



# **CLOUD NATIVE** COMPUTING FOUNDATION

## 2023 SPONSORSHIP PROSPECTUS



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# CLOUDNATIVE SECURITYCON

## NORTH AMERICA 2023

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@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for level sponsorships must be received by **January 5, 2023**.



**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

SPONSORSHIP BENEFIT	DIAMOND <del>LIMITED AVAILABILITY</del> SOLD OUT	PLATINUM <del>LIMITED AVAILABILITY</del> 2 AVAILABLE	GOLD LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote <i>*Topic subject to program committee 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		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Twitter posts from official @CloudNativeFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	
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>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	10' x 10' exhibit space with branded 2m wide counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
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
<b>SPONSORSHIP COST</b>	<b>\$75,000</b>	<b>\$40,000</b>	<b>\$15,000</b>	<b>\$5,000</b>

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](mailto: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.



### Session Recording

**\$10,000 +**

**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.

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



### Attendee T-Shirt

**\$10,000 +**

**1 AVAILABLE**

**SOLD OUT**

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.



### Lanyards

**\$10,000 +**

**1 AVAILABLE**

**SOLD OUT**

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.



**KubeCon**



**CloudNativeCon**

**Europe 2023**

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, 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 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.



**1 co-located event day**  
**3 main conference days**



**200+ sessions and**  
**keynotes**



**5,000+ participating**  
**companies**



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**.



KubeCon



CloudNativeCon

Europe 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.

	DIAMOND <del>6 AVAILABLE</del> SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP* OPEN	END USER** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes <i>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</i>	20	15	12	8	5	5
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$155,000</b>	<b>\$92,000</b>	<b>\$60,000</b>	<b>\$23,000</b>	<b>\$8,000</b>	<b>\$8,000</b>

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

\*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](mailto:sponsor@cncf.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.

### 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** **SOLD OUT**

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** **SOLD OUT**

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** **SOLD OUT**

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

#### Benefits include:

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

### Welcome Reception

**\$25,000 EACH** **2 AVAILABLE** **1 AVAILABLE**

Treat attendees to a special experience by co-sponsoring the official kickoff party at KubeCon + CloudNativeCon! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks, and new friends while exploring the sponsor booths in the Solutions Showcase.

#### 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

Lead retrieval and sponsor-hosted activities are restricted to the sponsor's booth only.

### Conference Wi-Fi

**\$20,000** **1 AVAILABLE** **SOLD OUT**

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

#### Benefits include:

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

## 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** **4 AVAILABLE** **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** **3 AVAILABLE** **1 AVAILABLE**

Keep onsite attendees well-cafeinated 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.





KubeCon



CloudNativeCon

Europe 2023



## Private Meeting Room

**\$20,000 EACH****15 AVAILABLE****3 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****SOLD OUT**

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

**Benefits include:**

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



## EmpowerUs Event

**\$15,000****1 AVAILABLE**

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



## CTO Summit Reception + Dinner Sponsorship

**\$15,000 EACH****2 AVAILABLE****SOLD OUT**

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** **SOLD OUT**

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.

## Stroopwafel Bar

**\$20,000** **1 AVAILABLE**

Treat onsite attendees to a traditional Dutch specialty - freshly baked syrup waffle cookies served served from a sponsor-branded lounge.

### Benefits include:

- Dedicated space with stroopwafel 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
- Freshly baked stroopwafels 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).
- Branded napkins available as an add-on at sponsor's own expense (subject to availability and approval by CNCF).

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



# CNCF-HOSTED CO-LOCATED EVENTS



CNCF-hosted co-located events are being planned in-person and will now only be held on one day, followed by three days of KubeCon + CloudNativeCon. In-person attendees will now have the option to register for an All-Access In-Person KubeCon + CloudNativeCon pass that will include entry to all CNCF-hosted co-located events + KubeCon + CloudNativeCon. All-Access attendees will be able to participate in any co-located event session of their choosing, offering sponsors a larger audience to engage with.

Recorded content from the event will be available 48-72 hours post event on YouTube for those that cannot attend onsite. All attendees will be required to adhere to our health and safety protocols. Visit our [website](#) for full details.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by 23 February 2023, 11:59 PM PST.



**Event Date:**  
18 April 2023



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



**Estimated Number  
of Attendees:** 2,500+



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM	GOLD UNLIMITED
Keynote at selected co-located event <i>*Topic subject to program committee approval</i>	(1) 5-minute keynote		
Email to opt-in attendees	(1) combined pre- or post-conference email (150 words)		
Table Top Sponsor Space + Lead Retrieval**	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, & power	(1) Lead Retrieval Device, 4'x4' footprint includes (1) tall cocktail table, (1) chair, & power	
Recognition during opening session	✓	✓	
(1) Social media mention from @KubeCon or project handle	Group mention Diamond Sponsors	Group mention Platinum + Gold Sponsors	
Logo on sponsor signage	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓
Logo and link on event webpage	✓	✓	✓
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Tues) + KubeCon + CloudNativeCon Europe (Wed-Fri)	4	3	1
Provide attendee giveaway during selected in-person co-located event. Giveaways must be distributed at sponsor table top and/or meeting room. <i>*CNCF Approval Required</i>	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$42,500</b>	<b>\$32,500</b>	<b>\$10,000</b>

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

\*\*Onsite leads only, access to 2,500+ co-located event attendees



## MARKETING PROMOTIONAL OPPORTUNITIES

The following MPOs apply to a single CNCF-hosted co-located event.

### Session Recording

\$7,500 +

1 AVAILABLE PER EVENT

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.

**Benefit:** Sponsor recognition slide with logo at the beginning of each video recording

### Live Stream\*

\$7,500 +

3 AVAILABLE

2 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 website and sponsor signage
- Sponsor recognition in KubeCon+CloudNativeCon Europe scheduled co-located event description

\*Live Stream sponsorship is applicable to one of the nine CNCF-hosted Co-located Events

The following MPOs apply to all CNCF-hosted co-located events. Sponsor will receive recognition visible to All-Access attendees.

### Dan Kohn Scholarship Fund

\$2,500 +

UNLIMITED

The Dan Kohn Diversity Scholarship Fund supports individuals who may not otherwise have the opportunity to attend CNCF Events. 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 web page
- Sponsor recognition in scholarship acceptance notifications

### Co-located Events Reception Sponsor

\$10,000

4 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 webpage
- Branded signage during reception

### Session Captioning

\$3,500

1 AVAILABLE

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

#### Benefits include:

- Logo on the event webpage
- Logo on sponsor signage

### Breaks Sponsor

\$7,500

4 AVAILABLE

Provide AM & PM breaks to 1,000+ co-located event attendees.

#### Benefits include:

- Breaks listed on the official event schedule
- Logo on the event web page
- Branded signage during breaks

### Lunch Sponsor

\$6,500

3 AVAILABLE

Provide lunch to 2,500+ co-located event attendees.

#### Benefits include:

- Lunch listed on the official event schedule
- Logo on the event web page
- Branded signage during lunch

# CNCF-HOSTED CO-LOCATED EVENTS



Please see below for available sponsorship opportunities per co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
ArgoCon	<del>4 AVAILABLE</del> 2 AVAILABLE	<del>3 AVAILABLE</del> 1 AVAILABLE	<del>1 AVAILABLE</del> SOLD OUT
CiliumCon	3 AVAILABLE	<del>2 AVAILABLE</del> 1 AVAILABLE	1 AVAILABLE
Cloud Native Wasm Day	<del>3 AVAILABLE</del> 1 AVAILABLE	2 AVAILABLE	<del>1 AVAILABLE</del> SOLD OUT
Cloud Native Telco Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Istio Day	3 AVAILABLE	<del>2 AVAILABLE</del> 1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day	<del>3 AVAILABLE</del> 2 AVAILABLE	<del>2 AVAILABLE</del> 1 AVAILABLE	1 AVAILABLE
Kubernetes HPC + Batch Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Linkerd Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Observability Day	<del>3 AVAILABLE</del> 2 AVAILABLE	<del>2 AVAILABLE</del> SOLD OUT	<del>1 AVAILABLE</del> SOLD OUT

cdCon+GitOpsCon is designed to foster collaboration, discussion, and knowledge sharing by bringing communities, vendors, and end users to meet, discuss, collaborate and start shaping the future of GitOps and CD together. GitOps is a practice that enables organizations to take a declarative approach to cloud native infrastructure and application delivery using CD best practices.

This event is aimed at audiences that are new or already using GitOps and CD. Get connected and learn from practitioners about pitfalls to avoid, hurdles to jump, and how to adopt most popular open source GitOps and CD Technologies such as Argo, Flux, Jenkins, Spinnaker, Tekton, and CDEvents in your cloud native environment.

Topics include getting started with GitOps, scaling and managing GitOps, lessons learned from production deployments, CD best practices, advanced delivery techniques, CD in action, supply chain security technical sessions, and thought leadership.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for level sponsorships must be received by **April 5, 2023**.



**Event Dates:**  
May 8-9, 2023



**Location:**  
Vancouver  
Convention  
Center,  
Vancouver, BC



**Estimated  
Number of  
Attendees:**  
500+

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote ( <i>topic subject to program committee approval</i> )	✓				
Logo recognition on keynote screen	✓	✓			
Email to opt-in attendees ( <i>sent by event organizers 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			
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only	company name and link only		
Twitter posts from official @gitopswg and @CDeliveryFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	(1) post-event group tweet	
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	2
Onsite exhibit space ( <i>includes counter or table, (2) stools or chairs, wastebasket, basic power</i> )	3M branded backwall and counter	2M branded backwall and counter	Branded counter	6' table top	6' table top
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	(1) device
<b>SPONSORSHIP COST</b>	<b>\$60,000</b>	<b>\$45,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

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

\*Start-up sponsors must be CDF or 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](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **March 9, 2023**.

### **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 cdCon + GitOpsCon. 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**

**\$10,000 +** **1 AVAILABLE** **SOLD OUT**

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CDF and 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 cdCon + GitOpsCon 2023 are eligible for this opportunity.

### **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 CDF and CNCF approval. Logo must be single color only (no gradient).

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### **Lanyards**

**\$7,500 +** **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 CDF and CNCF approval. Logo must be single color only (no gradient).

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### **Demo Theater**

**\$5,000 +** **LIMITED AVAILABILITY**

Present a 15-minute demo, tutorial, or "how-to" at the demo theater. All sessions subject to approval by CDF and CNCF.

#### **Benefits include:**

- Session listed on the conference schedule.

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### **Reception**

**\$10,000 +** **2 AVAILABLE**

Sponsors can host this evening with branding on all food and drink stations and prominently placed signage.

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.

### **2023 State of CD Report**

**\$10,000**

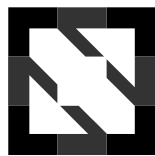
The State of Continuous Delivery (CD) Report explores the current CD developer ecosystem and how this has evolved over the past years. The report series dives deeper into the data and tracks the world's capacity to deliver software with speed and security. Sponsor the fourth report. Benefits include:

- Company logo on report
- Company logo and link on CD Foundation's State of CD Report webpage
- Recognition in CD Foundation press release, blog post, and email announcing the State of the CD Report
- Opportunity to take part in the panel, discussing the report findings
- Twitter post on @CDeliveryFdn
- LinkedIn post on CD Foundation account

Only confirmed level sponsors of cdCon + GitOpsCon 2023 are eligible for this opportunity.



# KubeCon



# CloudNativeCon

## North America 2023

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.



### Event Dates:

November 6: Pre-Event Programming  
November 7-9: 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.

### 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.



**1 co-located event day  
3 main conference days**



**200+ sessions and  
keynotes**



**5,000+ participating  
companies**



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.



KubeCon



CloudNativeCon

North America 2023

## SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by **August 10, 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 first lottery for the first (5) slots and by June 8, 11:59 PM Pacific Time to be included in the second lottery for the final (2) slots.

	DIAMOND 7 AVAILABLE 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START- UP* OPEN	END USER** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes <i>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</i>	20	15	12	8	5	5
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) raw exhibit space or turnkey	15ft (w) x 10ft (d) raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$195,000</b>	<b>\$120,000</b>	<b>\$80,000</b>	<b>\$28,000</b>	<b>\$8,000</b>	<b>\$8,000</b>

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

\*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](mailto: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.

### **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 7-9.

#### **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** **SOLD OUT**

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** **SOLD OUT**

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.

### **KubeCrawl + CloudNativeFest**

**\$25,000 EACH** **2 AVAILABLE** **1 AVAILABLE**

Treat attendees to a special experience by co-sponsoring the official kickoff party at KubeCon + CloudNativeCon! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks, and new friends while exploring the sponsor booths in the Solutions Showcase.

#### **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

Lead retrieval and sponsor-hosted activities are restricted to the sponsor's booth only.

## 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** **1 AVAILABLE**

Keep onsite attendees well-cafeinated 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.

## Activation Zone

**\$20,000 EACH** **2 AVAILABLE** **1 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.

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

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





## Private Meeting Room

**\$20,000 EACH**

**5 AVAILABLE**

**SOLD OUT**

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

### Benefits include:

- Minimum capacity (10) people per room
- Access to meeting room during official event hours on main conference days (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**

**SOLD OUT**

Everyone attending KubeCon + CloudNativeCon in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community.

### Benefits include:

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



## EmpowerUs Event

**\$15,000**

**1 AVAILABLE**

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



## Peer Group Mentoring

**\$15,000**

**1 AVAILABLE**

**SOLD OUT**

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

### Benefits include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF)
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage.



## CTO Summit Reception + Dinner Sponsorship

**\$15,000 EACH**

**2 AVAILABLE**

**SOLD OUT**

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.



## Hotel Key Cards or Sleeves

**\$15,000**

**1 AVAILABLE**

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

**\$15,000**

**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.



## PAST EVENTS

# KUBECON + CLOUDNATIVECON EUROPE 2022 HIGHLIGHTS

May 16 - 20, 2022 | Hybrid Event



KubeCon



CloudNativeCon

Europe 2022

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

REGISTERED

**18,550**

45.2% MEN  
6.5% WOMEN  
0.4% NON-BINARY/OTHER GENDERS  
47.9% PREFER NOT TO ANSWER

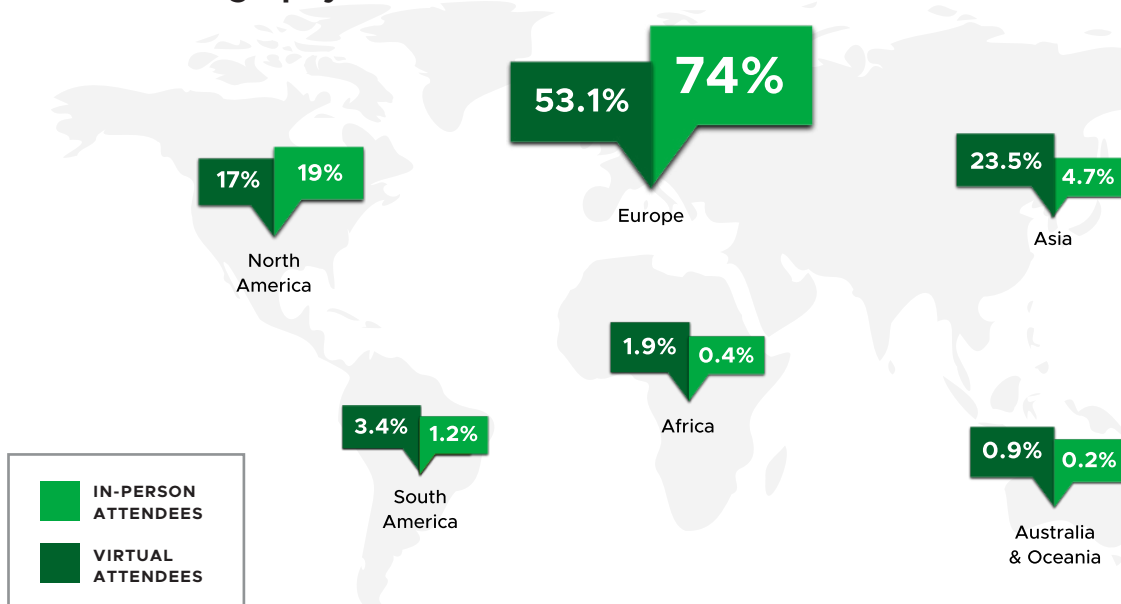
IN PERSON

**7,084**

FIRST TIMERS

**65%**

## Attendee Geography



## Top Three Attendee Job Functions

DEVOPS / SRE / SYSADMIN

**6,395**

DEVELOPER

**3,867**

ARCHITECT

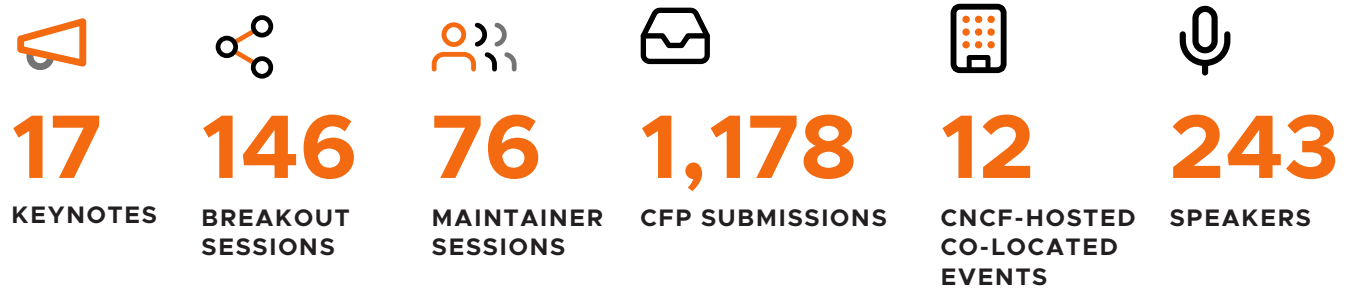
**3,127**

# KUBECON + CLOUDNATIVECON EUROPE 2022 HIGHLIGHTS

May 16 - 20, 2022 | Hybrid Event



## Content



## Media Coverage



## Sponsor Booth Traffic

Onsite leads total	<b>63,057</b>
Onsite leads average/booth	<b>367</b>
Virtual leads total	<b>45,897</b>
Virtual leads average/booth	<b>294</b>

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



## PAST EVENTS

# KUBECON + CLOUDNATIVECON NORTH AMERICA 2022 HIGHLIGHTS

October 24 - 28, 2022 | Hybrid Event



KubeCon



CloudNativeCon

North America 2022

This KubeCon + CloudNativeCon #TeamCloudNative roared back. Detroit marked the first time we'd gathered in such big numbers in the Midwest, and the city did not disappoint! For many of us, we explored a new region, enjoyed some great food, and broke stereotypes with the renaissance of Detroit.

## Demographics

### REGISTERED

**16,986**

43.5% MEN  
8.50% WOMEN  
0.42% NON-BINARY/OTHER GENDERS  
47.5% PREFER NOT TO ANSWER

### IN PERSON

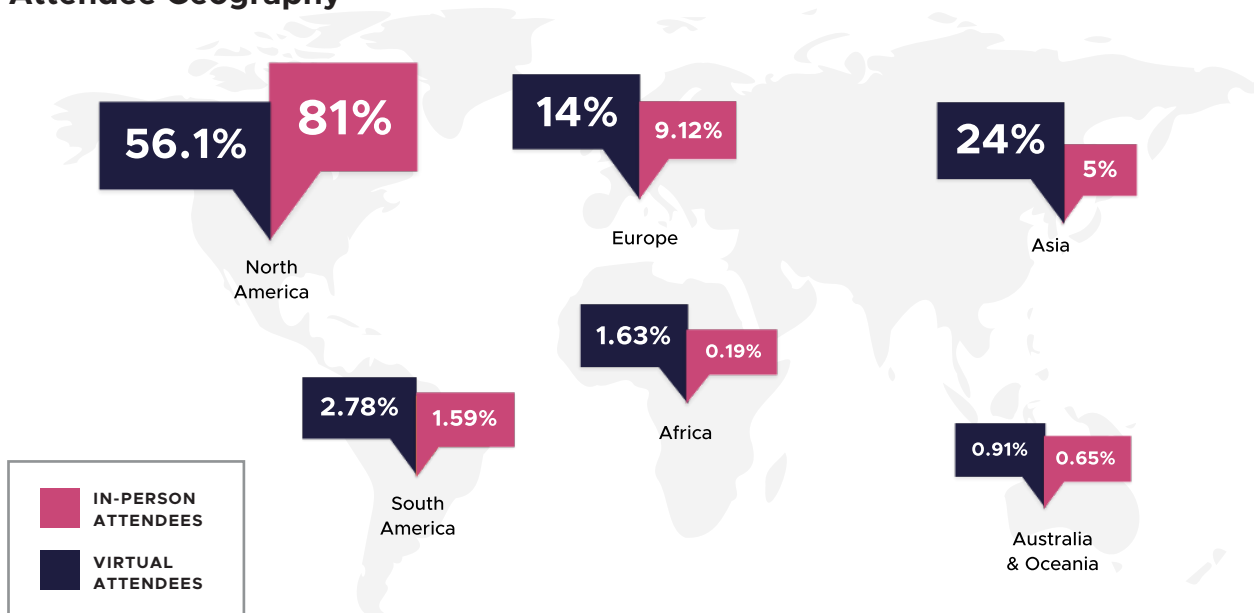
**7,403**

### FIRST TIMERS

**61%**



## Attendee Geography



## Top Three Attendee Job Functions

DEVOPS / SRE / SYSADMIN

**4,557**

DEVELOPER

**3,378**

ARCHITECT

**2,777**

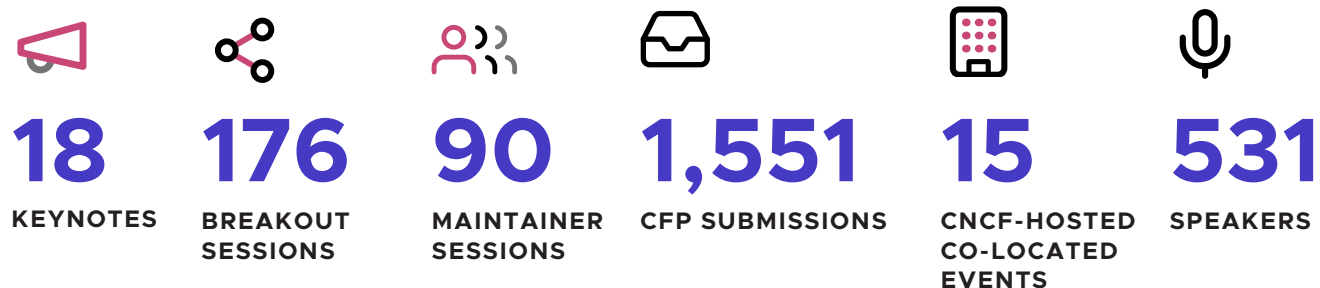


# KUBECON + CLOUDNATIVECON NORTH AMERICA 2022 HIGHLIGHTS

October 24 - 28, 2022 | Hybrid Event



## Content



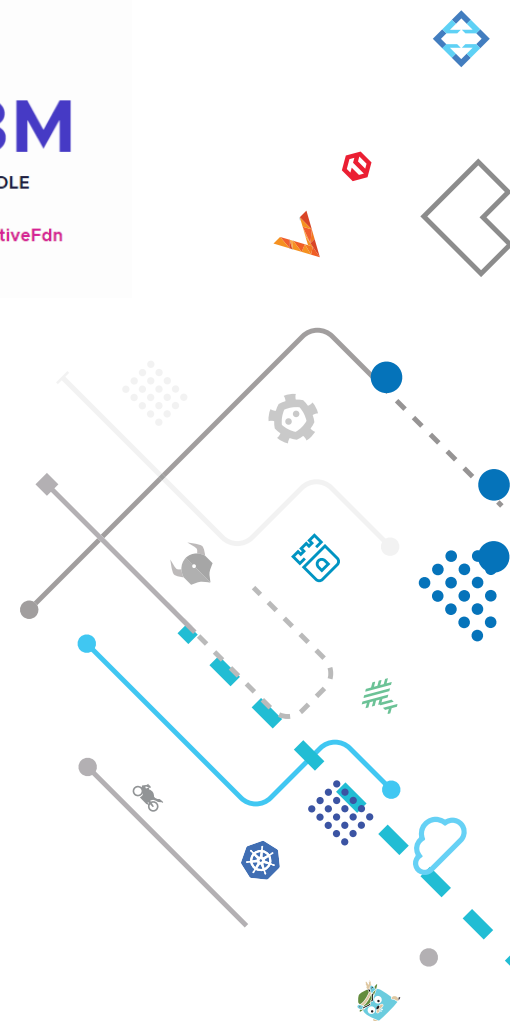
## Media Coverage



## Sponsor Booth Traffic

Onsite leads total	73,026
Onsite leads average/booth	252
Virtual leads total	33,427
Virtual leads average/booth	140

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 KubeCon + CloudNativeCon Europe and KubeCon + CloudNativeCon North America, if the contracts are signed at the same time.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other standalone events and co-located events. CNCF members receive a 3% discount for sponsoring any of these events.



**CLOUD NATIVE**  
COMPUTING FOUNDATION

Contact [sponsor@cncf.io](mailto: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](https://events.linuxfoundation.org).