# TABLE OF CONTENTS

CloudNativeSecurityCon 2023 ................................................. 3  
Sponsorship Benefits At-a-Glance ..................................................3  
Marketing Promotional Opportunities ..............................................4  

KubeCon + CloudNativeCon Europe 2023 ................................. 5  
Sponsorship Benefits At-a-Glance ..................................................6  
Marketing Promotional Opportunities ..............................................7  

KubeCon + CloudNativeCon North America 2023 ...................... 11  
Sponsorship Benefits At-a-Glance ..................................................12  
Marketing Promotional Opportunities ..............................................13  

Past Events ............................................................................. 17  
KubeCon + CloudNativeCon Europe 2022 Highlights .....................17
CloudNativeSecurityCon is a two-day event designed to foster collaboration, discussion and knowledge sharing of developer first cloud native security practices. The goal is to bring application developers and modern security experts together to not just propose solutions that incrementally improve what has come before, but to give room to cutting edge projects and advances in modern security approaches. Topics of sessions and lightning talks presented by expert practitioners include architecture and policy, secure software development, supply chain security, identity and access, forensics, and more.

Contact sponsor@cnf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by December 8, 2022.

### Event Dates:
February 1-2, 2023

### Location:
Seattle Convention Center, Seattle, WA

### Estimated Number of Attendees:
1000+

### Who Attends?
CloudNativeSecurityCon is a developer first cloud native security conference. Attendees include (but are not limited to):

- Application Developers
- IT Operations
- Technical Management
- Executive Leadership
- Students
- Hobbyists
- Researchers
- Academia

### SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>START-UP LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute keynote</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Topic subject to program committee approval</em></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>
</tr>
<tr>
<td>Email to opt-in attendees Sent by CNCF on behalf of sponsor</td>
<td>(1) exclusive pre- or post-conference email</td>
<td>(1) pre-conference group email</td>
<td></td>
<td></td>
</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>Sponsor recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</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>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>6</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>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td>10’ x 10’ exhibit space with branded 2m wide counter</td>
<td>8’ x 8’ exhibit space with draped 6’ table</td>
<td>6’ x 4’ exhibit space with draped 6’ table</td>
<td>6’ x 4’ exhibit space with draped 6’ table</td>
</tr>
<tr>
<td>Includes counter or table, (2) stools or chairs, wastebasket, basic power</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical lead retrieval device(s)</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
<tr>
<td>To be used for lead capture within onsite exhibit space only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SPONSORSHIP COST

- **$75,000** for Diamond sponsorships
- **$40,000** for Platinum sponsorships
- **$15,000** for Gold sponsorships
- **$5,000** for Start-Up sponsorships

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

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.*
MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by December 8, 2022.

Dan Kohn Diversity Scholarship Fund

$2,500+ UNLIMITED

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend CloudNativeSecurityCon. 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

$10,000+ 1 AVAILABLE

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

Only confirmed level sponsors of CloudNativeSecurityCon 2023 are eligible for this opportunity.

Session Recording

$10,000+ SOLD OUT

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.

Only confirmed level sponsors of CloudNativeSecurityCon 2023 are eligible for this opportunity.

Lanyards

$10,000+ 1 AVAILABLE

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

Only confirmed level sponsors of CloudNativeSecurityCon 2023 are eligible for this opportunity.
The Cloud Native Computing Foundation’s flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

**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 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](https://cnf.io/hostedProjects) such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TiKV, TUF, Vitess, and many more - 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.

**Event Dates:**

April 17 - 18: Pre-Event Programming
April 19 - 21: Main Conference

**Location:** RAI, Amsterdam, The Netherlands + Online

**Estimated Number of Attendees:**

8,000+ Onsite | 6,000+ Virtual

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

Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options will be made available to them as early as possible.

*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.*
### Sponsorship Benefits at-a-Glance

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by January 26, 2023.

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the lottery.

<table>
<thead>
<tr>
<th></th>
<th>Diamond 7 Available</th>
<th>Platinum Open</th>
<th>Gold Open</th>
<th>Silver Open</th>
<th>Start-Up* Open</th>
<th>End User** Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunity</td>
<td>Choice of (1) 5-minute keynote or (1) 35-minute breakout session</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content must meet CFP criteria and is subject to program committee approval</td>
<td></td>
<td></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></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sent by CNCF on behalf of sponsor</td>
<td></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>company name and link only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td>logo</td>
<td></td>
<td></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 in post-event transparency report</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>Logo recognition on keynote screen</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 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_&lt;handle&gt;</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 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>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>5</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 Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</td>
<td>9m (w) x 6m (d) raw exhibit space</td>
<td>6m (w) x 6m (d) raw exhibit space or turnkey</td>
<td>4.5m (w) x 3m (d) raw exhibit space or turnkey</td>
<td>3m (w) x 2.5m (d) turnkey only</td>
<td>2.5m (w) x 2m (d) turnkey only</td>
<td>2.5m (w) x 2m (d) turnkey only</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>
</tbody>
</table>

| 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.

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cnf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by February 2, 2023.

Dan Kohn Diversity Scholarship Fund

$5,000 MINIMUM | UNLIMITED

The Dan Kohn Diversity Scholarship Fund 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
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon_ Twitter handle
- Sponsor recognition in scholarship acceptance notifications.

Lanyards

$40,000 | 1 AVAILABLE

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

Session Recording

$30,000 | 1 AVAILABLE

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.

All Attendee Party

$25,000 EACH | 2 AVAILABLE

Treat attendees to a special experience by co-sponsoring the All Attendee Party at KubeCon + CloudNativeCon! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends.

Benefits include:
- Pre-event promotion on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Recognition on conference schedule
- Signage at entrance and throughout venue including at bars and buffets
- Sponsor recognition at live entertainment stage(s) and activities
- (25) complimentary drink tickets
- Logo recognition on transportation vehicles and at pick-up locations if transportation to/from venue is provided.

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.

Conference Wi-Fi

$20,000 | 1 AVAILABLE

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.

Cross-Promotion of Pre-Approved Community Events

$10,000 EACH | UNLIMITED

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon Europe 2023 are eligible for cross-promotion. Events may not overlap with the main conference program on April 19-21.

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

$40,000 | 1 AVAILABLE

Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to CNCF approval. Logo must be single color only (no gradient).
Virtual Platform Sponsor

$15,000 EACH | 4 AVAILABLE

Bring the KubeCon + CloudNativeCon experience to a wide audience around the world! Keynotes and sessions will be live-streamed on the virtual platform and available to watch on-demand.

Benefits include:
- Sponsor logo on login page and dashboard of virtual platform
- Customizable rotating logo ad on virtual platform with link to external website
- Sponsor logo on slide at the beginning of each session livestream in the virtual platform
- Sponsor recognition in pre-event email to attendees.

Lead retrieval is not included in this opportunity. Data of virtual participants will not be tracked or shared.

Activation Zone

$20,000 EACH | 2 AVAILABLE

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. No demos or presentations. This is your opportunity to stand out and get creative.

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

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

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

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

Only confirmed level sponsors of KubeCon + CloudNativeCon Europe 2023 are eligible for this opportunity. One activation zone per sponsor only.

Coffee Bar

$20,000 EACH | 2 AVAILABLE

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 availability and 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.
Private Meeting Room

$20,000 EACH 15 AVAILABLE

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff.

Benefits include:
• Minimum capacity (10) people per room
• Access to meeting room during official event hours on main conference days (April 19-21)
• Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
• Additional furniture and AV available at sponsor’s own expense
• Sponsor logo sign on the room door
• Room number and sponsor 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.

Only confirmed level sponsors of KubeCon + CloudNativeCon Europe 2023 are eligible for this opportunity. One room may be reserved per sponsor company.

Diversity + Equity + Inclusion Lunch

$15,000 1 AVAILABLE

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.

Peer Group Mentoring

$15,000 1 AVAILABLE

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
• Program listed on the official conference schedule
• Sponsor logo recognition on signage.

CTO Summit Reception + Dinner Sponsorship

$15,000 EACH 2 AVAILABLE

The CTO Summit will be an exclusive forum for an elite group of leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A research report will be generated from this effort to benefit the larger ecosystem. A private reception and dinner will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

Benefits include:
• (1) 5-minute speaking opportunity at Reception + Dinner
• (2) tickets to the CTO Summit Dinner
• Logo recognition on signage
• Recognition in CTO Summit attendee communications
• Mention in the final CTO Summit research report

Sponsorship does not include participation in the Summit as participation is exclusive to end user CTOs.
**Wellness Supporter**

$15,000  1 AVAILABLE

Contribute to the holistic health and wellbeing of onsite attendees by sponsoring wellness initiatives throughout the conference. Activities are not finalized yet but may include onsite “brain break” stations, guided mindfulness meditation sessions, chair yoga, community fun runs, etc.

**Benefits include:**
- Logo and link on conference website
- Sponsor logo recognition on attendee sign-up forms
- Sponsor logo on onsite signage at wellness stations and activities
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lead retrieval and sponsor-hosted activities are not permitted.

**Charging Lounge**

$15,000  1 AVAILABLE

Keep attendees connected and their devices powered by providing a convenient and comfortable space to relax, recharge, or work.

**Benefits include:**
- Prominent sponsor logo branding at charging lounge
- Logo recognition on Solutions Showcase map or venue map depending on location
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lead retrieval and sponsor-hosted activities are not permitted. Lounge location at the conference venue will be determined by CNCF.

**Games Lounge**

$15,000  1 AVAILABLE

Provide attendees with a fun, interactive environment to unwind and challenge each other to a range of games — from video games to old-school card and board games. The games lounge will be located either in the Solutions Showcase, a dedicated room, or a foyer at the conference venue and is accessible to attendees during event hours Wednesday through Friday.

**Benefits include:**
- Prominent sponsor logo branding in Games Lounge
- Logo recognition on Solutions Showcase or venue map depending on location
- Logo and link on conference website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lounge location, layout, design, and games will be determined and provided by CNCF. Lead retrieval, sponsored activities/games, and sales activities are not permitted in the games lounge.

**Attendee Headshots**

$10,000  1 AVAILABLE

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and diversity scholarship recipients will receive priority before headshots are offered to general attendees.

**Benefits include:**
- Logo and link on conference website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room.

Lead retrieval and sponsor-hosted activities are not permitted.
The Cloud Native Computing Foundation’s flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

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 such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TUF, TiKV, TUF, Vitess, and many more - 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.

Event Dates:
November 6-7: Pre-Event Programming
November 8-10: Main Conference

Location: McCormick Place, Chicago, Illinois + Online

Estimated Number of Attendees*:
8,000+ Onsite | 6,000+ Virtual

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

Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options available to them as early as possible.

*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.
<table>
<thead>
<tr>
<th>Sponsorship Benefits At-A-Glance</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
<td>7 AVAILABLE</td>
</tr>
<tr>
<td><strong>PLATINUM</strong></td>
<td>OPEN</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td>OPEN</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td>OPEN</td>
</tr>
<tr>
<td><strong>START-UP</strong></td>
<td>OPEN</td>
</tr>
<tr>
<td><strong>END USER</strong></td>
<td>OPEN</td>
</tr>
<tr>
<td>Speaking opportunity</td>
<td>Choice of (1) 5-minute keynote or (1) 35-minute breakout session</td>
</tr>
<tr>
<td>Content must meet CFP criteria and is subject to program committee approval</td>
<td></td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td>(1) exclusive pre- or post-conference email</td>
</tr>
<tr>
<td><em>Sent by CNCF on behalf of sponsor</em></td>
<td></td>
</tr>
<tr>
<td>Opportunity to participate in media + analyst panel during the event</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in event promotional emails</td>
<td>logo and link</td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
</tr>
<tr>
<td>Preferred placement of sponsor announcements in official event news package</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in post-event transparency report</td>
<td>✓</td>
</tr>
<tr>
<td>List of registered press/analysts (provided 3 weeks prior to event)</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
</tr>
<tr>
<td>Optional dedicated channel in CNCF Slack workspace for the duration of the event</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include news announcements in official event news package</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>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<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>
</tr>
<tr>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>Unlimited 20% discount on additional onsite attendee passes</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</td>
</tr>
<tr>
<td>30ft (w) x 20ft (d) raw exhibit space</td>
<td>20ft (w) x 20ft (d) raw exhibit space or turnkey</td>
</tr>
<tr>
<td>15ft (w) x 10ft (d) raw exhibit space or turnkey</td>
<td>10ft (w) x 8ft (d) turnkey only</td>
</tr>
<tr>
<td>8ft (w) x 6ft (d) turnkey only</td>
<td>8ft (w) x 6ft (d) turnkey only</td>
</tr>
<tr>
<td>Physical lead retrieval device(s) for onsite use</td>
<td>(3) devices</td>
</tr>
<tr>
<td>SPONSORSHIP COST</td>
<td>$195,000</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.

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by August 17, 2023.

Dan Kohn Diversity Scholarship Fund

$5,000 MINIMUM UNLIMITED

The Dan Kohn Diversity Scholarship Fund 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
• Logo recognition on onsite signage
• Logo recognition in post-event transparency report
• (1) pre-event group post from the official @KubeCon_ Twitter handle
• Sponsor recognition in scholarship acceptance notifications.

Attendee T-Shirt

$40,000 1 AVAILABLE

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

Lanyards

$40,000 1 AVAILABLE

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

Session Recording

$30,000 1 AVAILABLE

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.

Cross-Promotion of Pre-Approved Community Events

$10,000 EACH UNLIMITED

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 2023 are eligible for cross-promotion. Events may not overlap with the main conference program on November 8-10.

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.

All Attendee Party

$25,000 EACH 2 AVAILABLE

Treat attendees to a special experience by co-sponsoring the All Attendee Party at KubeCon + CloudNativeCon! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends.

Benefits include:
• Pre-event promotion on event website
• Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
• Recognition on conference schedule
• Signage at entrance and throughout venue including at bars and buffets
• Sponsor recognition at live entertainment stage(s) and activities
• (25) complimentary drink tickets
• Logo recognition on transportation vehicles and at pick-up locations if transportation to/from venue is provided.

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.
Conference Wi-Fi
$20,000  1 AVAILABLE

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.

Virtual Platform Sponsor
$15,000 EACH  4 AVAILABLE

Bring the KubeCon + CloudNativeCon experience to a wide audience around the world! Keynotes and sessions will be live-streamed on the virtual platform and available to watch on-demand.

Benefits include:
- Sponsor logo branding on virtual platform
- Clickable rotating banner ad on virtual platform
- Sponsor recognition slide with logo at the beginning of each session livestream in the virtual platform
- Sponsor recognition in pre-event email to attendees.

Coffee Bar
$20,000 EACH  2 AVAILABLE

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
- Sponsor recognition and activation description on event website
- 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 availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins.

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

Activation Zone
$20,000 EACH  2 AVAILABLE

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. No demos or presentations. 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.
Private Meeting Room
$20,000 EACH  5 AVAILABLE
Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff.
**Benefits include:**
- Minimum capacity (10) people per room
- Access to meeting room during official event hours on main conference days (November 8-10)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture and AV available at sponsor’s own expense
- Sponsor logo sign on the room door
- Room number and sponsor 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.

Only confirmed level sponsors of KubeCon + CloudNativeCon North America 2023 are eligible for this opportunity. One room may be reserved per sponsor company.

Diversity + Equity + Inclusion Lunch
$15,000  1 AVAILABLE
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.

Peer Group Mentoring
$15,000  1 AVAILABLE
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.

**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
- Program listed on the official conference schedule
- Sponsor logo recognition on signage.

CTO Summit Reception + Dinner Sponsorship
$15,000 EACH  2 AVAILABLE
The CTO Summit will be an exclusive forum for an elite group of leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A research report will be generated from this effort to benefit the larger ecosystem. A private reception and dinner will follow the Summit and will be an exclusive opportunity for sponsors to connect with top leadership from end user members, select prospective end user members, CNCF + Linux Foundation executives, and members of the CNCF Board of Directors.

**Benefits include:**
- (1) 5-minute speaking opportunity at Reception + Dinner
- (2) tickets to the CTO Summit Dinner
- Logo recognition on signage
- Recognition in CTO Summit attendee communications
- Mention in the final CTO Summit research report

Sponsorship does not include participation in the Summit as participation is exclusive to end user CTOs.
Wellness Supporter

Contribute to the holistic health and wellbeing of onsite attendees by sponsoring wellness initiatives throughout the conference. Activities are not finalized yet but may include onsite “brain break” stations, guided mindfulness meditation sessions, chair yoga, community fun runs, etc.

Benefits include:
- Logo and link on conference website
- Sponsor logo recognition on attendee sign-up forms
- Sponsor logo on onsite signage at wellness stations and activities
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lead retrieval and sponsor-hosted activities are not permitted.

Charging Lounge

Keep attendees connected and their devices powered by providing a convenient and comfortable space to relax, recharge, or work.

Benefits include:
- Prominent sponsor logo branding at charging lounge
- Logo recognition on Solutions Showcase map or venue map depending on location
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lead retrieval and sponsor-hosted activities are not permitted. Lounge location at the conference venue will be determined by CNCF.

Games Lounge

Provide attendees with a fun, interactive environment to unwind and challenge each other to a range of games - from video games to old-school card and board games. The games lounge will be located either in the Solutions Showcase, a dedicated room, or a foyer at the conference venue and is accessible to attendees during event hours Wednesday through Friday.

Benefits include:
- Prominent sponsor logo branding in Games Lounge
- Logo recognition on Solutions Showcase or venue map depending on location
- Logo and link on conference website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lounge location, layout, design, and games will be determined and provided by CNCF. Lead retrieval, sponsored activities/games, and sales activities are not permitted in the games lounge.

Hotel Key Cards or Sleeves

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

Attendee Headshots

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and diversity scholarship recipients will receive priority before headshots are offered to general attendees.

Benefits include:
- Logo and link on conference website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room.

Lead retrieval and sponsor-hosted activities are not permitted.
KubeCon + CloudNativeCon Europe 2022 was CNCF’s second hybrid event with an in-person component held in Valencia, Spain, and a virtual component for those who were not able to attend onsite.

Demographics

<table>
<thead>
<tr>
<th>Registered</th>
<th>MEN</th>
<th>WOMEN</th>
<th>NON-BINARY/OTHER GENDERS</th>
<th>PREFER NOT TO ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,550</td>
<td>45.2%</td>
<td>6.5%</td>
<td>0.4%</td>
<td>47.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In Person</th>
<th>First Timers</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,084</td>
<td>65%</td>
</tr>
</tbody>
</table>

Attendee Geography

Europe: 53.1% 74%
North America: 17% 19%
South America: 3.4% 1.2%
Asia: 23.5% 4.7%
Africa: 1.9% 0.4%
Australia & Oceania: 0.9% 0.2%

Top Three Attendee Job Functions

- DevOps / SRE / SysAdmin: 6,395
- Developer: 3,867
- Architect: 3,127
PAST EVENTS
KUBECON + CLOUDNATIVECON EUROPE 2022 HIGHLIGHTS
May 16 - 20, 2022 | Hybrid Event

Content

- **17** KEYNOTES
- **146** BREAKOUT SESSIONS
- **76** MAINTAINER SESSIONS
- **1,178** CFP SUBMISSIONS
- **12** CNCF-HOSTED CO-LOCATED EVENTS
- **243** SPEAKERS

Media Coverage

- **250%** MORE MEDIA COVERAGE than Europe 2021 event (fully virtual)
- **2,490** MENTIONS OF KUBECON + CLOUDNATIVECON in media articles, press releases, and blogs
- **159** JOURNALISTS & ANALYSTS attended virtually & in-person

Sponsor Booth Traffic

- Onsite leads total: 63,057
- Onsite leads average/booth: 367
- Virtual leads total: 45,897
- Virtual leads average/booth: 294

See the full [post-event transparency report](#) for more details.
CNCF Member Discounts

In 2023, CNCF is holding two (2) flagship KubeCon + CloudNativeCon events — Europe and North America. The following discounts are available for CNCF members:

• 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event,
• 5% discount for sponsoring both events if the contracts are signed at the same time.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other standalone or co-located events. CNCF members receive a 3% discount for each additional event.

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.