



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

Location:

Los Angeles Convention Center,
Los Angeles, CA + Online

Event Dates:

October 11 - 12: Pre-Event Programming
October 13 - 15: Main Conference

Estimated Number of Attendees:

6,000+ Onsite
15,000+ Virtual

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person.

Sponsorship packages include onsite and virtual benefits to maximize the reach and visibility of each participating organization. All benefits are optional. Given the fluid COVID-19 situation, 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.



KubeCon



CloudNativeCon

North America 2021

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 SOLD OUT | 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 | | | | | |
| Opportunity to participate in media & analyst panel during the event | • | | | | | |
| 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 | | | | |
| Preferred placement of sponsor announcements in official event news package | • | • | | | | |
| Logo recognition on virtual event platform dashboard | • | • | | | | |
| List of registered press/analysts (provided 3 weeks prior to event) | • | • | • | | | |
| Optional custom emoji for CNCF Slack workspace for the duration of the event | • | • | • | | | |
| Public acknowledgment for funding of Kubernetes Contributor Summit | • | • | • | • | | |
| Logo recognition on keynote screen | • | • | • | • | • | • |
| Logo on onsite sponsor signage | • | • | • | • | • | • |
| Logo and link on conference website | • | • | • | • | • | • |
| Logo recognition on conference schedule | • | • | • | • | • | • |
| Optional dedicated channel in CNCF Slack workspace for the duration of the event | • | • | • | • | • | • |
| Opportunity to provide (1) virtual swag item for optional download | • | • | • | • | • | • |
| Opportunity to provide (1) contributed article to key publications pre- or post-event | • | • | • | • | • | • |
| Opportunity to include news announcements in official event news package | • | • | • | • | • | • |
| Twitter posts from official @KubeCon_ handle | (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 |
| Complimentary onsite attendee passes Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform | 20 | 15 | 12 | 8 | 5 | 2 |
| Unlimited 20% discount on additional onsite attendee passes | • | • | • | • | • | • |
| Onsite exhibit space Turnkey booth includes back wall, 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 |
| Physical lead retrieval device(s) for onsite use | (3) devices | (2) devices | (2) devices | (1) device | (1) device | (1) device |
| Virtual exhibit space Includes option to present on-demand videos, documents, special offers, and limited number of live sessions | • | • | • | • | • | • |
| Real-time lead report for virtual exhibit space | • | • | • | • | • | • |
| Complimentary virtual only attendee passes Includes access to keynotes, sessions and virtual exhibits within the virtual event platform | 150 | 100 | 75 | 50 | 25 | 25 |
| Complimentary virtual only booth staff passes Includes access to keynotes, sessions and virtual exhibits within the virtual event platform | 30 | 25 | 20 | 15 | 10 | 10 |
| 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.

MARKETING PROMOTIONAL OPPORTUNITIES



KubeCon



CloudNativeCon

North America 2021

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 main conference program on October 13-15. 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
SOLD OUT

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 + Need-Based Scholarships

UNLIMITED \$5,000 MINIMUM

The Cloud Native Computing Foundation's scholarship program supports individuals who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon. 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 dis/abilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups. Benefits include:

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



Diversity Workshop

1-AVAILABLE \$10,000
SOLD OUT

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special program featuring discussion around diversity and inclusivity in an open source community. The sponsor of this onsite-only 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 onsite signage.



EmpowerUs Event

1-AVAILABLE \$10,000
SOLD OUT

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



Peer Group Mentoring

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

The community collectively has an immense depth of knowledge and expertise which attendees can explore and learn from at this collaborative event - whether they are new, or not so new to the cloud native community. Participants have the chance to meet with experienced open source veterans across many CNCF projects while paired with two to four other people in a pod-like setting to explore technical and community questions together. Table topics: Community, Career, Technical. Benefits include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees.
- Optional (1) 5-minute opening statement by sponsor.
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.



Hotel Key Cards or Sleeves

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

Display your sponsor branding on one side of the hotel key cards or key card sleeves (based on availability) at up to (3) host hotels in the official event hotel block. Artwork subject to approval by CNCF.



Private Meeting Room

5 AVAILABLE **\$15,000 EACH**
2 AVAILABLE

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 during official event hours on main conference days (October 13-15)
- Room includes (1) table, (10) chairs, (1) 5amp power drop with power strip
- Additional furniture and AV available at sponsor's own expense
- Sponsor logo sign on the room door
- Sponsor room + logo included on the venue map

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.



Virtual Games Lounge

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

Create a fun and interactive virtual environment for attendees to unwind between sessions. Sponsor to provide online games (subject to approval by CNCF). Attendee data will not be shared by CNCF. Benefits include:

- Prominent sponsor branding in games lounge in the virtual event platform.
- Pre-event promotion on event website.
- Pre-event promotion in attendee email.
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle.
- Opportunity to provide and distribute prizes to winners at sponsor's own expense.



All Attendee Party

2 AVAILABLE **\$20,000**
SOLD OUT

Treat attendees to a special experience! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends. Attendees joining virtually may participate in an interactive online activity*. Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at entrance and throughout venue including on bars and buffets
- Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided
- Logo napkins at bars and buffets
- Choose one specialty item:
 - Specialty drink and branded cups
 - Live entertainment
- Logo recognition during virtual activity*

*Virtual activity may be held on a different day than the All Attendee Party.

KubeCon + CloudNativeCon North America 2021

Sponsor-Hosted In-Person Co-Located Event Packages - October 11 + 12, 2021

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 2021 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon North America 2021. We have four set package options listed below. All packages will include access to the meeting room the day prior (either Sunday, October 10 from 4:00 PM to 6:00 PM or Monday, October 11 from 6:00 PM - 8:00 PM) for set up and day-of from 8:00 AM - 5:00 PM. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

All co-located event space requests must be submitted by completing the [request form](#) on the [co-located events page](#) of the event website. Space will be assigned on a first come, first served basis with priority given to diamond and platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will be followed in the order submissions were received.

Deadline to submit a request for off-site cross-promotion MPO (Package D): Thursday, July 29 at 11:59 PM PDT

Deadline to submit a request for on-site co-located event (Packages A-C): Thursday, August 5 at 11:59 PM PDT (if not sold out prior)

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. [Visit our website](#) for full details.

KUBECON + CLOUDNATIVECON NORTH AMERICA 2021

| PACKAGE INCLUDES | PACKAGE A | PACKAGE B | PACKAGE C | PACKAGE D |
|--|---|---|---|----------------------|
| CAPACITY | 50 classroom | 100 classroom | 200 classroom | Cross-promotion only |
| Room Rental + Set-up | • | • | • | |
| Collect Registration Fees On Your Behalf | • | • | • | • (optional) |
| Access to Existing Conference Wi-Fi | • | • | • | |
| Power for Presenter + AV | • | • | • | |
| Audio Visual (AV) Services | (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones | (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones | (1) projector, (1) screen, wireless presenter, basic audio, (2) microphones | |
| In-room AV Technician All Day | • | • | • | |
| Meeting Room + Wayfinding Signage | • | • | • | |
| On-Site Event Support | • | • | • | |
| Featured Placement on Website + Registration Form + Schedule | • | • | • | • |
| (1) Standard In-Person KubeCon Pass for Presenter | • | • | • | |
| (1) Session Scanner | • | • | • | |
| All Day Coffee/Tea + Water | • | • | • | |
| TOTAL | \$29,000 | \$33,700 | \$40,500 | \$6,000 |

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned as a "hybrid event" - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 12, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.



CLOUD NATIVE

Wasm DAY

NORTH AMERICA

| Benefit | DIAMOND 2 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event *Includes KubeCon + CloudNativeCon NA Virtual pass | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned as a "hybrid event" - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 12, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.



NORTH AMERICA

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

| Benefit | DIAMOND 2 AVAILABLE 1 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|------------------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event *Includes KubeCon + CloudNativeCon NA Virtual pass | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
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Kubernetes
AI DAY
NORTH AMERICA

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| Benefit | DIAMOND 2 AVAILABLE SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
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Benefits Include:

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Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

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| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
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| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

CNCF's scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.



PromCon
North America 2021

| Benefit | DIAMOND 2-AVAILABLE SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED |
|--|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote <small>*Content subject to program committee approval</small> | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small> | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small> | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small> | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1-AVAILABLE** **SOLD OUT**

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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| Benefit | DIAMOND 2 AVAILABLE- 1 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|-------------------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event *Includes KubeCon + CloudNativeCon NA Virtual pass | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

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Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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**Cloud Native Security
CONFERENCE**
NORTH AMERICA

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

| Benefit | DIAMOND 2-AVAILABLE SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED |
|--|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote <small>*Content subject to program committee approval</small> | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small> | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small> | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small> | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1-AVAILABLE** **SOLD OUT**

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Benefits include:

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

SupplyChainSecurityCon

North America

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| Benefit | DIAMOND 2 AVAILABLE SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
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| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event *Includes KubeCon + CloudNativeCon NA Virtual pass | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE** **SOLD OUT**

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Benefits include:

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE** **SOLD OUT**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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|--|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote <small>*Content subject to program committee approval</small> | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small> | 5 | 3 | 2 |
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| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small> | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**

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Benefits include:

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE



GitOpsCon
NORTH AMERICA

This event is being planned as a "hybrid event" - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 12, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.

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| Benefit | DIAMOND 2 AVAILABLE SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED |
|--|---------------------------------|-----------------------|---------------------|
| 10-minute Keynote <small>*Content subject to program committee approval</small> | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small> | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small> | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small> | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship \$1,500 + UNLIMITED

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- Sponsor recognition in scholarship acceptance notifications

Session Recording \$3,500 1 AVAILABLE SOLD OUT

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor \$4,500 1 AVAILABLE

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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| Benefit | DIAMOND 2 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED |
|--|------------------------|-----------------------|---------------------|
| 10-minute Keynote <small>*Content subject to program committee approval</small> | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small> | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small> | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small> | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

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| Benefit | DIAMOND 2 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED |
|---|------------------------|-----------------------|---------------------|
| 10-minute Keynote *Content subject to program committee approval | • | | |
| Recognition during opening session | • | • | |
| Recognition in pre-event attendee email | Logo + Link | Logo + Link | Company Name + Link |
| (1) Shared pre-event attendee email blast (to opt-in attendees only) | 250 words | | |
| Message in post-event attendee email | 150 words | 100 words | Company Name + Link |
| (1) Social media mention from project handle or @KubeCon_ handle | • | Group mention | Group mention |
| Logo on sponsor signage | • | • | • |
| Logo on event schedule | • | • | • |
| Linked logo on event website | • | • | • |
| Logo on event platform | • | • | • |
| (1) customized pop-up message in event platform | 200 characters | 200 characters | |
| Complimentary IN-PERSON passes to co-located event *Does NOT include KubeCon + CloudNativeCon NA In-Person pass | 5 | 3 | 2 |
| Complimentary VIRTUAL-ONLY attendee passes to co-located event *Includes KubeCon + CloudNativeCon NA Virtual pass | 20 | 15 | 10 |
| (1) Message in event networking channel | 50 words | 50 words | 50 words |
| Provide attendee giveaway during in-person event *CNCF Approval Required | • | • | • |
| Sponsorship Cost | \$30,000 | \$15,000 | \$7,500 |

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship **\$1,500 +** **UNLIMITED**

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**

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Benefits include:

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees



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.

SPONSORSHIP BENEFITS AT-A-GLANCE

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

| | STRATEGIC ↑ 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 |

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 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 October 8, 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 + 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

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.



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:

- 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 \$7,500

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 and on qq 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 \$7,500

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 \$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 noting 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

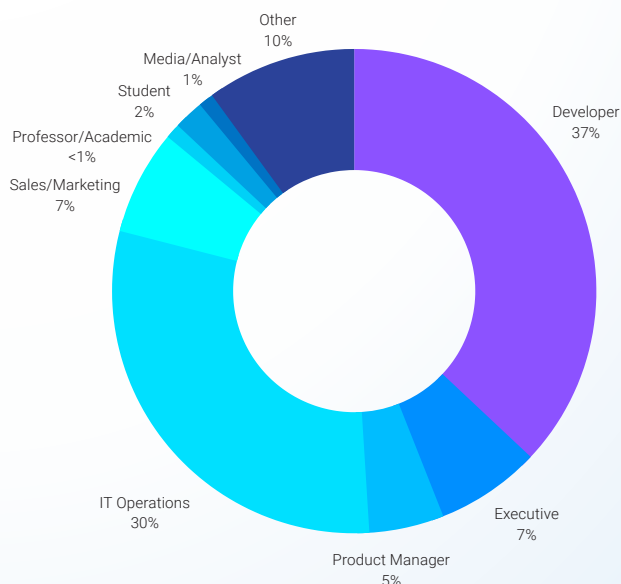
7,800 companies participated



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



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

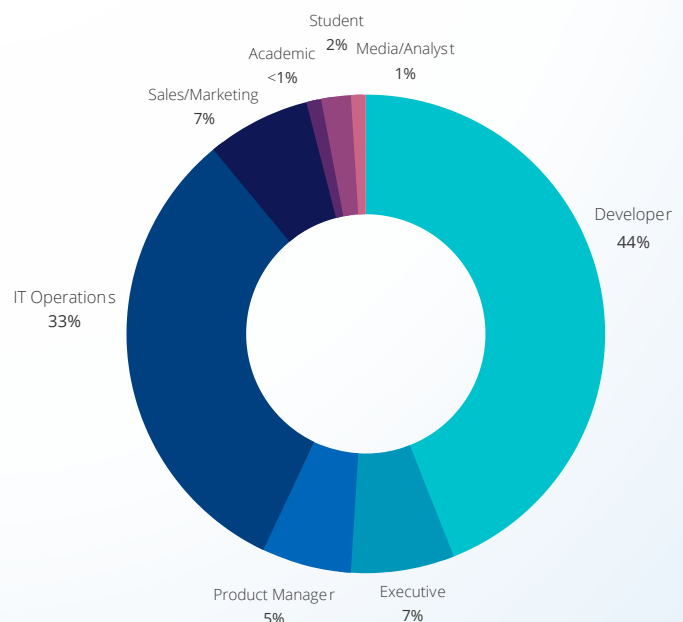
- 59% from the United States
- Other countries with a sizeable audience at the event include: India 7.5%; Canada 5%; UK 3.3%



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





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.