# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KubeCon + CloudnativeCon Europe 2023</td>
<td>3</td>
</tr>
<tr>
<td>Sponsorship Benefits At-a-Glance</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Promotional Opportunities</td>
<td>5</td>
</tr>
<tr>
<td>KubeCon + CloudnativeCon Europe CNCF-Hosted Co-Located Events 2023</td>
<td>9</td>
</tr>
<tr>
<td>Sponsorship Benefits At-a-Glance</td>
<td>9</td>
</tr>
<tr>
<td>Marketing Promotional Opportunities</td>
<td>10</td>
</tr>
<tr>
<td>cdCon + GitOpsCon 2023</td>
<td>12</td>
</tr>
<tr>
<td>Sponsorship Benefits At-a-Glance</td>
<td>12</td>
</tr>
<tr>
<td>Marketing Promotional Opportunities</td>
<td>13</td>
</tr>
<tr>
<td>KubeDay Israel 2023</td>
<td>14</td>
</tr>
<tr>
<td>Marketing Promotional Opportunities</td>
<td>15</td>
</tr>
<tr>
<td>KubeCon + CloudnativeCon North America 2023</td>
<td>16</td>
</tr>
<tr>
<td>Sponsorship Benefits At-a-Glance</td>
<td>17</td>
</tr>
<tr>
<td>Marketing Promotional Opportunities</td>
<td>18</td>
</tr>
<tr>
<td>Past Events</td>
<td>22</td>
</tr>
<tr>
<td>KubeCon + CloudNativeCon Europe 2022 Highlights</td>
<td>22</td>
</tr>
<tr>
<td>KubeCon + CloudNativeCon North America 2022 Highlights</td>
<td>24</td>
</tr>
</tbody>
</table>
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.

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>DIAMOND (6 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>
</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>
</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>
</tr>
<tr>
<td>Sent by CNCF on behalf of sponsor</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>
</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>
</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>
</tr>
<tr>
<td>Preferred placement of sponsor announcements in official event news package</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>
</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>
</tr>
<tr>
<td>Logo recognition on keynote screen</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>
</tr>
<tr>
<td>Logo on onsite sponsor signage</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>
</tr>
<tr>
<td>Logo recognition on conference schedule</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>
</tr>
<tr>
<td>Twitter posts from official @KubeCon_ handle</td>
<td>(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event</td>
<td>(2) pre-event group tweets and (1) group tweet during event</td>
<td>(1) pre-event group tweet and (1) group tweet during event</td>
<td>(1) pre-event group tweet</td>
<td>(1) pre-event group tweet</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unlimited 20% discount on additional onsite attendee passes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td>9m (w) x 6m (d) raw exhibit space</td>
<td>6m (w) x 6m (d) raw exhibit space or turkey</td>
<td>4.5m (w) x 3m (d) raw exhibit space or turkey</td>
<td>3m (w) x 2.5m (d) turkey only</td>
<td>2.5m (w) x 2m (d) turkey only</td>
</tr>
<tr>
<td>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</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>
</tr>
<tr>
<td><strong>SPONSORSHIP COST</strong></td>
<td>$155,000</td>
<td>$92,000</td>
<td>$60,000</td>
<td>$23,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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

*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.

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.

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 noting your Wi-Fi sponsorship.

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).
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-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  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 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.

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.

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

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, 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.

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.

Stroopwafel Bar

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 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.

### SPONSORSHIP BENEFITS AT-A-GLANCE

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

**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 + 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 sched 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

**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

**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 web page
- Branded signage during reception

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

<table>
<thead>
<tr>
<th>CO-LOCATED EVENT</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>SESSION RECORDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArgoCon</td>
<td>4 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>1 AVAILABLE SOLD OUT</td>
</tr>
<tr>
<td></td>
<td>2 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CiliumCon</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>Cloud Native Wasm Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE SOLD OUT</td>
</tr>
<tr>
<td></td>
<td>1 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloud Native Telco Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Istio Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>Kubernetes on Edge Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td>2 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kubernetes HPC + Batch Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linkerd Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Observability Day</td>
<td>3 AVAILABLE</td>
<td>2 AVAILABLE</td>
<td>1 AVAILABLE SOLD OUT</td>
</tr>
<tr>
<td></td>
<td>2 AVAILABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 AVAILABLE</td>
<td></td>
</tr>
</tbody>
</table>
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 to secure your sponsorship today. Signed contracts for level sponsorships must be received by April 5, 2023.

### SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND LIMITED AVAILABILITY</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>SILVER LIMITED AVAILABILITY</th>
<th>START-UP* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute keynote (topic subject to program committee approval)</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>
</tr>
<tr>
<td>Email to opt-in attendees (sent by event organizers 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>
<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>
</tr>
<tr>
<td>Sponsor recognition in pre-event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</td>
<td>company name and link only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter posts from official @gitopswg and @CDeliveryFdn 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>(1) post-event group tweet</td>
<td></td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</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>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</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)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Onsite exhibit space (includes counter or table, (2) stools or chairs, wastebasket, basic power)</td>
<td>3M branded backwall and counter</td>
<td>2M branded backwall and counter</td>
<td>Branded counter</td>
<td>6’ table top</td>
<td>6’ table top</td>
</tr>
<tr>
<td>Physical lead retrieval device(s) (to be used for lead capture within onsite exhibit space only)</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
</tbody>
</table>

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.
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.

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.
Join us in Tel Aviv for KubeDay Israel! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

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

Contact sponsor@cnf.io to secure your sponsorship today. All signed contracts must be received by May 26, 2023.

**SPONSORSHIP BENEFITS AT-A-GLANCE**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND 3 AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>LOCAL SUPPORTER* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity: All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</td>
<td>5-Minute Keynote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Opening Keynote Screen</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Email Blast: One time use of opt-in list to be sent by CNCF. Content provided by sponsor.</td>
<td>(1) Exclusive Pre- or Post-Conference Email</td>
<td>150 Words in (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 and Link</td>
<td>Logo and Link</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion of Sponsorship: From official @CloudNativeFdn handle</td>
<td>(1) Pre-Event Standalone Tweet with Social Card</td>
<td>(1) Pre-Event Group Tweet</td>
<td>(1) Pre-Event Group Tweet</td>
<td></td>
</tr>
<tr>
<td>Sponsor Recognition in Pre-Event Promotional Emails</td>
<td>Logo and Link</td>
<td>Logo and Link</td>
<td>Company Name and Link Only</td>
<td>Company Name and Link Only</td>
</tr>
<tr>
<td>Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Onsite Attendee Passes: To be used for onsite booth staff, attendees and guests</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Onsite Exhibit Space: Includes basic power and wastebasket</td>
<td>2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar</td>
</tr>
<tr>
<td>Physical Lead Retrieval Device(s): To be used for lead capture within onsite exhibit space only</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
<tr>
<td>Post-Event Transparency Report: Provides event demographics and additional details on event performance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**SPONSORSHIP COST**

|  | $30,000 | $20,000 | $15,000 | $5,000 |

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

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

Benefits include:
- Logo and link on conference website
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @CloudNativeFdn Twitter handle
- Sponsor recognition in scholarship acceptance notifications

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

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

Contact sponsor@cncf.io to secure your sponsorship today. All signed contracts must be received by May 26, 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, 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: 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.

*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@cnf.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.

<table>
<thead>
<tr>
<th>DIAMOND</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>7 AVAILABLE</td>
<td>4 AVAILABLE</td>
<td>150</td>
<td>100</td>
<td>75</td>
<td>75</td>
</tr>
</tbody>
</table>

Speaking opportunity  
Content must meet CFP criteria and is subject to program committee approval

Email to opt-in attendees  
Sent by CNCF on behalf of sponsor

Opportunity to participate in media + analyst panel during the event

Recognition in event promotional emails

Sponsor recognition in pre- and post-conference email to attendees

Preferred placement of sponsor announcements in official event news package

Logo recognition in post-event transparency report

List of registered press/analysts (provided 3 weeks prior to event)

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 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

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

Unlimited 20% discount on additional onsite attendee passes

Onsite exhibit space
Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet

Physical lead retrieval device(s) for onsite use

**SPONSORSHIP COST**  
$195,000 $120,000 $80,000 $28,000 $8,000 $8,000

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

*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**  **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 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 noting 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-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.

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

**IN PERSON**

<table>
<thead>
<tr>
<th>FIRST TIMERS</th>
<th>65%</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,084</td>
<td></td>
</tr>
</tbody>
</table>

Attendee Geography

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

Top Three Attendee Job Functions

<table>
<thead>
<tr>
<th>Job Functions</th>
<th>IN-PERSON ATTENDEES</th>
<th>VIRTUAL ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEVP / SRE / SYSADMIN</td>
<td>6,395</td>
<td></td>
</tr>
<tr>
<td>DEVELOPER</td>
<td>3,867</td>
<td></td>
</tr>
<tr>
<td>ARCHITECT</td>
<td>3,127</td>
<td></td>
</tr>
</tbody>
</table>
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.
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

<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>16,986</td>
<td>43.5%</td>
<td>8.50%</td>
<td>0.42%</td>
<td>47.5%</td>
</tr>
</tbody>
</table>

In Person: 7,403 | First Timers: 61%

Attendee Geography

North America: 56.1% | Europe: 14% | Asia: 24%

South America: 2.78% | Africa: 1.63% | Australia & Oceania: 0.91%

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynotes</td>
<td>18</td>
</tr>
<tr>
<td>Breakout Sessions</td>
<td>176</td>
</tr>
<tr>
<td>Maintainer Sessions</td>
<td>90</td>
</tr>
<tr>
<td>CFP Submissions</td>
<td>1,551</td>
</tr>
<tr>
<td>CNCF-Hosted Co-located Events</td>
<td>15</td>
</tr>
<tr>
<td>Speakers</td>
<td>531</td>
</tr>
</tbody>
</table>

## Media Coverage

- **150% More Media Coverage Than Last Year**
  - Compared with KubeCon + CloudNativeCon North America 2021 (Los Angeles and virtual)
  - Mentions of KubeCon + CloudNativeCon in media articles, press releases, and blogs
  - Twitter handle impressions: Visit @CloudNativeFdn

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentions of KubeCon + CloudNativeCon</td>
<td>3,833</td>
</tr>
<tr>
<td>Twitter handle impressions</td>
<td>11.3M</td>
</tr>
</tbody>
</table>

## 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.

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.