



CLOUD NATIVE
COMPUTING FOUNDATION

2022 SPONSORSHIP PROSPECTUS



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SPONSORSHIP BENEFITS AT-A-GLANCE



PromCon
Europe 2022

This event is being planned in person at the Alte Kongresshalle in Munich, with recorded content from the event available post event on the Prometheus Monitoring YouTube for those that cannot attend onsite. The event will take place on 8-9 November, 2022. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by October 14, 2022, 11:59 PM PDT. All attendees will be required to adhere to our health and safety protocols. Visit our [website](#) for full details.

INCLUSIONS	DIAMOND 6 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE
Logo and link on event website	•	•	•
Logo recognition on event signage	•	•	•
Recognition in pre event attendee communication	Logo and Link	Logo and Link	Company Name and Link
Social media mention from @PrometheusIO	(1) pre-event standalone tweet and (1) customizable news spotlight during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet
Logo on all session recordings after the event	•		
Logo and link in post-event blog post on Prometheus website	•	•	
Table top sponsor space includes 6' table and 2 chairs	•		
Option to provide attendee giveaway at the conference	•	•	
Complimentary attendee passes	4	2	1
Sponsorship Cost	\$12,500	\$6,000	\$3,500

ADD-ON OPPORTUNITIES

Dan Kohn Scholarship Fund \$1,500 + UNLIMITED

The Cloud Native Computing Foundation's scholarship program supports individuals who may not otherwise have the opportunity to attend this event. 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 event website
- Option to provide attendee giveaway at the conference
- Sponsor recognition in scholarship acceptance notifications

Lunch + Breaks Sponsor \$2,500 2 AVAILABLE

Provide lunch + breaks to event attendees.

Benefits include:

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

Social Event Sponsor \$2,500 2 AVAILABLE

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

Benefits include:

- Social event listed on the official event schedule
- Branded signage at the social event

SPONSORSHIP BENEFITS AT-A-GLANCE

Event Date: **December 7, 2022**

Location: **InterContinental Yokohama Grand Hotel, 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@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **October 14, 2022**.



KubeDay
JAPAN

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	LOCAL SUPPORTER* LIMITED AVAILABILITY
Five-minute keynote <i>Topic subject to co-chair approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Twitter posts from official @CloudNativeFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	
Sponsor recognition in pre-event promotional emails	logo and link	logo and link	company name and link only	company name and link only
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests Includes access to keynotes, sessions, and exhibits</i>	5	4	3	2
Onsite exhibit space <i>Includes table, (2) stools or chairs, wastebasket, basic power</i>	2.5m x 2.5m exhibit space incl. (2) 1.8m tables or similar	2.5m x 2.5m exhibit space incl. (1) 1.8m table or similar	2m x 2m exhibit space incl. (1) 1.8m table or similar	1.5m x 1.5m exhibit space incl. (1) cocktail table or similar
Physical lead retrieval device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$35,000	\$20,000	\$15,000	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
CNCF members receive a 3% discount on level sponsorships only.

*Local supporter sponsorships are only available to organizations whose offices are solely based in Japan.

ADDITIONAL MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **October 14, 2022**.



KubeDay
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.

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.

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).

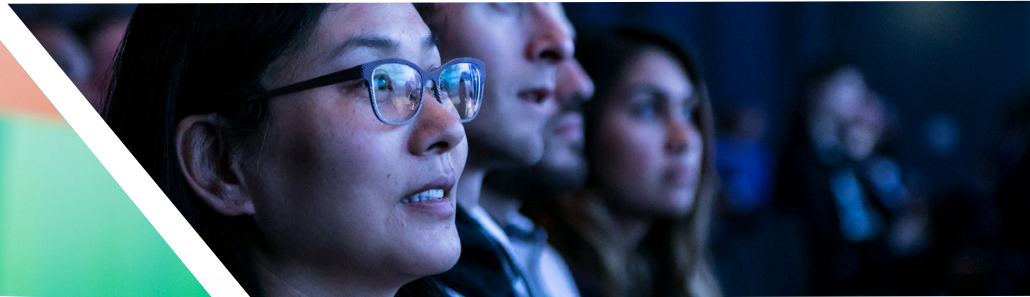


In 2022, CNCF is holding two (2) flagship KubeCon + CloudNativeCon events - Europe and North America. The following discounts are available:

- 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.



CLOUD NATIVE
COMPUTING FOUNDATION

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