



**CLOUD NATIVE**  
COMPUTING FOUNDATION

## 2022 SPONSORSHIP PROSPECTUS



# TABLE OF CONTENTS

---

## **KubeCon + CloudNativeCon Europe 2022**

- 3 Overview
- 4 Sponsorship Benefits at-a-glance
- 5 Marketing Promotional Opportunities
- 8 Co-located Events

## **KubeCon + CloudNativeCon North America 2022**

- 14 Overview
- 15 Sponsorship Benefits at-a-glance
- 16 Marketing Promotional Opportunities

## **Past Events**

- 19 KubeCon + CloudNativeCon Europe 2021 Highlights
  - 20 KubeCon + CloudNativeCon North America 2021 Highlights
-



**KubeCon**



**CloudNativeCon**

**Europe 2022**

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

5 days

200+ sessions and keynotes

5,000+ participating companies

KubeCon + CloudNativeCon Europe 2022 is being planned as a hybrid event - an in-person event taking place in Valencia, Spain 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. CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Given the fluid COVID-19 situation, the hybrid event format may change. In case we need to pivot to a fully virtual event, we will make the decision and notify all participants as early as possible. 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 format, or receive a full refund.

## Who Attends?

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

## LOCATION:

Feria Valencia, Valencia, Spain + Online

## EVENT DATES:

May 16 - 17: Pre-Event Programming

May 18 - 20: Main Conference

## ESTIMATED NUMBER OF ATTENDEES\*:

5,000 Onsite

10,000+ Virtual

\*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.

## 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, Linkerd, Open Policy Agent, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, Cilium, CloudEvents, CNI, Contour, Cortex, CRI-O, Crossplane, Dapr, Dragonfly, Emissary Ingress, Falco, Flagger, Flux, gRPC, KEDA, KubeEdge, Longhorn, NATS, Notary, Open Telemetry, 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.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by **February 25, 2022**.



KubeCon



CloudNativeCon

Europe 2022

	DIAMOND* 6 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 Sent by CNCF on behalf of sponsor	(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 pre- and post-conference email to attendees	logo	logo				
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)	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
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 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	(2) pre-event group tweets 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 To be used for onsite booth staff, attendees and guests. 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	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (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 job posts, as well as live chat	✓	✓	✓	✓	✓	✓
30-minute live office hours in the virtual exhibit space	8	7	6	5	4	4
Real-time lead report for virtual exhibit space	✓	✓	✓	✓	✓	✓
Complimentary virtual only attendee passes To be used for virtual booth staff, attendees and guests. Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	180	125	95	65	35	35
<b>Sponsorship Cost</b>	<b>\$155,000</b>	<b>\$92,000</b>	<b>\$60,000</b>	<b>\$23,000</b>	<b>\$8,000</b>	<b>\$8,000</b>

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

\*Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery.

\*\*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

Europe 2022

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **March 4, 2022**.



## CROSS-PROMOTION OF PRE-APPROVED COMMUNITY EVENTS

UNLIMITED

\$10,000 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 Europe 2022 are eligible for cross-promotion. Events may not overlap with the conference program on May 18 - 20. 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).



## DAN KOHN SCHOLARSHIP FUND

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 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:

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



## DIVERSITY + EQUITY + INCLUSION LUNCH

1 AVAILABLE

\$10,000

SOLD OUT

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. 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:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on 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:

- Refreshments served to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- 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.

# MARKETING PROMOTIONAL OPPORTUNITIES



KubeCon



CloudNativeCon

Europe 2022

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **March 4, 2022**.



## ACTIVATION ZONE

2 AVAILABLE

\$15,000 EACH

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. This is your opportunity to stand out and get creative. Benefits include:

- Dedicated 6m x 6m raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF).

The location of the activation zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The activation zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation zones must meet general event and venue requirements, including but not limited to, height restrictions, health + safety protocols, and fire safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the activation zone.

Lead retrieval and sponsor-hosted activities are permitted within the activation zone.

Only confirmed sponsors of KubeCon + CloudNativeCon Europe 2022 are eligible for this opportunity.



## 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 (subject to approval by CNCF)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.



## COFFEE BAR

2 AVAILABLE

\$15,000 EACH

SOLD OUT

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee lounge. Benefits include:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's own expense (subject to approval by CNCF):
  - Branded coffee cups
  - Branded napkins.

Lounge location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted in the lounge.



## 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.

# MARKETING PROMOTIONAL OPPORTUNITIES



KubeCon



CloudNativeCon

Europe 2022

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## JUICE BAR

1 AVAILABLE

\$15,000 EACH

SOLD OUT

In Valencia, the city famous for its sweet oranges, treat onsite attendees to a selection of complimentary refreshments served from a sponsor-branded juice bar. Benefits include:

- Dedicated space with juice bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Fruit juices served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's own expense (subject to approval by CNCF):
  - Branded cups
  - Branded napkins.

Lounge location, layout, and design, as well as juice service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted in the lounge.



## ALL ATTENDEE PARTY + SPECIALTY DRINK

1 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. Benefits include (co-branded with All Attendee Party entertainment sponsor):

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at entrance and throughout venue including at bars and buffets
- Logo napkins at bars and buffets
- (25) complimentary drink tickets
- Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided.

Exclusive benefits include:

- Specialty drink served in sponsor-branded cups.



## ALL ATTENDEE PARTY + ENTERTAINMENT

1 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. Benefits include (co-branded with All Attendee Party specialty drink sponsor):

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at entrance and throughout venue including at bars and buffets
- Logo napkins at bars and buffets
- (25) complimentary drink tickets
- Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided.

Exclusive benefits include:

- Recognition as sponsor of live entertainment and branding of stage(s) and activities.



## 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

7 AVAILABLE

\$15,000 EACH

4 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 (May 18-20)
- 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.

# SPONSORSHIP BENEFITS AT-A-GLANCE



This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 16, 2022. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$32,500</b>	<b>\$16,500</b>	<b>\$9,000</b>

## ADD-ON OPPORTUNITIES

### Dan Kohn Scholarship Fund **\$2,500 +** **UNLIMITED**

Dan Kohn Scholarship Fund 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 **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$3,500** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

### Shared Happy Hour Sponsor **\$3,000** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage



# SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 17, 2022. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
<b>Keynote</b> *Topic subject to program committee approval	(1) 5-minute keynote		
<b>Table Top Sponsor Space + (1) Lead Retrieval Device</b> 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
<b>Recognition during opening session</b>	•	•	
<b>Recognition in pre + post event attendee communication</b>	Logo	Logo	Logo
<b>Email to opt-in attendees</b>	(1) exclusive pre- or post-conference email		
<b>(1) social media mention from KubeCon or project handle</b>	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
<b>Logo on sponsor signage</b>	•	•	•
<b>Logo recognition on event schedule</b>	•	•	•
<b>Logo and link on event website</b>	•	•	•
<b>Complimentary IN-PERSON pass to co-located event</b> *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
<b>(1) Message in event networking channel</b>	50 words	50 words	50 words
<b>Provide attendee giveaway during in-person event</b> *CNCF approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$37,500</b>	<b>\$16,500</b>	<b>\$9,000</b>

## ADD-ON OPPORTUNITIES

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

### Session Recording **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$3,500** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

### Shared Happy Hour Sponsor **\$3,000** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage

# SPONSORSHIP BENEFITS AT-A-GLANCE



**Kubernetes**  
**AI DAY**  
**EUROPE**

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<b>Table Top Sponsor Space + (1) Lead Retrieval Device</b> 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
<b>Recognition during opening session</b>	•	•	
<b>Recognition in pre + post event attendee communication</b>	Logo	Logo	Logo
<b>Email to opt-in attendees</b>	(1) exclusive pre- or post-conference email		
<b>(1) social media mention from KubeCon or project handle</b>	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
<b>Logo on sponsor signage</b>	•	•	•
<b>Logo recognition on event schedule</b>	•	•	•
<b>Logo and link on event website</b>	•	•	•
<b>Complimentary IN-PERSON pass to co-located event</b> *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
<b>(1) Message in event networking channel</b>	50 words	50 words	50 words
<b>Provide attendee giveaway during in-person event</b> *CNCF approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$32,500</b>	<b>\$16,500</b>	<b>\$9,000</b>

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

### Session Recording **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$3,500** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

### Shared Happy Hour Sponsor **\$3,000** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage

# SPONSORSHIP BENEFITS AT-A-GLANCE



This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 17, 2022. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
<b>Keynote</b> *Topic subject to program committee approval	(1) 5-minute keynote		
<b>Table Top Sponsor Space + (1) Lead Retrieval Device</b> 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
<b>Recognition during opening session</b>	•	•	
<b>Recognition in pre + post event attendee communication</b>	Logo	Logo	Logo
<b>Email to opt-in attendees</b>	(1) exclusive pre- or post-conference email		
<b>(1) social media mention from KubeCon or project handle</b>	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
<b>Logo on sponsor signage</b>	•	•	•
<b>Logo recognition on event schedule</b>	•	•	•
<b>Logo and link on event website</b>	•	•	•
<b>Complimentary IN-PERSON pass to co-located event</b> *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
<b>(1) Message in event networking channel</b>	50 words	50 words	50 words
<b>Provide attendee giveaway during in-person event</b> *CNCF approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$32,500</b>	<b>\$16,500</b>	<b>\$9,000</b>

## ADD-ON OPPORTUNITIES

### Dan Kohn Scholarship Fund **\$2,500 +** **UNLIMITED**

Dan Kohn Scholarship Fund 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 **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$3,500** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

### Shared Happy Hour Sponsor **\$3,000** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage

# SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. This event will take place, over two-days, on May 16 + 17 2022. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCF approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$37,500</b>	<b>\$18,500</b>	<b>\$10,000</b>

## ADD-ON OPPORTUNITIES

### Dan Kohn Scholarship Fund **\$2,500 +** **UNLIMITED**

Dan Kohn Scholarship Fund 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 **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$5,000** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees during this two-day event. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks

### Shared Happy Hour Sponsor **\$4,500** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of each day of this two-day event. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage



# SPONSORSHIP BENEFITS AT-A-GLANCE



Prometheus Day  
EUROPE

This event is being planned in person at the Feria Valencia Convention Center with recorded content available 24-hours post event on YouTube for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend in person. The event will take place on May 17, 2022. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by March 11, 2022, 11:59 PM PDT.

All attendees will be required to adhere to our health and safety protocols. Visit our website for full details.

BENEFITS	DIAMOND 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
Keynote *Topic subject to program committee approval	(1) 5-minute keynote		
Table Top Sponsor Space + (1) Lead Retrieval Device 6'x4' footprint includes: 6' Table, 2 Chairs + Power *Onsite leads only	•		
Recognition during opening session	•	•	
Recognition in pre + post event attendee communication	Logo	Logo	Logo
Email to opt-in attendees	(1) exclusive pre- or post-conference email		
(1) social media mention from KubeCon or project handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	•	•	•
Logo recognition on event schedule	•	•	•
Logo and link on event website	•	•	•
Complimentary IN-PERSON pass to co-located event *Does NOT include KubeCon + CloudNativeCon EU in-person pass	4	2	1
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event *CNCf approval required	•	•	•
<b>Sponsorship Cost</b>	<b>\$32,500</b>	<b>\$16,500</b>	<b>\$9,000</b>

## ADD-ON OPPORTUNITIES

### Dan Kohn Scholarship Fund **\$2,500 +** **UNLIMITED**

Dan Kohn Scholarship Fund 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 **\$5,000** **2 AVAILABLE**

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 attendee communication
- Logo on the event website

### Session Captioning **\$2,500** **1 AVAILABLE**

Support our efforts to make conference content accessible to everyone by sponsoring captioning for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in post-event attendee communication

### Lunch + Breaks Sponsor **\$3,500** **1 AVAILABLE**

Provide lunch + breaks to co-located event attendees. Benefits include:

- Lunch + breaks listed on the official event schedule
- Logo on the event website
- Branded signage during lunch + breaks
- Sponsor recognition in post-event attendee communication

### Shared Happy Hour Sponsor **\$3,000** **UNLIMITED**

Support a shared co-located event Happy Hour at the close of the day. Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Logo on Happy Hour signage



**KubeCon**



**CloudNativeCon**

**North America 2022**

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

5 days

200+ sessions and keynotes

6,000+ participating companies

KubeCon + CloudNativeCon North America 2022 is being planned as a hybrid event - an in-person event taking place in Detroit, MI 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. CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Given the fluid COVID-19 situation, the hybrid event format may change. In case we need to pivot to a fully virtual event, we will make the decision and notify all participants as early as possible. 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 format, or receive a full refund.

## Who Attends?

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

## LOCATION:

Huntington Place, Detroit, Michigan + Online

## EVENT DATES:

October 24 - 25: Pre-Event Programming

October 26 - 28: Main Conference

## ESTIMATED NUMBER OF ATTENDEES\*:

6,000 Onsite

15,000+ Virtual

\*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.

## 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, Linkerd, Open Policy Agent, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, Cilium, CloudEvents, CNI, Contour, Cortex, CRI-O, Crossplane, Dapr, Dragonfly, Emissary Ingress, Falco, Flagger, Flux, gRPC, KEDA, KubeEdge, Longhorn, NATS, Notary, Open Telemetry, 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.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by **July 22, 2022**.



KubeCon



CloudNativeCon

North America 2022

	DIAMOND* 6 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 Sent by CNCF on behalf of sponsor	(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 pre- and post-conference email to attendees	logo	logo				
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)	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
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 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	(2) pre-event group tweets 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 To be used for onsite booth staff, attendees and guests. 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) raw exhibit space	20ft (w) x 20ft (d) raw exhibit space or turnkey	15ft (w) x 10ft (d) raw exhibit space 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 job posts, as well as live chat	✓	✓	✓	✓	✓	✓
30-minute live office hours in the virtual exhibit space	8	7	6	5	4	4
Real-time lead report for virtual exhibit space	✓	✓	✓	✓	✓	✓
Complimentary virtual only attendee passes To be used for virtual booth staff, attendees and guests Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	180	125	95	65	35	35
<b>Sponsorship Cost</b>	<b>\$195,000</b>	<b>\$120,000</b>	<b>\$80,000</b>	<b>\$28,000</b>	<b>\$8,000</b>	<b>\$8,000</b>

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

\*Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery.

\*\*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 2022

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **July 29, 2022**.



## CROSS-PROMOTION OF PRE-APPROVED COMMUNITY EVENTS

UNLIMITED \$10,000 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 2022 are eligible for cross-promotion. Events may not overlap with the conference program on October 26 - 28. 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).



## DAN KOHN SCHOLARSHIP FUND

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 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:

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



## DIVERSITY + EQUITY + INCLUSION LUNCH

1-AVAILABLE \$10,000

SOLD OUT

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. 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:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on 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:

- Refreshments served to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- 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.



# MARKETING PROMOTIONAL OPPORTUNITIES



KubeCon



CloudNativeCon

North America 2022

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **July 29, 2022**.



## ACTIVATION ZONE

2 AVAILABLE

\$15,000 EACH

1 AVAILABLE

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. This is your opportunity to stand out and get creative. Benefits include:

- Dedicated 20ft x 20ft raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF).

The location of the activation zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The activation zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation zones must meet general event and venue requirements, including but not limited to, height restrictions, health + safety protocols, and fire safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the activation zone.

Lead retrieval and sponsor-hosted activities are permitted within the activation zone.

Only confirmed sponsors of KubeCon + CloudNativeCon North America 2022 are eligible for this opportunity.



## 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 (subject to approval by CNCF)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.



## COFFEE BAR

2 AVAILABLE

\$15,000 EACH

SOLD OUT

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee lounge. Benefits include:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's own expense (subject to approval by CNCF):
  - Branded coffee cups
  - Branded napkins.

Lounge location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted in the lounge.



## 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.



Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **July 29, 2022**.



## ALL ATTENDEE PARTY + SPECIALTY DRINK

1 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. Benefits include (co-branded with All Attendee Party entertainment sponsor):

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at entrance and throughout venue including at bars and buffets
- Logo napkins at bars and buffets
- (25) complimentary drink tickets
- Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided.

Exclusive benefits include:

- Specialty drink served in sponsor-branded cups.



## ALL ATTENDEE PARTY + ENTERTAINMENT

1 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. Benefits include (co-branded with All Attendee Party specialty drink sponsor):

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at entrance and throughout venue including at bars and buffets
- Logo napkins at bars and buffets
- (25) complimentary drink tickets
- Logo recognition on transportation vehicles and pick-up locations if transportation to/from offsite venue is provided.

Exclusive benefits include:

- Recognition as sponsor of live entertainment and branding of stage(s) and activities.



## 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

4 AVAILABLE

\$15,000 EACH

SOLD OUT

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 26 - 28)
- 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.

# KubeCon + CloudNativeCon Europe 2021 Highlights

MAY 4 - 7, 2021 | VIRTUAL EVENT

KubeCon + CloudNativeCon Europe 2021 was held as a virtual event with record-breaking registration and attendance. The conference had 26,648 registrants and a 63% attendance rate. Of this event's registrants, 69% were first-time KubeCon + CloudNativeCon attendees and 51% indicated being part of an end user organization.

Feedback from attendees was positive, with 95% of respondents rating the event "good," "very good," or "excellent" and an overall average rating of 4.1 / 5. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were career growth/training (58%) and networking (14%).

26,648 registrants • 21 keynotes  
95 breakout sessions • 624 CFP  
submissions • 24 co-located events  
159 attending media + analysts

## ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 117,822, with an average of 1,167 leads per booth.

## ATTENDEE DEMOGRAPHICS



Attendees from 168 countries across six continents

20% from the United States

Other countries with a sizeable audience at the event include:  
India - 15%; Germany - 10%; United Kingdom - 7%

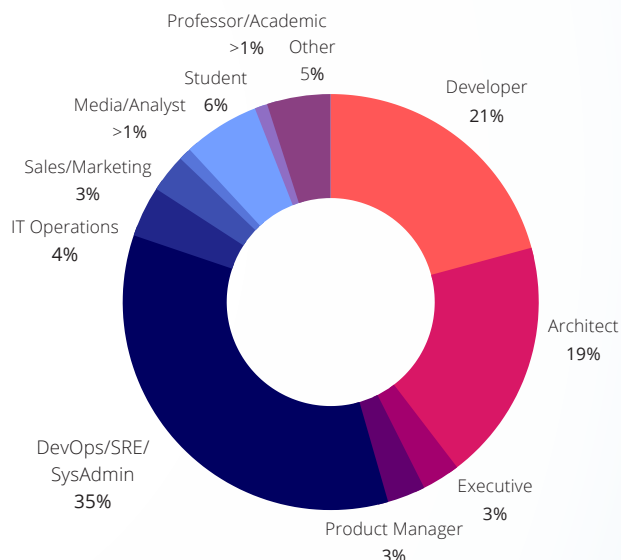
9,092 companies participated



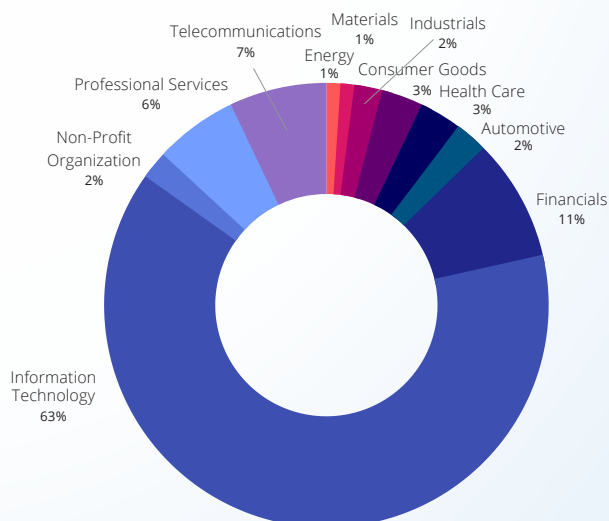
7,230 end user companies participated

Top 10 end user companies by attendance: Fidelity Investment, JP Morgan Chase, Apple, Daimler, Salesforce, Visa, Wipro, Goldman Sachs, Walmart, Zalando

## ATTENDEE JOB FUNCTION



## INDUSTRY



# KubeCon + CloudNativeCon North America 2021 Highlights

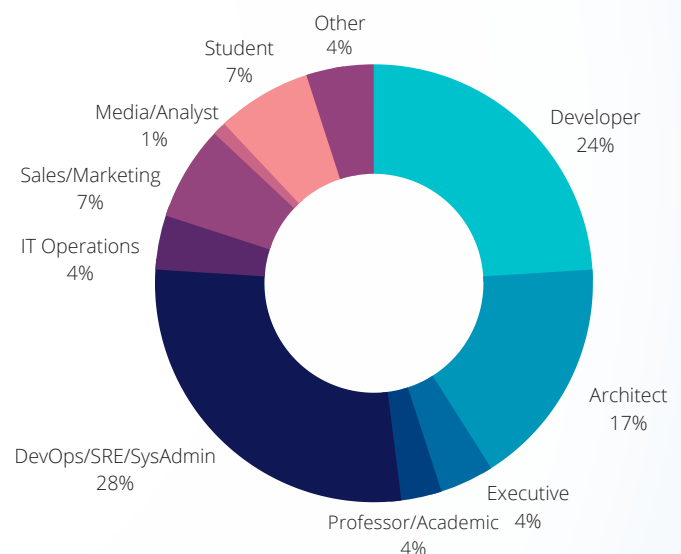
OCTOBER 11 - 15, 2021 | HYBRID EVENT

KubeCon + CloudNativeCon North America 2021 was CNCF's first hybrid event with an in-person component held in Los Angeles, CA, and a virtual component for those who were not able to attend onsite. The conference saw 23,164 registrants; 3,531 in-person registrants and 19,633 virtual registrants. Attendance rates remained high at 96% for in-person attendees and 72% for virtual attendees. Of this event's registrants, over 60% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with 93% of respondents rating the event "good," "very good," or "excellent" and an overall average rating of 4.1 / 5. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were career growth/training (43%) and networking (30%).

**23,164 registrants • 21 keynotes**  
**136 breakout sessions • 976 CFP submissions • 29 co-located events**  
**158 attending media + analysts**

## ATTENDEE JOB FUNCTION



## ATTENDEE BOOTH TRAFFIC

Total leads captured at onsite exhibit booths were 23,702 with an average of 127 leads per booth. Total leads captured at virtual exhibit booths were 100,876, with an average of 476 leads per booth.

## ATTENDEE DEMOGRAPHICS



Attendees from 154 countries across six continents

### In-person attendees:

- 89% from the United States
- Other countries with a sizeable audience include: Israel - 3.2%; Canada - 2%

### Virtual attendees:

- 45.6% from the United States
- Other countries with a sizeable audience include: India - 16.8%; Canada - 4.3%; Germany - 3.1%

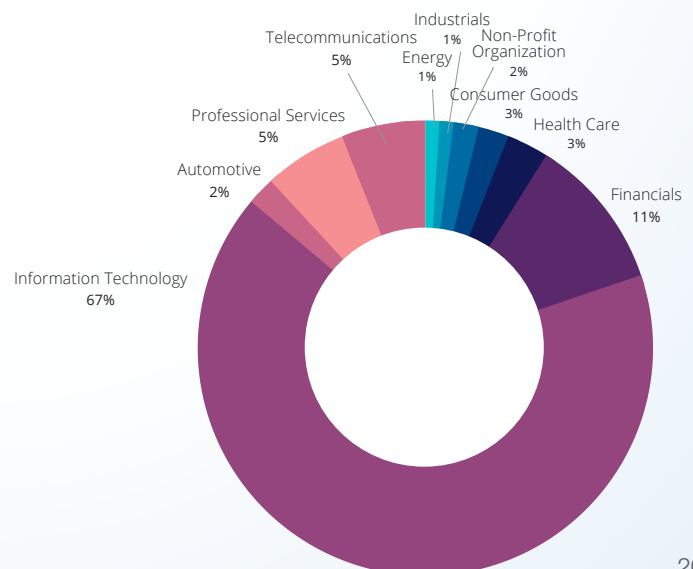
7,290 companies participated



5,105 end user companies participated

- Top 10 end user companies by attendance: JP Morgan Chase, Apple, Visa, Fidelity Investment, Intuit, Capital One, Bloomberg, American Express, Twitter, Salesforce

## INDUSTRY







In 2022, CNCF is holding two (2) flagship KubeCon + CloudNativeCon events - Europe and North America. The following discounts are available:

- 3% discount for CNCF members sponsoring one (1) KubeCon + CloudNativeCon event,
- 3% discount for non-members sponsoring both events,
- 5% discount for CNCF members sponsoring both events.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other project-specific events such as PromCon, EnvoyCon, Kubernetes AI Day, ServiceMeshCon or Cloud Native Security Conference. 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 events.



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CNCF is part of the Linux Foundation, which also hosts dozens of other open source events.  
See them all at [events.linuxfoundation.org](https://events.linuxfoundation.org).