



# **CLOUD NATIVE** COMPUTING FOUNDATION

## 2023 SPONSORSHIP PROSPECTUS



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Join key customers, project leads, and contributors that make up the [gRPC](#) ecosystem for a full day of talks, demos and case studies. Experts will discuss real-world implementations of gRPC, best practices for developers, and topic expert deep dives. This is a must-attend event for those using gRPC in their applications today as well as those considering gRPC for their enterprise microservices.

There will be ample time for meeting project leads, networking with peer and Q & A.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **August 16, 2023, 11:59 PM PDT** (unless otherwise noted).



**Event Dates:**  
September 20, 2023



**Location:** Google Campus,  
Sunnyvale, CA



**Estimated Number of Attendees:**  
200



**Who Attends?** Key customers, project leads, and contributors that make up the gRPC ecosystem

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY
Speaking Opportunity <i>*Pending program committee approval</i>	5 minutes			
Recognition During Opening Session	✓			
Recognition in Pre-Event Email Marketing <i>*opt-in attendees only</i>	✓	✓		
Social Media Recognition from project handle	(1) mention	(1) mention	(1) group mention	
Logo recognition on Schedule	✓	✓	✓	✓
Recognition on Event Website	✓	✓	✓	✓
Recognition on Event Signage	✓	✓	✓	✓
Table top space with lead retrieval	✓	✓	✓	
Attendee Passes	5	4	3	2
<b>SPONSORSHIP COST</b>	<b>SOLD OUT</b>	<b>\$15,000</b>	<b>\$10,000</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.*

## Session Captioning

\$1,500 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

## Session Recording

\$3,500 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.

### Benefit:

- Sponsor recognition slide with logo at the beginning of each video recording.

## Diversity Scholarship Fund

\$1,500 UNLIMITED

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

### Benefits Include:

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

## Reception

\$3,000 1 AVAILABLE

Support a 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

## Lanyards

\$1,500 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 CNCF approval. Logo must be single color only (no gradient).

Signed contracts must be received by August 1, 2023.

## T-shirt

\$2,500 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).

Signed contracts must be received by August 1, 2023.



KubeCon



CloudNativeCon

# OPEN SOURCE SUMMIT

China 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:

September 26: Pre-Event Programming  
September 27 - 28: Main Conference



**Location:** Shanghai Convention & Exhibition Center of International Sourcing



### Estimated Number of Attendees\*:

2,000 Attendees



**Who Attends?** Developers, architects and technical leaders, CIOs, CTOs, press and analysts gather at KubeCon + CloudNativeCon + Open Source Summit China.



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



**70+ sessions and**  
**keynotes**



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



OPEN SOURCE SUMMIT

China 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 **11 August, 2023, 23:59 PDT**.

	STRATEGIC 1 AVAILABLE- SOLD OUT	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START- UP* OPEN	END USER** OPEN
Logo on attendee t-shirt	✓						
Logo on lanyards	✓						
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	(1) 10-minute keynote	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	(1) exclusive pre- or post-conference email					
Logo recognition in post-event transparency report	✓	✓					
Recognition in event promotional emails	logo and link	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo	logo				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓	✓			
Logo on sponsor signage	✓	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓	✓
Logo recognition on mobile schedule	✓	✓	✓	✓	✓	✓	✓
Social media posts from WeChat and official @KubeCon_ Twitter handle	(2) standalone WeChat articles and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (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.</i>	(20) VIP passes and (50) standard passes	(10) VIP passes and (25) standard passes	(8) VIP passes and (15) standard passes	(4) VIP passes and (10) standard passes	(1) VIP pass and (7) standard passes	(5) standard passes	(5) standard passes
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>	11m (w) x 11m (d) raw exhibit space	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) turnkey only	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	(1) device
<b>SPONSORSHIP COST</b>	<b>\$286,000</b>	<b>\$131,000</b>	<b>\$79,000</b>	<b>\$52,000</b>	<b>\$21,000</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 **11 August 2023, 23:59 PDT**.

### 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 + Open Source Summit. 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 + Open Source Summit China 2023 are eligible for cross-promotion. Events may not over-lap with the main conference program on September 27-28.

**Benefits include:**

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon + OSS registration form for attendees to add it to their conference registration. A credit card processing fee per registrant will be charged if a registration fee is required.

### Session Recording

**\$20,000** **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 & QQ channels 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.

### Private Meeting Room

**\$20,000 EACH** **4 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 (September 27 - 28)
- 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 + Open Source Summit China 2023 are eligible for this opportunity. One room may be reserved per sponsor company.

### Keynote Livestream

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

Extend your presence beyond on-site attendees with the keynote livestream sponsorship.

**Benefits include:**

- Sponsor logo on livestream webpage
- Recognition on conference website
- Recognition in (1) pre-event email.

# KUBECON + CLOUDNATIVECON + OPEN SOURCE SUMMIT 2023 [IN-PERSON]

## SPONSOR-HOSTED CO-LOCATED EVENT PACKAGES

### 26 SEPTEMBER 2023



KubeCon



CloudNativeCon



OPEN SOURCE SUMMIT

China 2023

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon + Open Source Summit 2023 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon + Open Source Summit 2023. We have four set package options listed below. Each package will include access to the room (1) hour prior to the start of the co-located event. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

All co-located event space requests must be submitted by a) reviewing the Co-Located Best Practices + Event Guide and b) completing the request form on the co-located events page of the event website. Space will be assigned on a first come, first served basis.

Deadline to submit a co-located event request (Packages A - D): 14 July 2023, 23:59 PDT (based on availability).

## SPONSORSHIP BENEFITS AT-A-GLANCE

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
<b>CAPACITY</b>	<b>50 THEATER</b>	<b>50 THEATER</b>	<b>100 THEATER</b>	<b>200 THEATER</b>
<b>TIME FRAME</b>	<b>9:00- 12:00 OR 13:30 - 16:30</b>	<b>9:00 - 16:00</b>		
Room Rental + Set-up <i>Includes chairs + stage + lectern</i>	✓	✓	✓	✓
Collect Registration Fees On Your Behalf	✓	✓	✓	✓
Access to Existing Conference Wi-Fi	✓	✓	✓	✓
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones, power	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones, power	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones, power	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones, power
In-Room AV Technician	✓	✓	✓	✓
Meeting Room + Wayfinding Signage	✓	✓	✓	✓
Included on Event Website + Registration Form + Schedule	✓	✓	✓	✓
Standard In-Person KubeCon + CloudNativeCon + Open Source Pass	(1)	(1)	(2)	(3)
Session Scanner <i>For attendee check-in only</i>	(1)	(1)	(2)	(2)
Coffee/Tea/Water + AM & PM Snack Break	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$25,000</b>	<b>\$30,000</b>	<b>\$35,600</b>	<b>\$43,600</b>

## PACKAGE ADD-ON - LUNCH

Looking to provide lunch for your attendees? This add-on is for you! Package includes:

- Pre-set lunch menu
- Lunch provided in group dining area
- Package A & B: \$1100 (50 attendees)
- Package C: \$2200 (100 attendees)
- Package D: \$4400 (200 attendees)





IstioCon is a community event for the industry's most popular service mesh, where you will find lessons learned from running Istio in production, hands-on experiences, and featuring maintainers from across the Istio ecosystem.

IstioCon aims to connect with the global Istio community through a three-part event, featuring opportunities for both in-person engagement in China and virtual participation from around the world.

Part 1: Monday, September 25, there will be virtual-only content scheduled, accommodating the Western Hemisphere timezone (exact timing to be determined).

Part 2: Tuesday, September 26, there will be both in-person and live-streamed content from KubeCon + CloudNativeCon China, scheduled according to China Standard Time.

Part 3: Also on Tuesday, September 26, there will be virtual-only content scheduled, catering to the Western Hemisphere timezone (exact timing to be determined).

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by **25 August 2023, 11:59 PM PDT**.



**Event Dates:**  
25-26 September 2023



**Location:** Online + Shanghai, China



**Estimated Number of Attendees:**  
100+ In-Person | 500+ Virtual



**Who Attends?** Developers, architects and technical leaders.

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 1 AVAILABLE SOLD OUT	PLATINUM 4 AVAILABLE	GOLD UNLIMITED
Five-minute keynote <i>*Topic subject to program committee approval</i>	(1) 5-minute keynote		
Email to opt-in attendees	(1) Standalone pre- or post-event email (150 words)	(1) Combined pre- or post-event email (150 words)	
Recognition during opening session	✓	✓	
(1) Social media mention from KubeCon or Project Handle	✓	Group mention Platinum Sponsors	
Logo on sponsor signage	✓	✓	
Logo recognition on event schedule	✓	✓	✓
Logo and link on event website	✓	✓	✓
Complimentary IN-PERSON + VIRTUAL Access to IstioCon <i>*IN-PERSON will receive complimentary access to KubeCon + CloudNativeCon + OpenSourceSummit China</i>	5	3	2
Provide attendee giveaway during selected in-person event in Shanghai. Giveaways must be distributed in the meeting room. <i>*CNCF Approval Required</i>	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$25,000</b>	<b>\$10,000</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.



### 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 a co-located event. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

**Benefits Include:**

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



### Session Recording

\$6,000

1 AVAILABLE

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



### Session Captioning

\$2,500

1 AVAILABLE

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

**Benefits include:**

- Logo on the event webpage
- Logo on sponsor signage



### Lunch Sponsor

\$3,000

1 AVAILABLE

Provide lunch to 100+ in-person IstioCon attendees.

**Benefits include:**

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



### Breaks Sponsor

\$2,500

1 AVAILABLE

Provide AM & PM breaks to 100+ in-person IstioCon event attendees.

**Benefits include:**

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



PROJECT EVENTS EUROPE 2023

# PromCon Europe 2023



**Event Dates:**

28 & 29 September, 2023



**Location:** Radialsystem in Berlin, Germany

This event is being planned in person at the Radialsystem in Berlin, Germany, with recorded content from the event available post event on the Prometheus Monitoring YouTube for those that cannot attend onsite. The event will take place on 28 & 29 September, 2023. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by 25 August, 2023, 11:59 PM PDT.

## SPONSORSHIP BENEFITS AT-A-GLANCE

INCLUSIONS	DIAMOND 6 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE
Logo and link on event website	✓	✓	✓
Logo recognition on event signage	✓	✓	✓
Recognition in pre event attendee communication	Logo and Link	Logo and Link	Company Name and Link
Social media mention from @PrometheusIO	(1) pre-event standalone tweet and (1) customizable news spotlight during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet
Logo on all session recordings after the event	✓		
Logo and link in post-event blog post on Prometheus website	✓	✓	
Table top sponsor space includes 6' table and 2 chairs	✓		
Option to provide attendee giveaway at the conference	✓	✓	
Complimentary attendee passes	4	2	1
<b>SPONSORSHIP COST</b>	<b>\$15,000</b>	<b>\$7,200</b>	<b>\$4,200</b>

## ADD-ON OPPORTUNITIES

### Dan Kohn Scholarship Fund **\$1,500 +** **UNLIMITED**

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

**Benefits Include:**

- Logo and link on event website
- Option to provide attendee giveaway at the conference
- Sponsor recognition in scholarship acceptance notifications

### Lunch + Breaks Sponsor **\$3,000 +** **2 AVAILABLE**

Provide lunch + breaks to event attendees.

**Benefits include:**

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

### Social Event Sponsor **\$3,000 +** **2 AVAILABLE**

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

**Benefits include:**

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

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



**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.

**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.



**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.

	<b>DIAMOND</b> <small>7 AVAILABLE</small> <b>SOLD OUT</b>	<b>PLATINUM</b> <b>OPEN</b>	<b>GOLD</b> <b>OPEN</b>	<b>SILVER</b> <b>OPEN</b>	<b>START-UP*</b> <b>OPEN</b>	<b>END USER**</b> <b>OPEN</b>
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** **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.

### **KubeCrawl + CloudNativeFest**

**\$25,000 EACH** **2 AVAILABLE** **SOLD OUT**

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.
- 

## Coffee Bar

**\$20,000 EACH** 4 AVAILABLE **SOLD OUT**

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** 4 AVAILABLE **SOLD OUT**

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 7-9)
- 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

SOLD OUT

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 **SOLD OUT**

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.



# CNCF-HOSTED CO-LOCATED EVENTS



Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 2,500 developers, architects, and technical leaders. The newly introduced all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on Monday, November 6, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Recorded content from the event available 24-72 hours post event on YouTube for those that cannot attend onsite.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today!

**Signed contracts must be received by September 20, 2023, 11:59 PM CDT.**



**Event Date:**  
November 6, 2023



**Location:** McCormick Place,  
Chicago, Illinois



**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 VARIES PER EVENT	PLATINUM VARIES PER EVENT	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, 6'x4' footprint includes (1) 6' table, 2 chairs, & power	
Recognition during opening session	✓	✓	
(1) Social media mention from @KubeCon_ handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓
Logo and link on event webpage	✓	✓	✓
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Mon) + KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2
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>\$39,500</b>	<b>\$25,500</b>	<b>\$9,500</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

# CNCF-HOSTED CO-LOCATED EVENTS



## ArgoCon NORTH AMERICA

ArgoCon is designed to foster collaboration, discussion, and knowledge sharing on the Argo Project, which consists of four projects: Argo CD, Argo Workflows, Argo Rollouts, and Argo Events. This event is aimed at audiences that are new to Argo as well as providing depth to those currently using Argo within their organization. Attendees will connect with others that are passionate about Argo and interact with project maintainers.

Recorded content from the event available 24-72 hours post event on YouTube for those that cannot attend onsite.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by **September 20, 2023, 11:59 PM CDT**.



**Event Date:**  
November 6, 2023



**Location:** McCormick Place,  
Chicago, Illinois



**Estimated Number of Attendees:** 2,500+  
All-Access Attendees



**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
Keynote at selected co-located event <i>*Topic subject to program committee approval</i>	(1) 5-minute keynote		
Onsite Afternoon Workshop (November 6) <i>Limited availability</i> <i>*Workshop subject to program committee approval</i>	Selected by Lottery*		
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, 6'x4' footprint includes (1) 6' table, 2 chairs, & power	
Recognition during opening session	✓	✓	
(1) Social media mention from @KubeCon_ handle	Group mention with Diamond Sponsors	Group mention Platinum + Gold Sponsors	Group mention Platinum + Gold Sponsors
Logo on sponsor signage	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓
Logo and link on event webpage	✓	✓	✓
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Mon) + KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2
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>\$39,500</b>	<b>\$25,500</b>	<b>\$9,500</b>

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

\*Onsite Afternoon Workshop Diamond Lottery & Notifications to take place on Wed, Sept 6, 2023

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

# CNCF-HOSTED CO-LOCATED EVENTS

## MARKETING PROMOTIONAL OPPORTUNITIES

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

### Session Recording

FULL DAY: \$7,500 | HALF DAY: \$3,750

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.

**Benefits include:**

- Sponsor recognition slide with logo at the beginning of each video recording

### Live Stream\*

FULL DAY: \$7,500 | HALF DAY: \$3,750 7-6 AVAILABLE

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

**Benefits include:**

- Logo on website and sponsor signage
- Sponsor recognition in KubeCon+CloudNativeCon North America sched co-located event description

\* Live Stream sponsorship is applicable to one of CNCF-hosted co-located events

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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

\$7,500 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

### Session Captioning

\$3,500 2 AVAILABLE

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

**Benefits include:**

- Logo on the event web page
- Logo on sponsor signage

### Breaks Sponsor

\$5,000 4 AVAILABLE

Provide AM & PM breaks to 2,500+ 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

\$5,000 2 AVAILABLE

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

**Benefits include:**

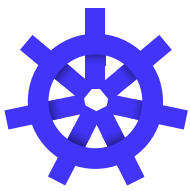
- Lunch listed on the official event schedule
- Logo on the event web page
- Branded signage during lunch

# CNCF-HOSTED CO-LOCATED EVENTS



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

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
<b>AppDeveloperCon</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>ArgoCon</b> <i>Full Day Event</i>	<del>5 AVAILABLE</del> <b>2 AVAILABLE</b>	<del>3 AVAILABLE</del> <b>2 AVAILABLE</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>
<b>BackstageCon</b> <i>Full Day Event</i>	<del>4 AVAILABLE</del> <b>1 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>SOLD OUT</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>
<b>CiliumCon</b> <i>Full Day Event</i>	<del>3 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native Telco Day</b> <i>Half Day Event</i>	<b>2 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native Wasm Day</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Data on Kubernetes Day</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>DBaaS DevDay</b> <i>Half Day Event</i>	<b>2 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>EnvoyCon</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Istio Day</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubernetes AI + HPC Day</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubernetes on Edge Day</b> <i>Half Day Event</i>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Multi-TenancyCon</b> <i>Half Day Event</i>	<b>2 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Observability Day</b> <i>Full Day Event</i>	<b>3 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>



**Event Dates:**  
December 8,  
2023



**Location:**  
Bengaluru,  
India



**Estimated  
Number of  
Attendees:**  
1300+

Join us for KubeDay India! 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 1300+ 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@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.  
Sponsorship contracts must be received by November 3, 2023.

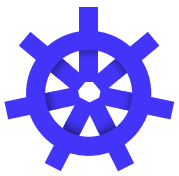
## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP**/ LOCAL SUPPORTER* LIMITED AVAILABILITY
<b>Speaking Opportunity:</b> All sponsor content must be approved by the co-chairs. Speaking slots based on availability.	5-Minute Keynote			
<b>Recognition on Opening Keynote Screen</b>	✓	✓		
<b>Email Blast:</b> One time use of opt-in list to be sent by CNCF. Content provided by sponsor.	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
<b>Sponsor Recognition in Pre- and Post-Conference Email to Attendees</b>	Logo and Link	Logo and Link		
<b>Social Media Promotion of Sponsorship:</b> From official @KubeCon_ handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
<b>Sponsor Recognition in Pre-Event Promotional Emails</b>	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
<b>Recognition on Sponsor Event Signage, Website, and Conference Schedule:</b> Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
<b>Complimentary Onsite Attendee Passes:</b> To be used for onsite booth staff, attendees and guests	5	4	3	2
<b>Onsite Exhibit Space:</b> Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
<b>Physical Lead Retrieval Device(s):</b> To be used for lead capture within onsite exhibit space only	(2) devices	(1) device	(1) device	(1) device
<b>Post-Event Transparency Report:</b> Provides event demographics and additional details on event performance	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$30,000</b>	<b>\$20,000</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.

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

\*\*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.



# KubeDay

## INDIA

## MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.



### Dan Kohn Diversity Scholarship

\$1,500

UNLIMITED

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

#### Benefits include:

- Logo and link on conference website
- Logo recognition on 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



### Session Recording

\$7,500

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



### Attendee T-Shirt

\$15,000

1 AVAILABLE

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

Only confirmed level sponsors of KubeDay India are eligible for this opportunity.

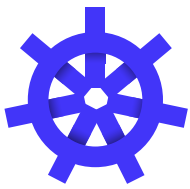


### Break, Lunch + Reception

\$5,000

1 AVAILABLE

Sponsor recognition signage on all break, lunch, and reception stations



**Event Dates:**  
December 12,  
2023



**Location:**  
Singapore



**Estimated  
Number of  
Attendees:**  
300+

Join us for KubeDay Singapore! 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@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today.  
Sponsorship contracts must be received by November 3, 2023.

## SPONSORSHIP BENEFITS AT-A-GLANCE

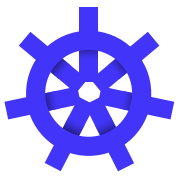
SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP**/ LOCAL SUPPORTER* LIMITED AVAILABILITY
<b>Speaking Opportunity:</b> All sponsor content must be approved by the co-chairs. Speaking slots based on availability.	5-Minute Keynote			
<b>Recognition on Opening Keynote Screen</b>	✓	✓		
<b>Email Blast:</b> One time use of opt-in list to be sent by CNCF. Content provided by sponsor.	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
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<b>SPONSORSHIP COST</b>	<b>\$30,000</b>	<b>\$20,000</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.

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

\*\*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.





# KubeDay

## SINGAPORE

## MARKETING PROMOTIONAL OPPORTUNITIES

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### Dan Kohn Diversity Scholarship

\$1,500

UNLIMITED

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#### Benefits include:

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- 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



### Session Recording

\$5,000

1 AVAILABLE

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### Attendee T-Shirt

\$5,000

1 AVAILABLE

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Only confirmed level sponsors of KubeDay Singapore are eligible for this opportunity.



### Break, Lunch + Reception

\$3,500

1 AVAILABLE

Sponsor recognition signage on all break, lunch, and reception stations

## PAST EVENTS

# KUBECON + CLOUDNATIVECON EUROPE 2023 HIGHLIGHTS

18 - 21 April, 2023 | Hybrid Event



KubeCon



CloudNativeCon

Europe 2023

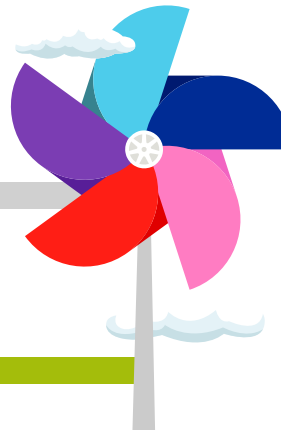
We enjoyed the largest in-person European KubeCon + CloudNativeCon to-date, with more than 10,500 joining us in Amsterdam - a 48% increase in in-person attendees from our 2022 European event.

## Demographics

TOTAL REGISTERED

# 16,092

42% MEN  
6% WOMEN  
<1% NON-BINARY/OTHER GENDERS  
52% PREFER NOT TO ANSWER



IN PERSON

# 65%

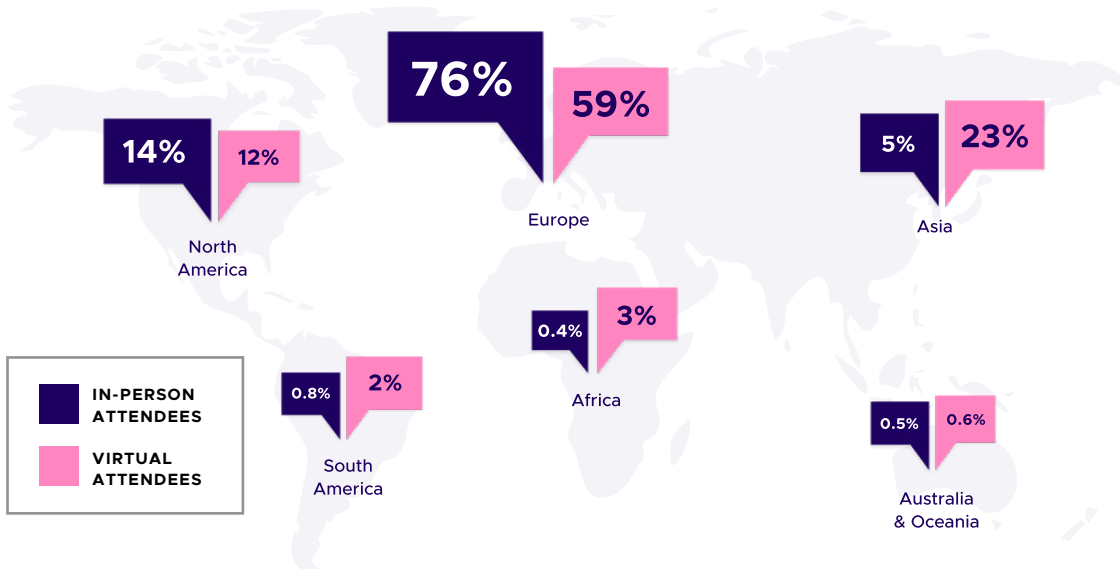
VIRTUAL

# 35%

FIRST TIMERS

# 51%

## Attendee Geography



## Content



# 22

KEYNOTES



# 210

BREAKOUT SESSIONS



# 98

MAINTAINER SESSIONS



# 1,767

CFP SUBMISSIONS



# 9

CNCF-HOSTED CO-LOCATED EVENTS



# 556

SPEAKERS

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

## TOP THREE ATTENDEE JOB FUNCTIONS

# 6,392

DEVOPS / SRE / SYSADMIN

# 2,971

DEVELOPER

# 2,419

ARCHITECT

## MEDIA COVERAGE

# 176

MEDIA & INDUSTRY ANALYSTS

# 4,202

MENTIONS OF KUBECON + CLOUDNATIVECON

# 69%

INCREASE FROM 2022 EUROPEAN EVENT

## SPONSOR BOOTH TRAFFIC

# 94,587

ONSITE LEADS TOTAL

# 446

ONSITE LEADS AVERAGE/BOOTH

## 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

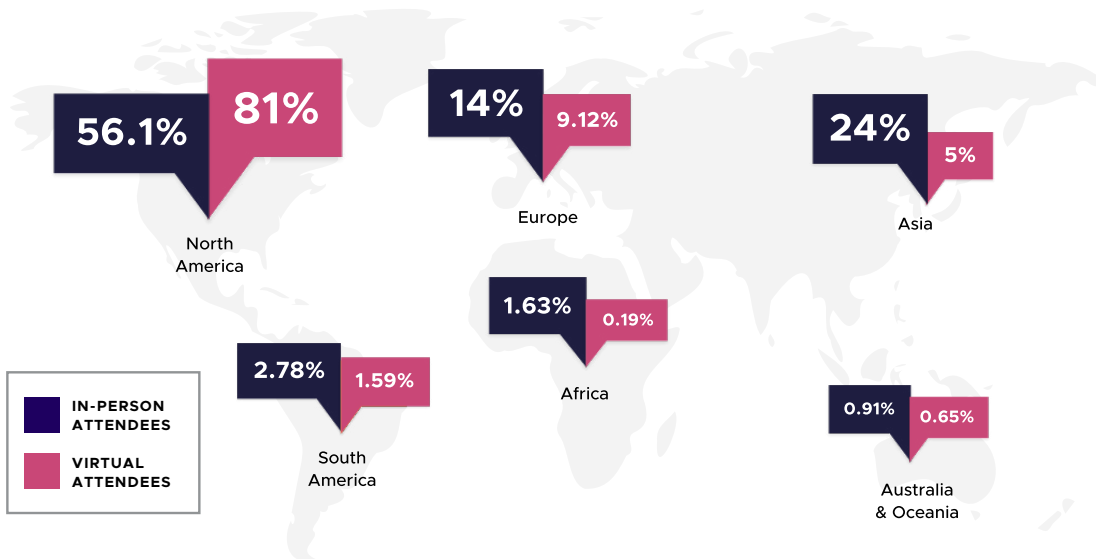
# 7,403

FIRST TIMERS

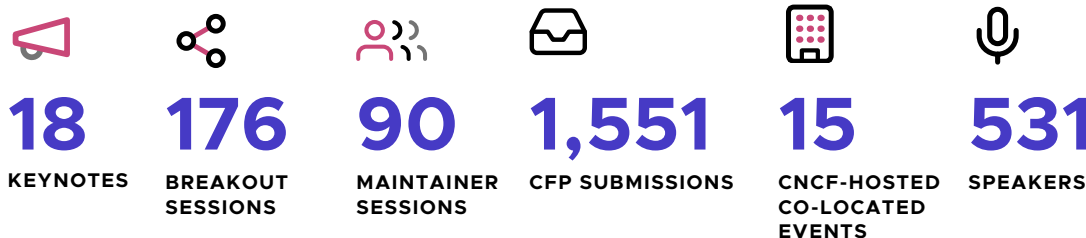
# 61%



## Attendee Geography



## Content



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

## TOP THREE ATTENDEE JOB FUNCTIONS

# 4,557

DEVOPS / SRE /  
SYSADMIN

# 3,378

DEVELOPER

# 2,777

ARCHITECT

## MEDIA COVERAGE

# 3,833

MENTIONS OF KUBECON  
+ CLOUDNATIVECON

# 150%

INCREASE FROM 2021  
NORTH AMERICA EVENT

## SPONSOR BOOTH TRAFFIC

# 73,026

ONSITE LEADS TOTAL

# 252

ONSITE LEADS AVERAGE/  
BOOTH

# 33,427

VIRTUAL LEADS TOTAL

# 140

VIRTUAL LEADS  
AVERAGE/BOOTH



## CNCF Member Discounts

In 2023, CNCF is holding three (3) flagship KubeCon + CloudNativeCon events — Europe, China, and North America. The following discounts are available for CNCF members:

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event,
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events,\*
- 8% discount for sponsoring all three (3) KubeCon + CloudNativeCon events.\*

\* Contracts for KubeCon + CloudNativeCon Europe and North America must be signed at the same time to receive the discount. Contract for KubeCon + CloudNativeCon + Open Source Summit China may be signed separately and the higher discount will be applied to this event only. Discounts cannot be applied retroactively.



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).