



2022 EVENT SPONSORSHIP PROSPECTUS

“We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We’re looking forward to more Linux Foundation events in the future!”

-EMC

Why Sponsor	3
About Linux Foundation Events	4
Audience Snapshot	5
Promotional Marketing Opportunities	50

LINUX FOUNDATION EVENTS

MAY

Linux Storage, Filesystem, Memory Management & BPF Summit	7
May 2-4, 2022 Palm Springs, California	

JUNE

Open Source Summit North America	8
June 21-24, 2022 Austin, TX	
Linux Security Summit North America	11
June 23-24, 2022 Austin, TX	

AUGUST

Open Source Summit Latin America	12
August 23 & 24, 2022 Virtual	

SEPTEMBER

KVM Forum	15
September 12-14, 2022 Dublin, Ireland	
Linux Plumbers Conference	17
September 12 - 14, 2022 Hybrid Event Dublin, Ireland	
The Linux Kernel Maintainer Summit	19
September 15, 2022 Dublin, Ireland	
Open Source Summit Europe	20
September 13-16, 2022 Dublin, Ireland	
Linux Security Summit Europe	11
September 14-16, 2022 Dublin, Ireland	

NOVEMBER

The Linux Foundation Member Summit	23
November 8-10, 2022 Lake Tahoe, CA	

DECEMBER

Open Source Summit Japan	25
December 5-6, 2022 Yokohama, Japan	
Open Compliance Summit	28
December 6, 2022 Yokohama, Japan	

LINUX FOUNDATION PROJECT EVENTS

APRIL

Cephalocon	30
April 5-7, 2022 Portland, OR	

MAY

KubeCon + CloudNativeCon Europe	32
May 16 - 20, 2022 Valencia, Spain	
CNCF-hosted Co-located Events Europe	35
May 16-17, 2022 Valencia, Spain	

JUNE

CDcon	43
June 7-8, 2022 Austin, TX and Virtual	
OpenJS World	45
June 7-8, 2022 Austin, TX	
Zephyr Developer Summit	47
June 8-9, 2022 Hybrid Event	

OCTOBER

KubeCon + CloudNativeCon North America	48
October 24 - 28, 2022 Detroit, Michigan	

COMING SOON

API Specifications Conference
 Dronecode
 Open Mainframe Summit
 Open Source Strategy Forum
 Reactive Summit
 RISC-V Summit North America and China
 Xen Summit

COVID-19 & 2022 Events:

Many of our 2022 events are being planned as in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot to virtual events.

In the cases where this happens:

- 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.*
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

*Note that some LF Project events will adhere to different timelines and/or virtual event pricing and refund policies. Any event not adhering to the above will note its own policies on their individual event websites.

Sponsorship of Linux Foundation events offers a multitude of benefits:



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display latest products, services & technologies



Create new partnerships & alliances



Obtain and learn valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

Technologies Covered By Event:

Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, Linux Security Summit

Applications

OpenJS World, API Specifications Conference

Networking & Edge Computing

ONE Summit, Open Source Summit, DPDK Summit

IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, ONE Summit, Open Source Strategy Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open Source Strategy Forum, The Linux Foundation Member Legal Summit

Cloud & Cloud Native

KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, ONE Summit, Kubernetes on Edge Day, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware

OpenPOWER Summit, RISC-V Summit

Invitation-Only Events

Linux Storage/Filesystem/MM & BPF Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2020 LF EVENT **AUDIENCE SNAPSHOT**

*Updated with 2021 audience snapshot at the completion of events.

ATTENDANCE

90,000+ attendees






114.28% YoY Growth

REPRESENTING

12,000+ organizations

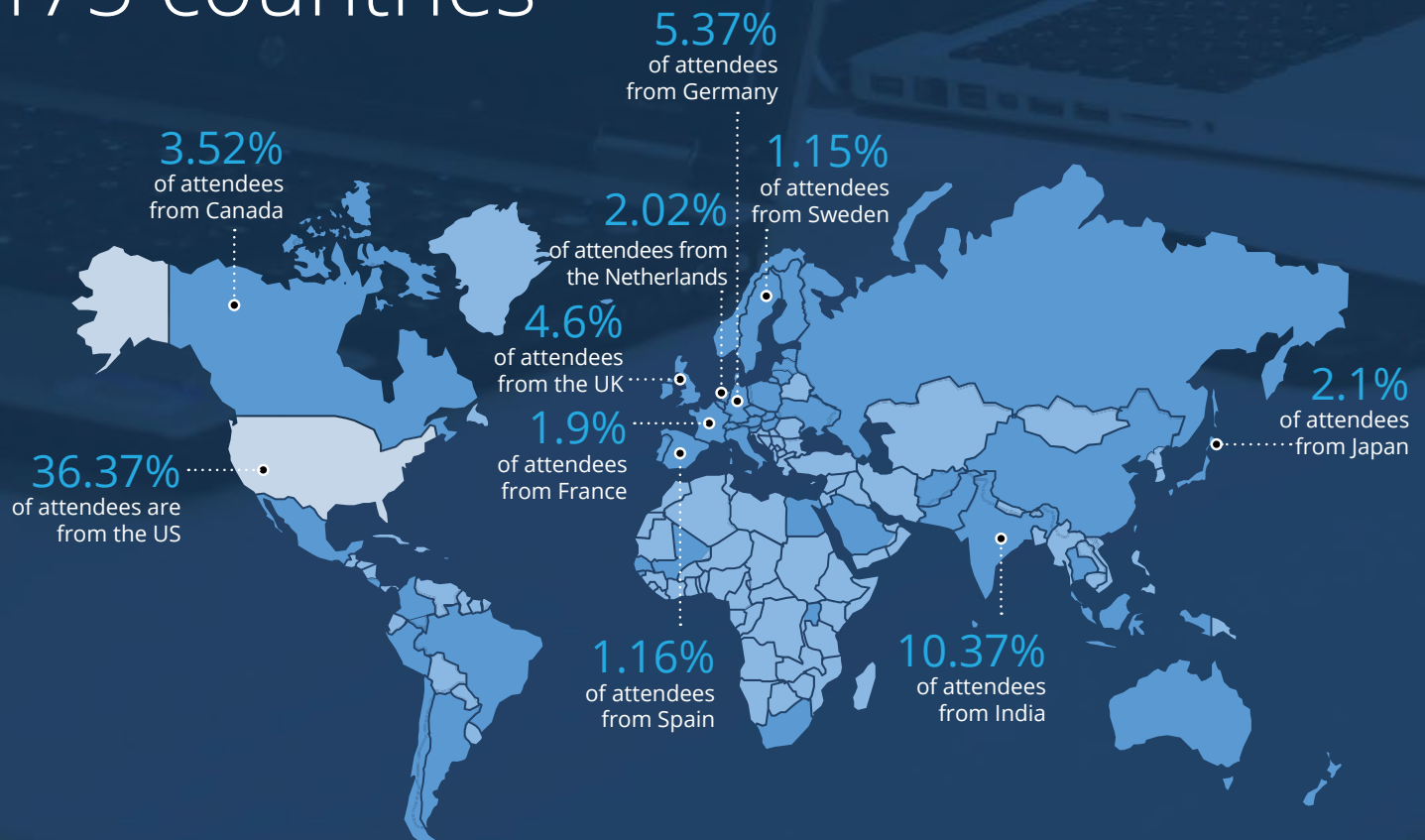
Including corporations, associations and academic institutions worldwide

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 49	16%
 50 - 499	21%
 500 - 999	6%
 1,000-2,999	10%
 3,000+	47%

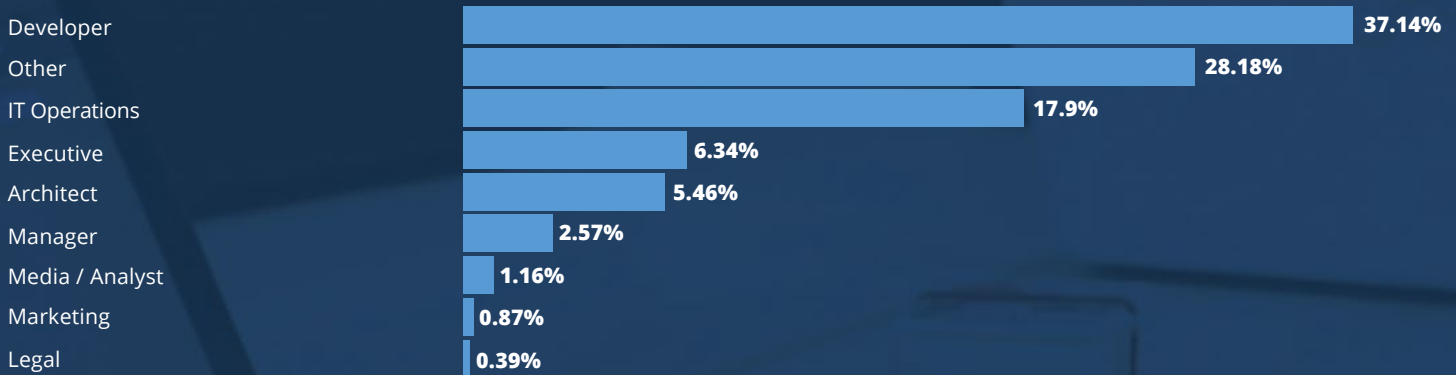
FROM

175 countries

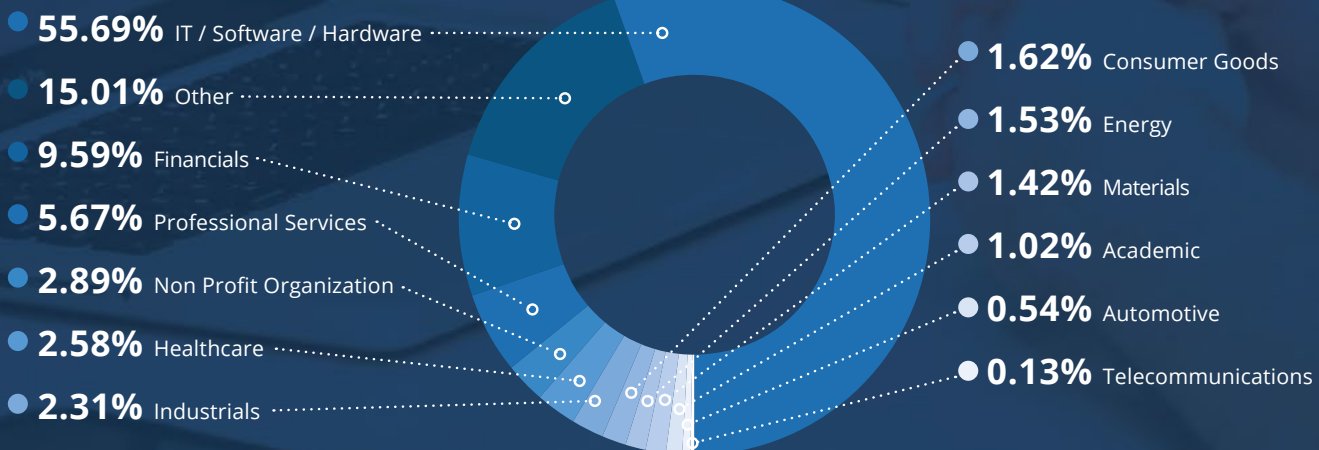


2020 LF EVENT AUDIENCE SNAPSHOT (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2020 events generated:

35,000+
media clips

350M+
average aggregated readership
during each 2 week event
window.*

200K+
average number of total
impressions for posts made
on LF Facebook and LinkedIn
during 2 week event window.*
**event window is measured as
week before event + event week.*

1B+
event hashtag
impressions on
Twitter

Nearly 500
media professionals
participated,
representing global
media outlets

May 2-4, 2022 | Palm Springs, CA

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship today.

Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

Sponsorships-at-a-Glance

	DIAMOND <small>1 AVAILABLE SOLD OUT</small>	PLATINUM <small>5 AVAILABLE 3 AVAILABLE</small>	GOLD <small>UNLIMITED</small>	SILVER <small>UNLIMITED</small>
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of the event	•			
Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Conference Attendee Invitations: Full access invitations to the entire conference for your staff or customers.	3	2	1	0
Sponsorship Cost	\$35,000	\$20,000	\$12,500	\$6,000

About Open Source Summit

June 21-24, 2022 | Austin, TX

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit North America 2022 Conference Umbrella include:

- LINUXCON
- EMBEDDED LINUX CONFERENCE
- CLOUDOPEN
- CONTAINERCON
- OSPOCON
- SUPPLYCHAIN SECURITYCON
- CRITICAL SOFTWARE SUMMIT
- COMMUNITY LEADERSHIP CONFERENCE
- EMERGING OS FORUM
- EMBEDDED IOT SUMMIT
- DIVERSITY EMPOWERMENT SUMMIT
- OPEN AI + DATA FORUM
- OPEN SOURCE ON-RAMP

Who Attends Open Source Summit:

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
and DevOps

Communitxt & Leadership

Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results

- **98%** found the conference content and sessions to be informative and useful
- **96%** would recommend attending the event to a friend or colleague
- **95%** felt that participating in the event was a valuable use of their time
- **88%** said they are likely to join the event in-person in the future

Quick Facts

- Anticipated 2022 Attendance: **2,000 In-Person Attendees & 2,000 Virtual Attendees**
- Open Source Summit North America 2021 was held as a hybrid event, gathering **1,900+** attendees from **760** organizations across **68** countries. Our last fully in-person event in 2019 gathered more than **1800** attendees in-person from nearly **900** organizations in **48** countries around the globe.
- Highest sponsor booth leads generated in 2021 - **116** with an average of **43**.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND <small>4 AVAILABLE</small> 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD <small>10 AVAILABLE</small> 8 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	.				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	.	.			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	.	.			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. <i>Based on availability.</i>	15-minute Keynote	5-minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	.	.	.		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	.	.	.		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	
Collateral Distribution**: Laid out in a prominent location near registration onsite and on virtual platform.
Recognition in Pre-Conference Email Marketing: Includes link to your URL.
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. <i>(Upgrade options available). Virtual booths not available in 2022.</i>	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
Post-Event Data Report. Provides event demographics and additional details on event performance.
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.



June 23-24, 2022 | Austin, TX | September 14-16, 2022 | Dublin, Ireland

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Sponsorships-at-a-Glance

	CONFERENCE RECORDINGS SPONSOR	BREAKFAST AND BREAKS SPONSORSHIP	SUPPORTER
EUROPE	3 AVAILABLE	3 AVAILABLE	UNLIMITED
NORTH AMERICA	2 AVAILABLE	2 AVAILABLE	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event		
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	.	.	.
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		.	
Sponsorship Cost	\$8,000	\$5,000	\$3,000

About Open Source Summit

August 23 & 24, 2022 | Virtual

Open Source Summit is coming to Latin America! We are excited to bring the premier event for open source developers, technologists and community leaders direct to the Latin America audience, providing them the opportunity to collaborate, share information, solve problems and gain knowledge with other Latin America community members as well as those from across the globe, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors in Latin America.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Latin America 2022 Conference Umbrella include:

- **LINUXCON**
- **CLOUDOPEN**
- **CONTAINERCON**
- **COMMUNITY LEADERSHIP CONFERENCE**
- **EMERGING OS FORUM**
- **EMBEDDED IOT SUMMIT**
- **DIVERSITY EMPOWERMENT SUMMIT**
- **OPEN AI + DATA FORUM**
- **OPEN SOURCE ON-RAMP**

Who Attends Open Source Summit:

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
and DevOps

Community & Leadership

Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit events each year to:

- Meet for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results*

- **98%** found the conference content and sessions to be informative and useful
- **96%** would recommend attending the event to a friend or colleague
- **95%** felt that participating in the event was a valuable use of their time
- **88%** said they are likely to join the event in-person in the future

*Note these are survey results from Open Source Summit North America 2021

Quick Facts

- Anticipated 2022 Attendance: **2,000 Virtual Attendees**
- At the all-virtual Open Source Summit North America 2020, **3,026** attendees visited the sponsor showcase to learn about the latest projects and products and interact with other community members. Sponsors collected an average of **407** badge scans, with one sponsor collecting **2,117** individual scans.
- Talks will be presented in **Portuguese, Spanish** and **English** - and all will be translated - in order to best serve the Latin America audience.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Hosted co-located event with registration add-on: Includes leads for registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	2	1		
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. <i>Based on availability.</i>	10-minute Keynote	5-minute Keynote	Conference Session		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1	1 (shared post)	
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Virtual Platform and Website: Prominent logo display on event web pages, and virtual platform.	•	•	•	•	•
Virtual Exhibit Booth: See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	50	40	30	20	12
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$45,000	\$30,000	\$22,500	\$10,000	\$5,000

September 12-14, 2022 | Dublin, Ireland

KVM Forum is an annual event that presents a rare opportunity for developers and users to connect, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2021 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- Connect with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	•		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels via Twitter. Sponsor to provide custom content (must be approved by the Linux Foundation).	2	1 (shared post)	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers.	15	10	5
Collateral Distribution*: Laid out in a prominent location near registration.	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on the conference signage.	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000

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

September 12 - 14, 2022 | Hybrid Event | Dublin, Ireland

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems. The conference is divided into several working sessions focusing on different “plumbing” topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

Benefits of Sponsorship:



Recruit and acquire
top talent



Increase brand awareness
& recognition



Generate new
partnerships, alliances &
customers



Showcase products,
services & technologies



Sponsorship Opportunities

	DIAMOND 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual and Physical Meeting Room for Exclusive Use	•			
Branded Session Room with Company Name + Logo	•			
Company logo on Attendee Badge Lanyard	•			
Opportunity to Add Custom Question to the Post-Event Attendee Survey Follow-up reporting will be provided with survey results	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes (In-person or virtual passes)	9 (In-person) OR 27 (Virtual)	5 (In-person) OR 15 (Virtual)	3 (In-person) OR 9 (Virtual)	2 (In-person) OR 6 (Virtual)
Sponsorship Cost	\$35,000	\$20,000	\$15,000	\$10,000

Bulk purchase of tickets is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 additional passes
- Silver: No bulk purchase at this level

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope (cpope@linuxfoundation.org).

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.



September 15, 2022 | Dublin, Ireland

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

Sponsorships-at-a-Glance

	ATTENDEE GIFT 1 AVAILABLE	DINNER CO-SPONSORSHIP 2 AVAILABLE	LUNCH CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP 2 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$25,000	\$20,000

About Open Source Summit

September 13-16, 2022 | Dublin, IE

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Europe 2022 Conference Umbrella include:

- LINUXCON
- EMBEDDED LINUX CONFERENCE
- CLOUDOPEN
- CONTAINERCON
- OSPOCON
- CRITICAL SOFTWARE SUMMIT
- COMMUNITY LEADERSHIP CONFERENCE
- EMERGING OS FORUM
- EMBEDDED IOT SUMMIT
- DIVERSITY EMPOWERMENT SUMMIT
- OPEN AI + DATA FORUM
- OPEN SOURCE ON-RAMP

Who Attends Open Source Summit:

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
and DevOps

Community & Leadership

Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit Europe each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results

- **98%** found the conference content and sessions to be informative and useful
- **96%** would recommend attending the event to a friend or colleague
- **95%** felt that participating in the event was a valuable use of their time
- **88%** said they are likely to join the event in-person in the future

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

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

Quick Facts

- Anticipated 2022 Attendance: **2,000 In-Person Attendees & 2,000 Virtual Attendees**
- Open Source Summit 2021 was held as a hybrid event, gathering **1,900+** attendees from **760** organizations across **68** countries. Our last fully in-person event in 2019 gathered more than **1800** attendees in-person from nearly **900** organizations in **48** countries around the globe.
- Highest sponsor booth leads generated in 2021 - **116** with an average of **43**.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND <small>4 AVAILABLE</small> 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD <small>10 AVAILABLE</small> 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	.				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	.	.			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	.	.			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. <i>Based on availability.</i>	15-minute Keynote	5-minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	.	.	.		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	.	.	.		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	
Collateral Distribution**: Laid out in a prominent location near registration onsite and on virtual platform.
Recognition in Pre-Conference Email Marketing: Includes link to your URL.
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. <i>(Upgrade options available). Virtual booths not available in 2022.</i>	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
Post-Event Data Report. Provides event demographics and additional details on event performance.
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.



November 8-10, 2022 | Lake Tahoe, CA

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and

organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

“ THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY. ”

– SAM RAMJI, CHIEF STRATEGY OFFICER, DATASTAX

Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 3 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 4 AVAILABLE
Conference Room**: For private meeting use only.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package: Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.	Evening Reception (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations: Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$35,000	\$20,000	\$10,000	\$8,000

*The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships. Exact plans subject to change in 2022 due to COVID.

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

About Open Source Summit

December 5-6, 2022 | Yokohama, Japan

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Japan 2022 Conference Umbrella include:

- LINUXCON
- AUTOMOTIVE LINUX SUMMIT
- CLOUDOPEN
- CONTAINERCON
- OSPOCON
- OS DEPENDABILITY SUMMIT
- COMMUNITY LEADERSHIP CONFERENCE
- EMERGING OS FORUM
- EMBEDDED IOT SUMMIT
- OPEN AI + DATA FORUM

Who Attends Open Source Summit:

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
and DevOps

Community & Leadership

Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

2021 Attendee Survey Results

- **98%** found the conference content and sessions to be informative and useful
- **96%** would recommend attending the event to a friend or colleague
- **95%** felt that participating in the event was a valuable use of their time
- **88%** said they are likely to join the event in-person in the future

Quick Facts

- Anticipated 2022 Attendance: **2,000 In-Person Attendees & 2,000 Virtual Attendees**
- Open Source Japan 2019 was held as a virtual event, gathering **1000+** attendees from **284** organizations across **40** countries. Our 2021 virtual event gathered more than **430** attendees virtually from nearly **179** organizations in **30** countries around the globe.
- Highest in-person sponsor booth leads generated in 2019 - **214** with an average of **67** and virtually in 2021 - **66** with an average of **36**.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	.				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	.	.			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	.	.			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. <i>Based on availability.</i>	15-minute Keynote	5-minute Keynote or Conference Session	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	.	.	.		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	.	.	.		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 day	Private Use - 4 hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	
Collateral Distribution**: Laid out in a prominent location near registration onsite and on virtual platform.	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). <i>Virtual booths not available in 2022.</i>	10'x10'	10'x10'	8'x8'	8'x8'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	20	15	10	5
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	60	40	30	20	10
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.
Post-Event Data Report. Provides event demographics and additional details on event performance.
Sponsorship Cost	\$50,000	\$35,000	\$22,500	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract. **As permitted per COVID-19 safety + social distancing requirements.

December 6, 2022 | Yokohama, Japan

About Open Compliance Summit

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Discuss common compliance challenges and how to address them.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source.

Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the **Chatham House Rule**.



Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	BRONZE UNLIMITED
Shared Bookable Meeting Room**: For private meeting use only.	.		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	10-Minute Keynote	5-Minute Keynote	
Exhibit Booth**: Includes (1) table and (2) chairs	.	.	.
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	.	.	.
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	.	.	.
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	4	2
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	.	.	.
Keynote Stage Branding: Logo prominently displayed on stage screens or signage.	.	.	.
Shared Branding on Signage in Meal Area	.		
Sponsorship Cost	\$15,000	\$10,000	\$7,000

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

April 5-7, 2022 • Portland, OR

Cephalocon 2022 brings together the global Ceph community, comprised of passionate storage engineers and researchers.

Ceph is an open source distributed object store and file system designed to provide excellent performance, reliability and scalability.

Why Sponsor Cephalocon 2022?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of engineers, researchers and end-users.

Building on the success of Ceph Days and virtual Developer Summits, Cephalocon brings together more than 400 attendees from across the globe to showcase Ceph's history and its future, real world applications, and of course, highlight vendor solutions. Cephalocon 2022 promises to make for incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent industry sponsors in supporting the growth and innovation of Ceph and its global community.

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	PLATINUM 2 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	STARTUP UNLIMITED
SPEAKING OPPORTUNITY*	15 minute keynote or 30-minute breakout presentation: Content to be approved by program committee	•			
	5 minute keynote or 15-minute breakout presentation: Content to be approved by program committee		•		
	Lightning Talk or BoF: Content to be approved by program committee			•	
ON-SITE EXPERIENCE	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•	•	
	1-minute video during opening keynote: Provided by sponsor company	•	•		
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	•	•	•	•
	Exhibit Booth: -Lead retrieval device (Live scans, real time reporting and ability to take notes on captured leads) -Location selected in order of sponsorship tier	10'X10'	8'X8'	6'X6'	6' TABLETOP
	Conference Room: For private meeting use only.	(SHARED)	(SHARED)		
MARKETING/ BRAND EXPOSURE	Blog Post: Featured profile or interview on project blog	•	•		
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	•	•		
	Sponsor recognition in news release	•	•		
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) PRE AND (1) DURING	(1) PRE AND (1) DURING	(1) PRE-EVENT	(1) PRE-EVENT
	Job Opening Recognition: Call-out during keynotes of specific job openings	•	•	•	•
	Webinar: Ceph will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	•			
EMAIL PROMOTION	Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	•			
	Pre or Post Event Email Recognition: 50-word entry in attendee email	•	•	•	•
	Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	NAME ONLY
POST-EVENT	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results	•	•		
	Post-Event Data Report: Provides event demographics and additional details on event performance	•	•	•	•
MISC.	Complimentary attendee passes to be shared by Sponsor	5	4	3	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Sponsorship Cost		Member \$30,000	Member \$20,000	Member \$12,500	Member \$5,000
		Non-Member \$36,000	Non-Member \$24,000	Non-Member \$15,000	Non-Member \$6,000

*Speaker name and session abstract are required by February 25.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.



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.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact 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
Sponsorship Cost	\$155,000	\$92,000	\$60,000	\$23,000	\$8,000	\$8,000

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.



KubeCon



CloudNativeCon

Europe 2022

KubeCon + CloudNativeCon Europe 2022

[In-Person] Sponsor-Hosted Co-Located Event Packages - May 16 + 17, 2022

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon Europe 2022 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon Europe 2022. We have four set package options listed below. Packages A-C will include access to the meeting room the day prior (either Sunday, May 15 or Monday, May 16) for set up and day-of from 8:00 to 17:00 CEST. 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 a) reviewing the [Co-Located Best Practices + Event Guide](#) and b) 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 co-located event request (Packages A - D): Friday, March 4 at 11:59 PM PT

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 EUROPE 2022

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
CAPACITY	50 classroom	100 classroom	150 classroom	Cross-promotion only
Room Rental + Set-up <i>Includes classroom tables + chairs + stage + lectern</i>	•	•	•	
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	•	•	•	• (Registration Form Optional)
(1) Standard In-Person KubeCon Pass for Presenter	•	•	•	
(1) Session Scanner <i>For attendee check-in only</i>	•	•	•	
All Day Coffee/Tea/Water	•	•	•	
TOTAL	\$36,000	\$43,500	\$47,500	\$10,000

PACKAGE ADD-ONS

Multi-Session Optimizer **UP TO 3 SESSIONS/DAY MAXIMUM** **\$3,700**

Looking to optimize your time and expand your reach by hosting more than one session/workshop during the day? This add-on is for you!

Includes:

- Managed registration for up to 3 sessions
- Additional on-site cleanings between sessions (optional)
- On-site event management support
- Multiple workshop session scanner support

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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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** **1 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

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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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** **1 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
on **EDGE 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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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 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 2 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	•	•	•
Sponsorship Cost	\$37,500	\$18,500	\$10,000

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



PrometheusDay
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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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 16, 2022. Contact 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	•	•	•
Sponsorship Cost	\$32,500	\$16,500	\$9,000

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 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 **\$3,000** **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

cdCon will be hosted **June 7-8, 2022** both in **Austin, TX** and virtual

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day hybrid experience as we improve the world's capacity to deliver software with security and speed. Be part of the conversation driving the future of software delivery for technology teams, enterprise leadership and open source communities. cdCon is the annual event by the Continuous Delivery Foundation, a vendor-neutral organization that is establishing best practices of software delivery automation, propelling education and adoption of CD tools, and facilitating cross-pollination across emerging technologies.

The CDF is home to many of the fastest-growing open source projects for CD, including Jenkins, Jenkins X, Tekton, and Spinnaker.

- Discover, learn, and connect with those working on open source application development and deployment. OpenJS World and cdCon are co-locating in Austin for two conferences in one.
- Two conferences. One ticket. Unlimited ways to collaborate on the Expo floor.

Contact us at events@cd.foundation to secure your sponsorship today.

Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE 3 AVAILABLE <small>Diamond level receive additional benefits from OpenJS World.</small>	PLATINUM 3 AVAILABLE 2 AVAILABLE	GOLD 4 AVAILABLE 3 AVAILABLE	SILVER 6 AVAILABLE	BRONZE 8 AVAILABLE
MEMBER PRICING		\$75,000	\$50,000	\$24,000	\$12,000	\$5,000
NON-MEMBER PRICING		\$100,000	\$65,000	\$30,000	\$15,000	\$10,000*
SPEAKING OPPORTUNITY	10-Minute Keynote or 2 Breakout Sessions: Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event	•				
	5-minute Keynote or 1 Breakout Session: Content to be approved by program committee. 5 minute keynote on Day 1 or 1 Breakout Session		•			
	Demo Theater, Lightning Talk, or BoF: Content to be approved by program committee			•		
ON-SITE EXPERIENCE	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•			
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	•	•	•	•	•
	Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
MARKETING/ BRAND EXPOSURE	Blog Post: Featured profile or interview on Continuous Delivery Foundation blog	•	•			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
	Sponsor Recognition in Event Announcement	•	•			
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•	•
	Social Media Recognition: Predetermined number of "thank you" tweets from the Continuous Delivery Twitter handle	3	2	1	SHARED	SHARED
	The Pipeline Podcast Sponsor: 1 episode, 30-second promotion	•	•			
EMAIL PROMOTION	Pre- or Post-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	•	•			
	Pre- or Post Event Email Recognition: 50-word entry in attendee email	•	•			
	Email Recognition: Sponsor logo in footer of attendee emails	•	•	•	NAME ONLY	NAME ONLY
POST-EVENT	Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee survey: Follow up reporting will be provided with survey results	•	•			
	Post-Event Data Report: Provides event demographics and additional details on event performance	•	•	•	•	•
EVENT PASSES	Complimentary Attendee Passes to be Shared by Sponsor	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED

* Includes membership **Number of sponsorships available per tier is subject to change. ***Virtual deliverables to be announced at a later date.

Contact us at events@cd.foundation to secure your sponsorship today.



OpenJS World will have its first in-person event in **June 2022** in **Austin, TX**.

Join JavaScript professionals including developers, software engineers, developer advocates and business leaders at the OpenJS global conference. Connect, learn and collaborate with community members from projects including AMP, Appium, Electron, and Node.js.

With an agenda full of keynotes, breakout sessions, and interactive trainings from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

- Discover, learn, and connect with those working on open source application development and deployment.
- OpenJS World and CDcon (Continuous Delivery Foundation) are co-locating in Austin for two conferences in one.
- Explore how you can use the latest JavaScript technologies, check out the new continuous delivery approaches in software, and hear from inspiring leaders in tech today.
- Two conferences. One ticket.
- Unlimited ways to collaborate on the Expo floor.

Contact us at rginn@openjsf.org to secure your sponsorship today.



Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 3 AVAILABLE 3 AVAILABLE	SILVER 6 AVAILABLE	BRONZE 8 AVAILABLE
SPEAKING OPPORTUNITY	10-Minute Keynote or 2 Breakout Sessions: Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event.	•				
	5-minute Keynote or 1 Breakout Session: Content to be approved by program committee. 5 minute keynote on Day 1 or 1 Breakout Session		•			
	Demo Theater or Lightning Talk: Content to be approved by program committee			•		
ON-SITE EXPERIENCE	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•			
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	•	•	•	•	•
	Exhibit Booth: Includes counter with graphic and stools. Upgrades options available.	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
MARKETING/ BRAND EXPOSURE	Blog Post: Featured profile or interview on either OpenJS Foundation OR Continuous Delivery Foundation blog	•	•			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
	Sponsor Recognition in Event Announcement	OPENJS WORLD + CDCON	•			
	Recognition on Event Website: Prominent logo display on event homepage	OPENJS WORLD + CDCON	•	•	•	•
	Social Media Recognition: Predetermined number of "thank you" tweets from OpenJS Foundation Twitter handle	3	2	1	SHARED	SHARED
EMAIL PROMOTION	Pre- or Post-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	OPENJS WORLD + CDCON	•			
	Pre- or Post Event Email Recognition: 50-word entry in attendee email	OPENJS WORLD + CDCON	•			
	Email Recognition: Sponsor logo in footer of attendee emails	•	•	•	NAME ONLY	NAME ONLY
POST-EVENT	Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee survey: Follow up reporting will be provided with survey results	•	•			
	Post-Event Data Report: Provides event demographics and additional details on event performance	•	•	•	•	•
EVENT PASSES	Complimentary Attendee Passes to be Shared by Sponsor	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Sponsorship Cost		Member \$75,000	Member \$50,000	Member \$24,000	Member \$12,000	Member \$5,000
		Non-Member \$100,000	Non-Member \$65,000	Non-Member \$30,000	Non-Member \$15,000	Non-Member \$10,000*

* Includes membership **Number of sponsorships available per tier is subject to change.



Contact sponsor@zephyrproject.org to secure your sponsorship! | SALES DEADLINE: **APRIL 29, 2022**

Sponsorship Opportunities		DIAMOND	PLATINUM	GOLD	SILVER
		\$40,000 Member Only Opportunity	\$25,000 Non-Member: \$45,000	\$15,000 Non-Member: \$20,000	\$5,000 Non-Member: \$7,500
Marketing/Brand Exposure	Blog Post: Featured profile or interview on project blog	X	X		
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	X	X		
	Sponsor recognition in news release	X	X		
	Recognition on Event Website: Prominent logo display on event homepage	X	X	X	X
	Social Media Recognition: Pre-determined number of "Thank you" tweets	3	2	1	Shared
	Webinar: Zephyr will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	X			
	Opportunity to Post to Virtual Job Board	X	X	X	X
Email Promotion	Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	X	X		
	Pre or Post Event Email Recognition: 50-word entry in attendee email	X	X		
	Post-Event Email Recognition: Sponsor logo in footer of post-event email	X	X	X	Name Only
Onsite Experience	Recognition on Event Signage: Sponsor logo on conference signage	X	X	X	X
	Collateral Distribution: Laid out in a prominent location near registration	X	X	X	
	1-minute video during opening keynote - provided by sponsor company	X	X		
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	X	X	X	X
	Exhibit Booth: Includes: <ul style="list-style-type: none"> • 6' Tabletop w/ (2) chairs • Lead retrieval device • Location selected in order of sponsorship tier 	X	X	X	X
	Conference Room: For private meeting use only.	Shared	Shared		
Speaking Opportunity	15 minute keynote, or 1 hour presentation: Content to be approved by program committee	X			
	5 minute keynote or 1 hour presentation: Content to be approved by program committee		X		
	Conference Session or BoF: Content to be approved by program committee			X	
Post-Event	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results	X	X		
	Post-Event Data Report: Provides event demographics and additional details on event performance	X	X	X	X
Miscellaneous	Complimentary attendee passes to be shared by Sponsor	10	6	4	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited



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.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact 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
Sponsorship Cost	\$195,000	\$120,000	\$80,000	\$28,000	\$8,000	\$8,000

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.



Diversity + Need-Based Scholarships **\$3,000 AND UP**

Scholarship program provides support to women, gender nonconfirming individuals, people with disabilities, underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Diversity and inclusion are important to The Linux Foundation 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.



Lanyards* **\$7,500 AND UP**

Every attendee will wear a name badge and lanyard, and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Breakfast & Breaks **\$5,000 AND UP**

Includes large branded signage in breakfast and break areas, as well as recognition on event website.



Women in Open Source Lunch/Diversity Social **\$5,000 AND UP**

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



Attendee T-Shirt **\$7,500 and up**

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Attendee Lounge **\$7,500 AND UP**

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



Evening Event **\$10,000 AND UP**

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.

Please check with us on pricing and availability for individual events. A number of other opportunities may be available depending on the event. Please inquire on these and additional customized opportunities.

*Note these opportunities require a base leveled sponsorship.

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.



Looking to create something custom?

We are happy to work with you to create a customized option to meet your organization's individual needs or goals.

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Please note that LF member discounts do not extend to events run by projects or community groups.

 THE **LINUX** FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

events.linuxfoundation.org