIC 1 AVAILABLE SOLD OUT	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*/ END USER** OPEN
Logo on Attendee T-shirt	•					
Logo on Lanyard	•					
Executive Lunch Capacity subject to COVID-19 safety + social distancing requirements	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for (1) conference day	(1) exclusive meeting room for half of a conference day			
20-minute demo: Your presentation in the demo theater will be listed in the main schedule***	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Promotional posts on WeChat	(2) standalone articles	(1) standalone article	(1) standalone article	(1) shared group article	(1) shared group article	(1) shared group article
Promotional posts on Twitter from the @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card	(1) pre-event shared group tweet	(1) pre-event shared group tweet	(1) pre-event shared group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet***	6m (w) x 6m (d) custom-built only	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2m (w) x 2m (d) turnkey only	2m (w) x 2m (d) turnkey only
Lead retrieval device***	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$286,000**	**$131,000**	**$79,000**	**$52,000**	**$21,000**	**$6,000**

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*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
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MARKETING PROMOTIONAL OPPORTUNITIES

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Cross-Promotion of Pre-Approved Community Events

UNLIMITED   **$6,000 EACH**

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon + Open Source Summit China 2021 are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

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

Diversity Scholarship

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EmpowerUs Event   **1 AVAILABLE**   **$5,000**

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon + Open Source Summit 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:

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• Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF).
• Recognition on the conference website.
• Workshop listed on the official conference schedule.
• Sponsor logo recognition on signage.

Session Recording   **1 AVAILABLE**   **$7,500**

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• Sponsor recognition in post-event email to attendees.

Keynote Livestream   **1 AVAILABLE**   **$7,500**

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Conference Wi-Fi   **1 AVAILABLE**   **$7,500**

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:
• Provide a name of your choice for the SSID
• Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

KubeCon + CloudNativeCon Europe 2020 Highlights

August 17-20, 2020 | Virtual Event

KubeCon + CloudNativeCon Europe 2020 - Virtual was the Cloud Native Computing Foundation's (CNCF) first-ever virtual event with record-breaking registration and attendance.

The conference had 18,700+ registrants and boasted a 70% attendance rate! Of this year's registrants, 72% were first-time KubeCon + CloudNativeCon attendees and 45% indicated being part of an end user organization.

Feedback from attendees was positive, with an overall average satisfaction rating of 87%. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (63%) and networking (22%).

18,700+ registrants • 17 keynotes • 319 sessions • 1,525 CFP submissions • 8 co-located events • 208 attending media + analysts 438 diversity + need-based scholarships offered

ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 93,152, with an average of 1,096 leads per booth which is more than a 250% increase over the 2019 in-person event in Barcelona.

ATTENDEE DEMOGRAPHICS

Attendees from 130 countries across six continents

28% from the United States

Other countries with a sizeable audience at the event include: Germany - 10%; United Kingdom - 8%; India - 7%
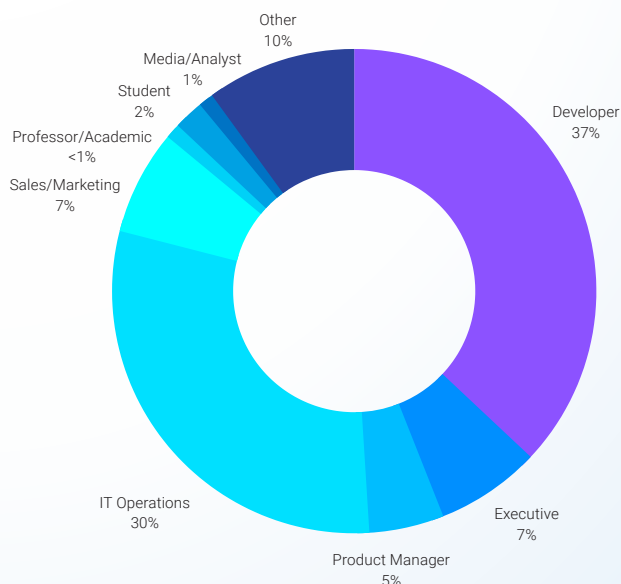
77% first-time attendees

7,800 companies participated

3,598 end user companies participated
Top 10 end user companies by attendance: Capital One, Fidelity Investment, JP Morgan Chase, Apple, Spotify, Morgan Stanley, Zendesk, Goldman Sachs, Sky Betting & Gaming, ING

ATTENDEE JOB FUNCTION

- Other 10%
- Media/Analyst 1%
- Student 2%
- Professor/Academic <1%
- Sales/Marketing 7%
- Developer 37%
- IT Operations 30%
- Executive 7%
- Product Manager 5%

KubeCon + CloudNativeCon North America 2020 Highlights

November 17-20, 2020 | Virtual Event

The Cloud Native Computing Foundation (CNCF) held its second virtual KubeCon + CloudNativeCon event, KubeCon + CloudNativeCon North America 2020 - Virtual, with record-breaking registration and attendance.

The conference had 22,816+ registrants with a 70% attendance rate! Of this year's registrants, 67% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with 90% rating the event as "Good," "Very Good," or "Excellent." The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (65%) and networking (26%).

22,816+ registered attendees · 20 keynotes
126 breakouts + tutorials · 856 CFP submissions
204 diversity scholarships offered · 151 media and analysts

ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 95,964 with an average of 695 leads per booth.

ATTENDEE DEMOGRAPHICS

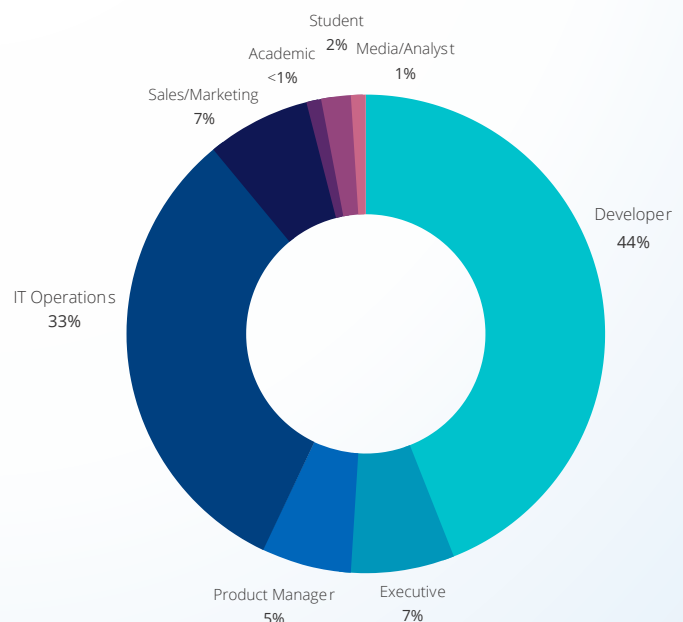**Attendees from 137 countries across six continents**

- 59% from the United States
- Other countries with a sizeable audience at the event include: India 7.5%; Canada 5%; UK 3.3%

4,659 End User companies participated

- 123 End User Members/Supporters
- Top 10 End User companies by attendance:
  1. Apple 2. Capital One 3. Fidelity Investments
  4. JP Morgan Chase 5. Intuit 6. Salesforce
  7. Verizon 8. Morgan Stanley 9. Workday
  10. Nordstrom

ATTENDEE JOB FUNCTION

- Developer 44%
- IT Operations 33%
- Sales/Marketing 7%
- Executive 7%
- Product Manager 5%
- Student 2%
- Media/Analyst 1%
- Academic <1%

In 2021, CNCF is holding three (3) flagship KubeCon + CloudNativeCon events in Europe, North America, and China. The following discounts are available:

• 3% discount for CNCF members sponsoring one (1) KubeCon + CloudNativeCon event,

• 3% discount for non-members sponsoring two (2) or more events,

• 5% discount for CNCF members sponsoring two (2) events,

• 8% discount for CNCF members sponsoring all three (3) events.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other project-specific events such as PromCon, EnvoyCon, Helm Summit, ServiceMeshCon or Cloud Native Security Day. The following discounts are available:

• 3% discount for CNCF members sponsoring one (1) project-specific event

• 3% discount for non-members sponsoring two (2) or more project-specific events

• 5% discount for CNCF members sponsoring two (2) or more project-specific event

CLOUD NATIVE
COMPUTING FOUNDATION

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.