CLOUD NATIVE COMPUTING FOUNDATION

2022 SPONSORSHIP PROSPECTUS
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SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned as a hybrid event, taking place in the San Francisco Bay Area and online, with recorded content from the event available within 2-weeks 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 September 20.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Monday, July 18, 2022 at 11:59 PM PDT.

### INCLUSIONS

| Sponsorship Level | Keynote | Table Top Sponsor Space + (1) Lead Retrieval Device | Registration Opt-In Swag Giveaway <optional> | Virtual Platform | Sponsor Page | Sponsor-Hosted Workshops (Optional - offsite, 9/21) | Recognition during opening session | Recognition in pre + post event attendee communication | Email to opt-in attendees | Twitter posts from ArgoProj handle | Logo on sponsor signage | Logo recognition on event schedule | Logo and link on event website | Complimentary IN-PERSON pass to ArgoCon | Message in event networking channel |
|-------------------|---------|--------------------------------------------------|--------------------------------------|-----------------|-------------|-----------------------------------------------|-------------------------------------|------------------------------------------|-------------------------------|----------------------------------|-------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Diamond           | $5,000  | $9,500                                           | $37,500                             | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website |
| Platinum          | $7,500  | $19,500                                          | $6,500                              | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website |
| Gold               | $10,500 | $27,500                                          | $10,000                             | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website |
| Silver             | $15,000 | $45,000                                          | $15,000                             | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website | Logo + Link to Virtual Event Assets or Company Website |

### ADD-ON OPPORTUNITIES

**Dan Kohn Scholarship Fund** $2,600 + UNLIMITED

Dan Kohn Scholarship Fund provides support to women, gender non-confirming individuals, people with disabilities, 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 SOLD OUT

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

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

**Session Captioning** $2,600 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

**Attendee T-shirt** $7,500 1 AVAILABLE SOLD OUT

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

**Lanyards** $5,000 1 AVAILABLE SOLD OUT

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

**Lunch + Breaks Sponsor** $6,500 2 AVAILABLE

Provide lunch + breaks to event attendees. Benefits include:

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

**Happy Hour Sponsor** $5,000 UNLIMITED

Support networking at the event! Attendees will gather to network and make connections. Benefits include:

- Reception listed on the official event schedule
- Logo on the event website
- Branded signage during reception
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.

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, etc., Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, Cilium, CloudEvents, CNI, Contour, Cortex, CRIO, Crossplane, Dapr, Dragonfly, Emissary Ingress, Falco, Flagger, Flux, gRPC, KEDA, Kubeflow, Longhorn, NATS, Notary, OpenTelemetry, 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.

LOCATION:
Huntington Place, Detroit, Michigan + Online

EVENT DATES:
October 24 - 25: Pre-Event Programming
October 26 - 28: Main Conference

ESTIMATED NUMBER OF ATTENDEES*:
8,000 Onsite
13,000+ 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.

Contact sponsor@cncf.io to secure your sponsorship today.
## Sponsorship Benefits at-a-Glance

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

<table>
<thead>
<tr>
<th></th>
<th><strong>Diamond</strong>* 6 Available Sold Out</th>
<th><strong>Platinum</strong> Open</th>
<th><strong>Gold</strong> Open</th>
<th><strong>Silver</strong> Open</th>
<th><strong>Start-up</strong> Open</th>
<th><strong>End User</strong> Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute Keynote</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic subject to co-chair approval</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent by CNCF on behalf of sponsor</td>
<td>(1) exclusive pre- or post-conference email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to participate in media + analyst panel during the event</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in event promotional emails</td>
<td>logo and link</td>
<td></td>
<td></td>
<td>company name and link only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td></td>
<td></td>
<td>logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred placement of sponsor announcements in official event news package</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on virtual event platform dashboard</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of registered press/analysts (provided 3 weeks prior to event)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Optional dedicated channel in CNCF Slack workspace for the duration of the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include news announcements in official event news package</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Twitter posts from official @KubeCon handle</td>
<td>(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event</td>
<td>(2) pre-event group tweets and (1) group tweet during event</td>
<td>(1) pre-event group tweet and (1) group tweet during event</td>
<td>(1) pre-event group tweet</td>
<td>(1) pre-event group tweet</td>
<td>(1) pre-event group tweet</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>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</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unlimited 20% discount on additional onsite attendee passes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td>30ft (w) x 20ft (d) raw exhibit space</td>
<td>20ft (w) x 20ft (d) raw exhibit space or turkkey</td>
<td>15ft (w) x 10ft (d) raw exhibit space or turkkey</td>
<td>10ft (w) x 8ft (d) turkkey only</td>
<td>8ft (w) x 6ft (d) turkkey only</td>
<td>8ft (w) x 6ft (d) turkkey only</td>
</tr>
<tr>
<td>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power and carpet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical lead retrieval device(s) for onsite use</td>
<td>(3) devices</td>
<td>(2) devices</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
<tr>
<td>Virtual exhibit space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Includes option to present on-demand videos, documents, special offers, and job posts, as well as live chat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30-minute live office hours in the virtual exhibit space</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Real-time lead report for virtual exhibit space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary virtual only attendee passes</td>
<td>To be used for virtual booth staff, attendees and guests. Includes access to keynotes, sessions and virtual exhibits within the virtual event platform</td>
<td>180</td>
<td>125</td>
<td>95</td>
<td>65</td>
<td>35</td>
</tr>
</tbody>
</table>

**Sponsorship Cost**

<table>
<thead>
<tr>
<th></th>
<th><strong>Diamond</strong>* 6 Available Sold Out</th>
<th><strong>Platinum</strong> Open</th>
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<th><strong>Start-up</strong> Open</th>
<th><strong>End User</strong> Open</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$195,000</td>
<td>$120,000</td>
<td>$80,000</td>
<td>$28,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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.
Contact sponsor@cnf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 29, 2022.

**MARKETING PROMOTIONAL OPPORTUNITIES**

**CROSS-PROMOTION OF PRE-APPROVED COMMUNITY EVENTS**

- **UNLIMITED** $10,000 EACH

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon North America 2022 are eligible for cross-promotion. Events may not overlap with the conference program on October 26 - 28. Benefits include:
  - Event listed on the conference website
  - Event listed on the official conference schedule
  - Event listed in a shared pre-event promotional email
  - Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.

**ATTENDEE T-SHIRT**

- **1 AVAILABLE** $30,000

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

**LANYARDS**

- **1 AVAILABLE** $30,000

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

**DAN KOHN SCHOLARSHIP FUND**

- **UNLIMITED** $5,000 MINIMUM

The Cloud Native Computing Foundation's scholarship program supports individuals who may not otherwise have the opportunity to attend KubeCon + CloudNativeCon. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups. Benefits include:
  - Logo and link on conference website
  - Logo recognition on rotating slides before and after keynotes
  - Sponsor recognition in scholarship acceptance notifications.

**DIVERSITY + EQUITY + INCLUSION LUNCH**

- **1 AVAILABLE** $10,000

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:
  - Lunch provided to attendees
  - Option to set the topic and create content for the program (subject to approval by CNCF)
  - Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
  - Optional (1) 5-minute opening statement by sponsor
  - Recognition on the conference website
  - Program listed on the official conference schedule
  - Sponsor logo recognition on onsite signage.

**EMPOWERUS EVENT**

- **1 AVAILABLE** $10,000

Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon are invited to join this special event and program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem. Benefits include:
  - Refreshments served to attendees
  - Option to set the topic and create content for the program (subject to approval by CNCF)
  - Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
  - Optional (1) 5-minute opening statement by sponsor
  - Recognition on the conference website
  - Workshop listed on the official conference schedule
  - Sponsor logo recognition on signage.

**SESSION RECORDING**

- **1 AVAILABLE** $20,000

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event. Benefits include:
  - Sponsor recognition slide with logo at the beginning of each video recording
  - Sponsor recognition in post-event email to attendees.
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 29, 2022.

**ACTIVATION ZONE**

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

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

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

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

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

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

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**COFFEE BAR**

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

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

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

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**CONFERENCE WI-FI**

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

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.

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**PEER GROUP MENTORING**

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

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF)
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Workshop listed on the official conference schedule
- Sponsor logo recognition during the workshop.
Treat attendees to a special experience! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends. Benefits include (co-branded with All Attendee Party entertainment sponsor):

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

Exclusive benefits include:

- Sponsor logo sign on the room door
- Sponsor room + logo included on the venue map.

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 29, 2022.
KubeCon + CloudNativeCon North America 2022
[In-Person] Sponsor-Hosted Co-Located Event Packages - October 24 + 25, 2022

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 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 North America 2022. We have five package options listed below. Packages A - D will include access to the meeting room the day prior (either October 23 (Sunday) or October 24 (Monday) from 6:00 PM - 8:00 PM Eastern) for set up and day-of from 8:00 AM - 5:00 PM Eastern. 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 - E): Friday, July 29 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.

<table>
<thead>
<tr>
<th>KUBECON + CLOUDNATIVECON NORTH AMERICA 2022</th>
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<tbody>
<tr>
<td><strong>PACKAGE INCLUDES</strong></td>
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<tr>
<td><strong>CAPACITY</strong></td>
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<tr>
<td>Room Rental + Set-up</td>
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<tr>
<td>Include: classroom tables + chairs + stage + lectern</td>
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<tr>
<td>Collect Registration Fees On Your Behalf</td>
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<tr>
<td>Access to Existing Conference Wi-Fi + Dedicated Hardline to Lectern</td>
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<td>Power for Presenter + AV</td>
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<td>Audio Visual (AV) Services</td>
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<td>In-Room AV Technician All Day</td>
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<tr>
<td>Meeting Room + Wayfinding Signage</td>
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<tr>
<td>On-Site Event Support</td>
</tr>
<tr>
<td>Featured Placement on Website + Registration Form + Schedule</td>
</tr>
<tr>
<td>(1) Standard In-Person KubeCon Pass for Presenter</td>
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<tr>
<td>(1) Session Scanner For attendee check-in only</td>
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<tr>
<td>All Day Coffee/Tea/Water</td>
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**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**

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

---

### Marketing Promotional Opportunities

**Dan Kohn Scholarship Fund** | **$2,500** | **UNLIMITED**
---
CNCF’s scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend CNCF events for financial reasons. Diversity and inclusion are important to CNCF and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization’s support of this important initiative by sponsoring the diversity scholarship program.

**Benefits include:**
- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

---

**Session Recording** | **$6,000** | **1 AVAILABLE** | **SOLD OUT**
---
Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in pre-event attendee communication
- Logo on the event website

---

**Live Stream** | **$10,000** | **1 AVAILABLE**
---
Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

---

**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 pre-event attendee communication

---

**Lunch + Breaks Sponsor** | **$5,000** | **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 pre-event attendee communication

---

**Shared-Reception Sponsor** | **$4,500** | **3 AVAILABLE**
---
Support a shared co-located event Reception 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
- Branded signage during reception

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**MARKETING PROMOTIONAL OPPORTUNITIES**

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**Session Recording**<br>$4,500 | 1 AVAILABLE | SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits Include:**

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- Sponsor recognition in pre-event attendee communication
- Logo on the event website

**Live Stream**<br>$7,500 | 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits Include:**

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- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
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**Session Captioning**<br>$2,500 | 1 AVAILABLE

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**Lunch + Breaks Sponsor**<br>$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
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Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections. **Benefits Include:**

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$35,000  $16,500  $9,000

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<tr>
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<td>3 AVAILABLE</td>
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**MARKETING PROMOTIONAL OPPORTUNITIES**

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

**Session Recording**

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 pre-event attendee communication
- Logo on the event website

**Live Stream**

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

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- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
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Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections. Benefits include:

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### Benefit | DIAMOND 3 AVAILABLE | PLATINUM UNLIMITED | GOLD UNLIMITED
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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 | Logo | Logo | Logo
Recognition in pre-event attendee communication | Logo | Logo | Logo
Email to opt-in attendees | (1) exclusive pre- or post-conference email | | |
(1) Social media mention from KubeCon | 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 NA 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* | | | |

**$35,000** **$16,500** **$9,000**

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- Logo on the event website

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- Sponsor recognition in pre-event attendee communication

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

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- Logo on the event website
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Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections. **Benefits include:**

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MARKETING PROMOTIONAL OPPORTUNITIES

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

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

**Session Recording $6,000 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 pre-event attendee communication

**Live Stream $10,000 1 AVAILABLE**

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions.

Benefits include:
- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

**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 pre-event attendee communication

**Lunch + Breaks Sponsor $5,000 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 pre-event attendee communication

**Shared-Reception Sponsor $4,500 3 AVAILABLE**

Support a shared co-located event Reception 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
- Branded signage during reception

**90-Minute Workshop (Onsite Only)** $7,500 3 AVAILABLE

*Add-on for Diamond ** or Platinum Sponsors Only

Space, AV, and event logistics support provided. Benefits Include:
- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Workshop listed on the official event schedule

**Lead Retrieval is only included for Diamond Level sponsors as part of their tabletop sponsorship**
Dan Kohn Scholarship Fund

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Benefits Include:
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SPONSORSHIP BENEFITS AT-A-GLANCE

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MARKETING PROMOTIONAL OPPORTUNITIES

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• Sponsor recognition in pre-event attendee communication

Lunch + Breaks Sponsor

Provide lunch + breaks to co-located event attendees.

Benefits include:
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• Logo on the event website
• Branded signage during lunch + breaks
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Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections.

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$7,500 3 AVAILABLE

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$35,000  $16,500  $9,000

MARKETING PROMOTIONAL OPPORTUNITIES

Dan Kohn Scholarship Fund $2,500 + UNLIMITED

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

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

Session Recording $4,500 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 pre-event attendee communication
- Logo on the event website

Live Stream $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. Benefits include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

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 pre-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 pre-event attendee communication

Shared-Reception Sponsor $3,000 3 AVAILABLE

Support a shared co-located event Reception 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
- Branded signage during reception
# Sponsorship Benefits at a Glance

This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event 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 October 24, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 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

<table>
<thead>
<tr>
<th>Keynote</th>
<th>Diamond (2 available)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<tbody>
<tr>
<td></td>
<td>(1) 5-minute keynote</td>
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<tr>
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<th>Diamond (unlimited)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<tr>
<th>Recognition in pre + post event attendee communication</th>
<th>Diamond (Logo)</th>
<th>Platinum (Logo)</th>
<th>Gold (Logo)</th>
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<tr>
<th>Email to opt-in attendees</th>
<th>Diamond (1 exclusive pre- or post-conference email)</th>
<th>Platinum (Group mention with Diamond Sponsors)</th>
<th>Gold (Group mention Platinum + Gold Sponsors)</th>
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<tr>
<th>Email to opt-in attendees</th>
<th>Diamond (1) social media mention from KubeCon or project handle</th>
<th>Platinum (Group mention Platinum + Gold Sponsors)</th>
<th>Gold (Group mention Platinum + Gold Sponsors)</th>
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<tr>
<th>Logo on sponsor signage</th>
<th>Diamond (unlimited)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<tr>
<th>Logo recognition on event schedule</th>
<th>Diamond (unlimited)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<tr>
<th>Logo and link on event website</th>
<th>Diamond (unlimited)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<thead>
<tr>
<th>Complimentary IN-PERSON pass to co-located event</th>
<th>Diamond (3)</th>
<th>Platinum (2)</th>
<th>Gold (1)</th>
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<tbody>
<tr>
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<thead>
<tr>
<th>(1) Message in event networking channel</th>
<th>Diamond (50 words)</th>
<th>Platinum (50 words)</th>
<th>Gold (50 words)</th>
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<thead>
<tr>
<th>Provide attendee giveaway during in-person event</th>
<th>Diamond ($25,000)</th>
<th>Platinum ($9,000)</th>
<th>Gold ($5,500)</th>
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## Sponsorship Cost

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<tr>
<th>Diamond (2 available)</th>
<th>Platinum (unlimited)</th>
<th>Gold (unlimited)</th>
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<tr>
<td>$25,000</td>
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## Add-on Opportunities

### Dan Kohn Scholarship Fund

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

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

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

### Break Sponsor

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

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

### Shared Happy Hour Sponsor

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

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

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<th>Benefit</th>
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<th>PLATINUM UNLIMITED</th>
<th>GOLD UNLIMITED</th>
</tr>
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<tbody>
<tr>
<td><strong>Keynote</strong> <em>Topic subject to program committee approval</em></td>
<td>(1) 5-minute keynote</td>
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<tr>
<td><strong>Table Top Sponsor Space + (1) Lead Retrieval Device</strong> <em>Onsite leads only</em></td>
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<td><strong>Recognition during opening session</strong></td>
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**$35,000** $16,500 $9,000

MARKETING PROMOTIONAL OPPORTUNITIES

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

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

**Session Recording** $4,500 1 AVAILABLE SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship. **Benefits include:**
- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in pre-event attendee communication
- Logo on the event website

**Live Stream** $7,500 1 AVAILABLE

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**
- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

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

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**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 pre-event attendee communication

**Shared-Reception Sponsor** $3,000 3 AVAILABLE

Support a shared co-located event Reception at the close of the day. Attendees will gather to network and make connections. **Benefits include:**
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<td>virtual audience by sponsoring a live stream for all sessions. **Bene-</td>
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<td>description</td>
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<tr>
<td><strong>Lunch + Breaks Sponsor</strong></td>
<td>$3,500</td>
<td>1 AVAILABLE</td>
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<tr>
<td>Provide lunch + breaks to co-located event attendees. **Benefits in-</td>
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<tr>
<td>clude:**</td>
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<tr>
<td>Lunch + breaks listed on the official event schedule</td>
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<tr>
<td>Logo on the event website</td>
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</tr>
<tr>
<td>Branded signage during lunch + breaks</td>
<td></td>
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<td></td>
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<tr>
<td>Sponsor recognition in pre-event attendee communication</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Shared-Reception Sponsor</strong></td>
<td>$3,000</td>
<td>3 AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>Support a shared co-located event Reception at the close of the day.</td>
<td></td>
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<tr>
<td>Attendees will gather to network and make connections. **Benefits in-</td>
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<td>clude:**</td>
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<tr>
<td>Reception listed on the official event schedule</td>
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<tr>
<td>Logo on the event website</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Branded signage during reception</td>
<td></td>
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</tbody>
</table>
This event is being planned in person at the Huntington Place in Detroit, MI with recorded content from the event 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 October 25, 2022. Contact sponsor@cnf.io to secure your sponsorship today. Signed contracts must be received by Friday, August 12, 2022, 11:59 PM PDT.

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

### Sponsorship Benefits At-A-Glance

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond 3 Available</th>
<th>Platinum Unlimited</th>
<th>Gold Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keynote</strong></td>
<td>(1) 5-minute keynote</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Topic subject to program committee approval</em></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Table Top Sponsor Space + (1) Lead Retrieval Device</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6'x4' footprint includes: 6' Table, 2 Chairs + Power</td>
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<tr>
<td><em>Onsite leads only</em></td>
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<tr>
<td><strong>Recognition during opening session</strong></td>
<td></td>
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<tr>
<td><strong>Recognition in pre-event attendee communication</strong></td>
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<tr>
<td><strong>Email to opt-in attendees</strong></td>
<td></td>
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<tr>
<td><strong>(1) Social media mention from KubeCon</strong></td>
<td></td>
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<tr>
<td><strong>Logo on sponsor signage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo recognition on event schedule</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo and link on event website</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Complimentary IN-PERSON pass to co-located event</strong></td>
<td></td>
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</tr>
<tr>
<td><em>Does NOT include KubeCon + CloudNativeCon NA In-Person pass</em></td>
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<tr>
<td><strong>(1) Message in event networking channel</strong></td>
<td></td>
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<tr>
<td><strong>Provide attendee giveaway during in-person event</strong></td>
<td></td>
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<tr>
<td><em>CNCF Approval Required</em></td>
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</tr>
</tbody>
</table>

**MARKETING PROMOTIONAL OPPORTUNITIES**

**Dan Kohn Scholarship Fund**

CNCF's scholarship program provides support to women, gender non-conforming 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**

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 pre-event attendee communication
- Logo on the event website

**Live Stream**

Support our efforts to make conference content accessible to a virtual audience by sponsoring a live stream for all sessions. **Benefits include:**

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication
- Sponsor recognition in KubeCon+CloudNativeCon NA sched co-located event description

**Session Captioning**

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 pre-event attendee communication

**Lunch + Breaks Sponsor**

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 pre-event attendee communication

**Shared-Reception Sponsor**

Support a shared co-located event Reception 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
- Branded signage during reception
SPONSORSHIP BENEFITS AT-A-GLANCE

Event Date: December 7, 2022
Location: Yokohama, Japan
Estimated Number of Attendees: 300+

KubeDay connects international and local experts in global cities with adopters, developers, and practitioners to promote face-to-face collaboration and deliver rich educational experiences. The event series is hosted by CNCF and targeted toward specific geographical regions experiencing community expansion and interest. Engage with the leaders of Kubernetes and other CNCF-hosted projects as we set the direction for the cloud native ecosystem. KubeDay will have both a beginner and an advanced track; about half of the speakers are international experts and half are from the local area.

Join us in Yokohama for our first KubeDay!

- Engage with the industry’s top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization’s products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cnch.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by October 7, 2022.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND 3 AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>LOCAL SUPPORTER* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute keynote</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic subject to co-chair approval</td>
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<td></td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td>(1) exclusive pre- or post-conference email</td>
<td>(1) pre-conference group email</td>
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<tr>
<td>Sent by CNCF on behalf of sponsor</td>
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</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td>logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter posts from official @CloudNativeFdn handle</td>
<td>(1) pre-event standalone tweet with social card</td>
<td>(1) pre-event group tweet</td>
<td>(1) pre-event group tweet</td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>logo and link</td>
<td>company name and link only</td>
<td>company name and link only</td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✔️</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>To be used for onsite booth staff, attendees and guests includes access to keynotes, sessions, and exhibits</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Onsite exhibit space</td>
<td>2.5m x 2.5m exhibit space incl. (2) 1.8m tables or similar</td>
<td>2.5m x 2.5m exhibit space incl. (1) 1.8m table or similar</td>
<td>2m x 2m exhibit space incl. (1) 1.8m table or similar</td>
<td>1.5m x 1.5m exhibit space incl. (1) cocktail table or similar</td>
</tr>
<tr>
<td>To be used for lead capture within onsite exhibit space only</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
</tbody>
</table>

SPONSORSHIP COST

- DIAMOND: $35,000
- PLATINUM: $20,000
- GOLD: $15,000
- LOCAL SUPPORTER*: $5,000

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

*Local supporter sponsorships are only available to organizations whose offices are solely based in Japan.
DAN KOHN DIVERSITY SCHOLARSHIP FUND

$2,500 + UNLIMITED

The Cloud Native Computing Foundation’s scholarship program supports individuals who may not otherwise have the opportunity to attend KubeDay. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization’s support of this important initiative and help remove obstacles for underrepresented attendee groups.

Benefits include:
• Logo and link on conference website
• Logo recognition on rotating slides before and after keynotes
• Sponsor recognition in scholarship acceptance notifications.

ATTENDEE T-SHIRT

$7,500 1 AVAILABLE

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

LANYARDS

$7,500 1 AVAILABLE

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

SESSION RECORDING

$5,000 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

Benefits include:
• Sponsor recognition slide with logo at the beginning of each video recording
• Sponsor recognition in post-event email to attendees.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by October 7, 2022.
KubeCon + CloudNativeCon Europe 2021 Highlights

MAY 4 - 7, 2021 I VIRTUAL EVENT

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

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

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

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

ATTENDEE DEMOGRAPHICS

Attendees from 168 countries across six continents
20% from the United States
Other countries with a sizeable audience at the event include:
India - 15%; Germany - 10%; United Kingdom - 7%

9,092 companies participated
7,230 end user companies participated
Top 10 end user companies by attendance: Fidelity Investment, J P Morgan Chase, Apple, Daimler, Salesforce, Visa, Wipro, Goldman Sachs, Walmart, Zalando

ATTENDEE JOB FUNCTION

INDUSTRY

INFORMATION TECHNOLOGY 63%
FINANCIALS 11%
AUTOMOTIVE 2%
HEALTH CARE 3%
CONSUMER GOODS 3%
PROFESSIONAL SERVICES 6%
NON-PROFIT ORGANIZATION 2%
ENERGY 1%
MATERIALS 1%
INDUSTRIALS 2%
COMMUNICATIONS 7%
TECHNOLOGY 6%
OTHER 5%
PRODUCT MANAGER 3%
EXECUTIVE 3%
Developer 21%
Architect 19%
Professor/Academic >1%
Student 6%
IT Operations 4%
Sales/Marketing 3%
DevOps/SRE/SysAdmin 35%
Other 5%
Engineer 47%
KubeCon + CloudNativeCon North America 2021 was CNCF’s first hybrid event with an in-person component held in Los Angeles, CA, and a virtual component for those who were not able to attend onsite. The conference saw 23,164 registrants; 3,531 in-person registrants and 19,633 virtual registrants. Attendance rates remained high at 96% for in-person attendees and 72% for virtual attendees. Of this event’s registrants, over 60% were first-time KubeCon + CloudNativeCon attendees.

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

**ATTENDEE DEMOGRAPHICS**

- Attendees from 154 countries across six continents
- In-person attendees:
  - 89% from the United States
  - Other countries with a sizeable audience include: Israel - 3.2%; Canada - 2%
- Virtual attendees:
  - 45.6% from the United States
  - Other countries with a sizeable audience include: India - 16.8%; Canada - 4.3%; Germany - 3.1%
- 7,290 companies participated
- 5,105 end user companies participated
  - Top 10 end user companies by attendance: JP Morgan Chase, Apple, Visa, Fidelity Investment, Intuit, Capital One, Bloomberg, American Express, Twitter, Salesforce

**ATTENDEE BOOTH TRAFFIC**

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

**INDUSTRY**

- Information Technology: 67%
- Financials: 11%
- Health Care: 3%
- Consumer Goods: 3%
- Non-Profit Organization: 2%
- Energy: 1%
- Professional Services: 5%
- Automotive: 2%
- Telecommunications: 5%
- Industrials: 1%
- Media/Analyst: 4%
- Executive: 4%
- Professor/Academic: 4%
- Other: 4%
- IT Operations: 4%
- DevOps/SRE/SysAdmin: 28%
- Sales/Marketing: 7%
- Architect: 17%
- Developer: 24%
In 2022, CNCF is holding two (2) flagship KubeCon + CloudNativeCon events - Europe and North America. The following discounts are available:

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

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

- 3% discount for CNCF members sponsoring one (1) project-specific event,
- 3% discount for non-members sponsoring two (2) or more project-specific events,
- 5% discount for CNCF members sponsoring two (2) or more project-specific events.

Contact sponsor@cncf.io
to secure your sponsorship today.

CNCF is part of the Linux Foundation, which also hosts dozens of other open source events. See them all at events.linuxfoundation.org.