



2023/24 SPONSORSHIP PROSPECTUS



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CNCF-Hosted Co-Located Events at KubeCon + CloudNativeCon North America 2023



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 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>	✓	✓	✓
SPONSORSHIP COST	\$39,500	\$25,500	\$9,500

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



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 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>	✓	✓	✓
SPONSORSHIP COST	\$39,500	\$25,500	\$9,500

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

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 scheduled co-located event description

* Live Stream sponsorship is applicable to one of 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

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



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



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 at KubeCon + CloudNativeCon North America 2023



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

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



GitOpsCon

EUROPE

**Event Dates:**

December 5-6, 2023

**Location:** Virtual

GitOpsCon Europe is a virtual event, and designed to foster collaboration, discussion, and knowledge sharing on GitOps. This event is aimed at audiences that are new to GitOps as well as those currently using GitOps within their organization.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by November 20, 2023, 11:59 PM PDT.

SPONSORSHIP OPPORTUNITIES

INCLUSIONS	DIAMOND 6 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE
Speaking Opportunity <i>Topic subject to program committee approval.</i>	10-minute keynote		
Pre-Conference Email Blast <i>One time use of opt-in list to be sent by CNCF</i>	✓		
Message in Attendee Post-Conference Email	150 words	100 words	
Social Media Mentions from Project Handle	(1) mention	(1) mention	(1) group mention
Recognition in Opening Session	✓	✓	
Recognition on Event Website Prominent logo displayed on all website pages	✓	✓	✓
Recognition on Event Platform Logo on virtual conference platform	✓	✓	✓
Conference Attendee Passes	6	4	2
SPONSORSHIP COST	\$15,000	\$10,000	\$5,000

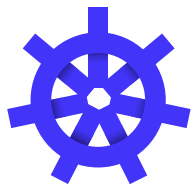
ADD-ON OPPORTUNITY

**Session Recording** **\$3,000** **1 AVAILABLE**

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

Benefits include:

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



KubeDay INDIA



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 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
Speaking Opportunity <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. <i>Content provided by sponsor.</i>	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From official @KubeCon_ handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes <i>To be used for onsite booth staff, attendees and guests</i>	5	4	3	2
Onsite Exhibit Space: 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
Physical Lead Retrieval Device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
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.

* 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.

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact 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 social post from the official @KubeCon_ 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.

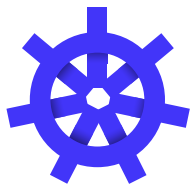


Break, Lunch + Reception

\$5,000

1 AVAILABLE

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



KubeDay SINGAPORE

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 to secure your sponsorship today.
Sponsorship contracts must be received by **November 3, 2023**.



Event Dates:

December 12, 2023



Location:

Singapore



Estimated Number of Attendees:

300+

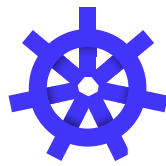
SPONSORSHIP BENEFITS AT-A-GLANCE

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

* 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.

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



MARKETING PROMOTIONAL OPPORTUNITIES

Contact 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 social post from the official @KubeCon_ handle
- Sponsor recognition in scholarship acceptance notifications



Session Recording

\$5,000

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



Attendee T-Shirt

\$5,000

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 Singapore are eligible for this opportunity.



Break, Lunch + Reception

\$3,500

1 AVAILABLE

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



KubeCon



CloudNativeCon

Europe 2024

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 Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, 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:

March 19: Pre-Event Programming
(Co-located Events)

March 20 - 22: Main Conference



Location: Paris Expo Porte de Versailles,
Paris, France



Estimated Number of Attendees*:

10,000+ Onsite



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



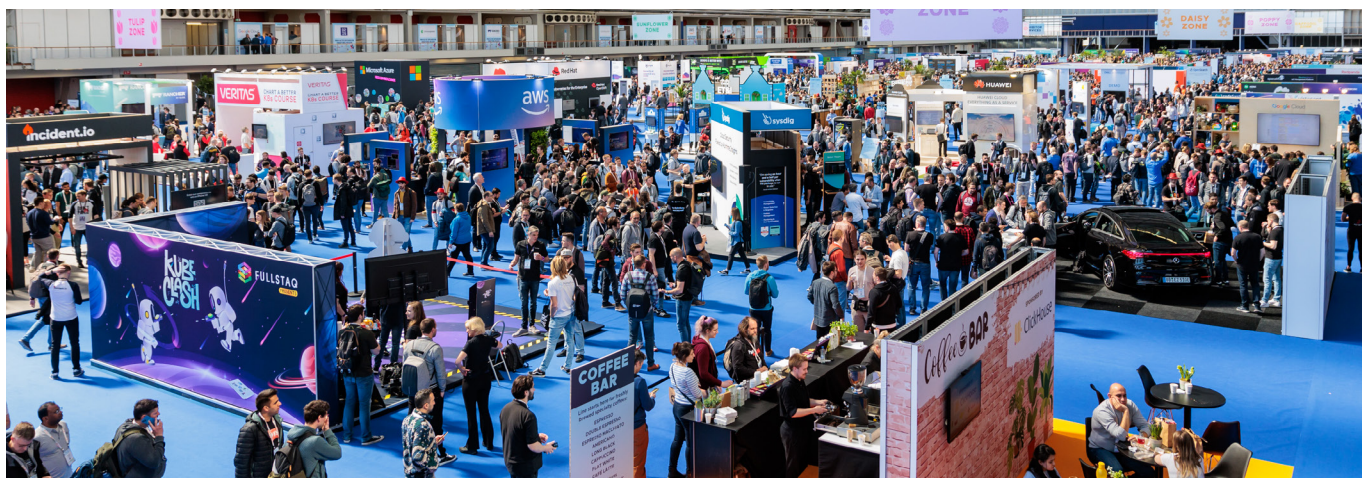
**1 co-located event day
3 main conference days**



**250+ sessions and
keynotes**



**4,000+ participating
companies**



*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

Europe 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by **December 14, 2023**.

	DIAMOND* 7 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP† OPEN	END USER‡ OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>Provided 3 weeks prior to event</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group tweet during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	15	12	8	5	5
20% discount on additional onsite attendee passes <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓	✓
Exhibit space <i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) <i>To be used at booth only</i>	(3) devices + (3) licenses	(2) devices + (2) licenses	(2) devices + (2) licenses	(1) device + (1) license	(1) device + (1) license	(1) device + (1) license
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.

* Diamond sponsorships are available on a first come first serve basis.

† 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 **December 14, 2023**.

Dan Kohn Diversity Scholarship Fund

\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

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:

- Sponsor recognition on event 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_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.

Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

Available to confirmed level sponsors only

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits or workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on March 20-22.

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 one sleeve of the official conference t-shirt that attendees receive onsite. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.

Lanyards

\$40,000

1 AVAILABLE

Showcase your logo on every attendee with the lanyard sponsorship. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.

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 logo on schedule page of conference website
- Sponsor recognition in post-event email to attendees.

Conference Wi-Fi

\$20,000

1 AVAILABLE

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

Benefits include:

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



KubeCrawl + CloudNativeFest

\$25,000 EACH

2 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:

- Prominent signage with logo recognition throughout the Solutions Showcase during KubeCrawl + CloudNativeFest
- Sponsor recognition at live entertainment stage(s) and activities
- Sponsor logo on the back of attendee name badges
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Recognition on conference schedule
- (25) complimentary drink tickets

Lead retrieval and sponsor-hosted activities are restricted to the sponsor's booth if the sponsor has a booth as part of their level sponsorship. Sponsors without a booth are not eligible for lead retrieval or any sponsor-hosted activities.



Coffee Bar

\$20,000 EACH

4 AVAILABLE

Keep onsite attendees well-cafeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

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.

Coffee bar 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 at the coffee bar.



Security Hub Coffee Bar

\$20,000

1 AVAILABLE

The Security Hub is a dedicated space at the conference venue for attendees to learn, share, and collaborate about the latest security practices and tools. The Hub will feature a series of talks and unconference-style sessions as well as open spaces for security-related discussions. Keep onsite attendees well-cafeinated with complimentary specialty coffees served from a sponsor-branded coffee bar at the Security Hub.

Benefits include:

- Dedicated space with coffee bar and basic lounge seating at conference venue (not in Solutions Showcase)
- Prominent sponsor branding
- Logo recognition on venue map
- Sponsor recognition on event website
- 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.

Coffee Bar 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 coffee lounge and within the Security Hub space in general.



Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

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

Benefits include:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Activation Zone

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

Available to confirmed level sponsors only
One activation zone per sponsor only

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. No demos, talks, 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 regulations, including but not limited to, height restrictions and 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.

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
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Private Meeting Room

\$20,000 EACH **5 AVAILABLE**

Available to confirmed level sponsors only
One meeting room per sponsor only

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 on main conference days (March 20-22) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Sponsor logo sign on the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location).

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.

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 other people in a pod-like setting to explore technical, community, and career questions together.

Benefits include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF)
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Wellness Lounge

\$15,000 **1 AVAILABLE**

Contribute to the holistic health and wellbeing of onsite attendees by sponsoring a wellness lounge at the conference venue plus other wellness activities such as chair yoga, community fun runs, etc. held throughout the event.

Benefits include:

- Dedicated lounge space at conference venue
- Prominent sponsor logo branding at wellness lounge
- Logo recognition on venue map or Solutions Showcase map (depending on lounge location)
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up forms (if applicable)
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lounge location, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted in the wellness lounge or during any wellness activities.

Charging Lounge

\$15,000 **1 AVAILABLE**

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

Benefits include:

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

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

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 the main conference days.

Benefits include:

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

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

Attendee Headshots

\$10,000 **1 AVAILABLE**

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

Benefits include:

- Sponsor recognition on event 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.



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

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **May 16, 2024**.



Event Dates:
June 26-27, 2024



Location: Seattle Convention Center,
Seattle, WA



Estimated Number of Attendees*:
1000+



Who Attends?

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

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

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP† LIMITED AVAILABILITY
Five-minute keynote <i>Topic subject to program committee approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Social media posts from official X handle (formerly Twitter)	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	15' x 15' exhibit space, branded backwall, and 1M wide branded counter	10' x 10' exhibit space, branded backwall, and 1M wide branded counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Physical lead retrieval device <i>Live scans, real time reporting, and ability to take notes on captured leads.</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$85,000	\$45,000	\$17,500	\$7,500

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

* Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today.



Dan Kohn Diversity Scholarship Fund

\$5,000 MINIMUM – ADDITIONAL DONATIONS ENCOURAGED

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 conference website
- Logo recognition on rotating slides before and after keynotes
- Sponsor recognition in scholarship acceptance notifications.



Session Recording

\$10,000 1 AVAILABLE

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

Benefits include:

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

Only confirmed level sponsors of CloudNativeSecurityCon North America 2024 are eligible for this opportunity.



Attendee T-Shirt

\$10,000 1 AVAILABLE SOLD OUT

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

Signed contracts for Attendee T-Shirt must be received by May 2, 2024.

Only confirmed level sponsors of CloudNativeSecurityCon North America 2024 are eligible for this opportunity.



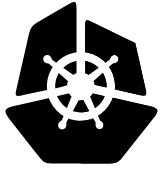
Lanyards

\$10,000 1 AVAILABLE

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

Signed contracts for Lanyards must be received by May 2, 2024.

Only confirmed level sponsors of CloudNativeSecurityCon North America 2024 are eligible for this opportunity.



KubeCon



CloudNativeCon

North America 2024

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 Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, 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:

November 12: Pre-Event Programming
(Co-located Events)

November 13-15: Main Conference



Location: Salt Palace Convention Center, Salt Lake City, Utah



Estimated Number of Attendees*:

10,000+ Onsite



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



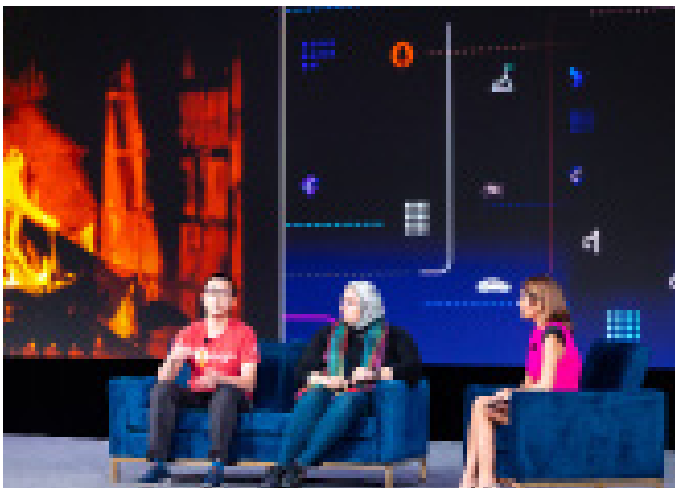
**1 co-located event day
3 main conference days**



**250+ sessions and
keynotes**



**4,000+ participating
companies**



*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

North America 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by **August 16, 2024**.

	DIAMOND* 7 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP† OPEN	END USER‡ OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>Provided 3 weeks prior to event</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group post during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	15	12	8	5	5
20% discount on additional onsite attendee passes <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓	✓
Exhibit space <i>Turnkey booth includes backwall and 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) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of 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) <i>To be used at booth only</i>	(3) devices + (3) licenses	(2) devices + (2) licenses	(2) devices + (2) licenses	(1) device + (1) license	(1) device + (1) license	(1) device + (1) license
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.

* Diamond sponsorships are available on a first come first serve basis.

† 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 16, 2024**.

Dan Kohn Diversity Scholarship Fund

\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

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:

- Sponsor recognition on event 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_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.

Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

Available to confirmed level sponsors only

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits or workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on November 13-15.

Benefits include:

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.

Attendee T-Shirt

\$40,000

1 AVAILABLE

Sponsor logo will be placed on one sleeve of the official conference t-shirt that attendees receive onsite. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.

Lanyards

\$40,000

1 AVAILABLE

Showcase your logo on every attendee with the lanyard sponsorship. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by CNCF based on the overall lanyard design.

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 logo on schedule page of conference website
- Sponsor recognition in post-event email to attendees.

Conference Wi-Fi

\$20,000

1 AVAILABLE

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

Benefits include:

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



KubeCrawl + CloudNativeFest

\$25,000 EACH

2 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:

- Prominent signage with logo recognition throughout the Solutions Showcase during KubeCrawl + CloudNativeFest
- Sponsor recognition at live entertainment stage(s) and activities
- Sponsor logo on the back of attendee name badges
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Recognition on conference schedule
- (25) complimentary drink tickets

Lead retrieval and sponsor-hosted activities are restricted to the sponsor's booth if the sponsor has a booth as part of their level sponsorship. Sponsors without a booth are not eligible for lead retrieval or any sponsor-hosted activities.



Coffee Bar

\$20,000 EACH

4 AVAILABLE

Keep onsite attendees well-cafeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

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.

Coffee bar 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 at the coffee bar.



Security Hub Coffee Bar

\$20,000

1 AVAILABLE

The Security Hub is a dedicated space at the conference venue for attendees to learn, share, and collaborate about the latest security practices and tools. The Hub will feature a series of talks and unconference-style sessions as well as open spaces for security-related discussions. Keep onsite attendees well-cafeinated with complimentary specialty coffees served from a sponsor-branded coffee bar at the Security Hub.

Benefits include:

- Dedicated space with coffee bar and basic lounge seating at conference venue (not in Solutions Showcase)
- Prominent sponsor branding
- Logo recognition on venue map
- Sponsor recognition on event website
- 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.

Coffee Bar 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 coffee lounge and within the Security Hub space in general.



Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

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

Benefits include:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by CNCF)
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Activation Zone

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

Available to confirmed level sponsors only
One activation zone per sponsor only

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. No demos, talks, 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 regulations, including but not limited to, height restrictions and 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.

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
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Private Meeting Room

\$20,000 EACH **5 AVAILABLE**

Available to confirmed level sponsors only
One meeting room per sponsor only

Reserve a dedicated meeting room onsite at the conference venue or adjacent host hotels (subject to availability) for your own private meetings with clients, business partners, or staff.

Benefits include:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (November 13-15) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Sponsor logo sign on the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location).

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.

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 other people in a pod-like setting to explore technical, community, and career questions together.

Benefits include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF)
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.



Wellness Lounge

\$15,000

1 AVAILABLE

Contribute to the holistic health and wellbeing of onsite attendees by sponsoring a wellness lounge at the conference venue plus other wellness activities such as chair yoga, community fun runs, etc. held throughout the event.

Benefits include:

- Dedicated lounge space at conference venue
- Prominent sponsor logo branding at wellness lounge
- Logo recognition on venue map or Solutions Showcase map (depending on lounge location)
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up forms (if applicable)
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Lounge location, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted in the wellness lounge or during any wellness activities.



Charging Lounge

\$15,000

1 AVAILABLE

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

Benefits include:

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

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



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 the main conference days.

Benefits include:

- Prominent sponsor logo branding in games lounge
- Logo recognition on venue map or Solutions Showcase map (depending on lounge location)
- Sponsor recognition on event 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 three (3) host hotels in the official event hotel block. Artwork is subject to approval by CNCF.



Attendee Headshots

\$10,000

1 AVAILABLE

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

Benefits include:

- Sponsor recognition on event 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.



ADDITIONAL 2024 EVENTS COMING SOON

Dates and locations will be announced soon.

CloudNativeSecurityCon Israel

KubeDay Colombia

**CNCF-hosted Co-located Events at
KubeCon + CloudNativeCon**

KubeDay Japan

**KubeCon + CloudNativeCon +
Open Source Summit India**

KubeDay Australia

**Check back soon for
sponsorship opportunities!**



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

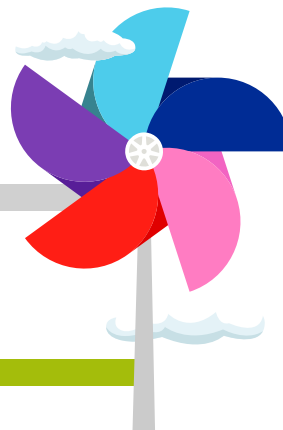
65%

VIRTUAL

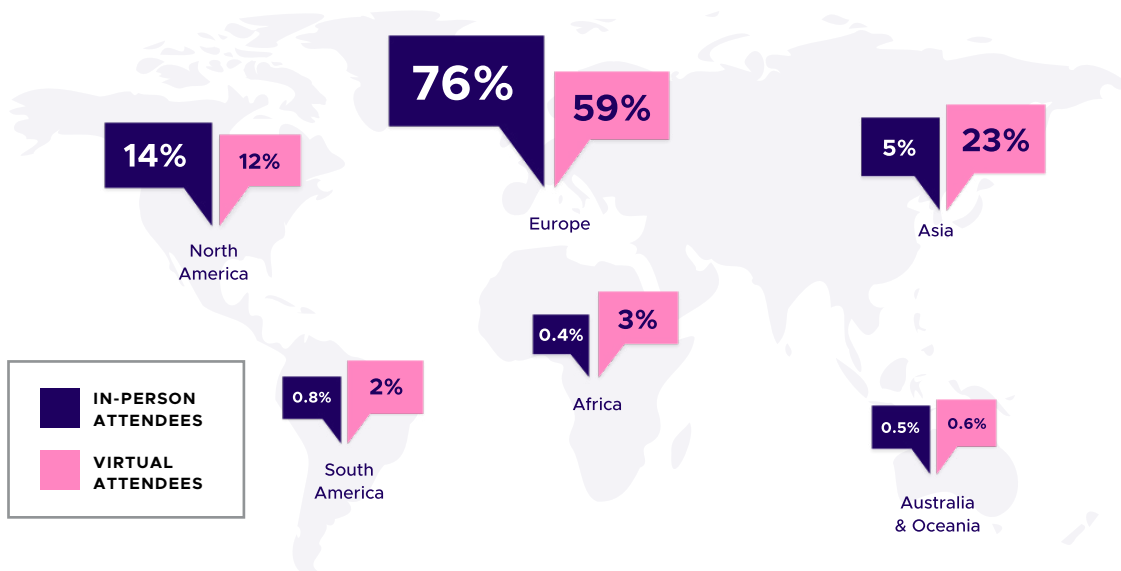
35%

FIRST TIMERS

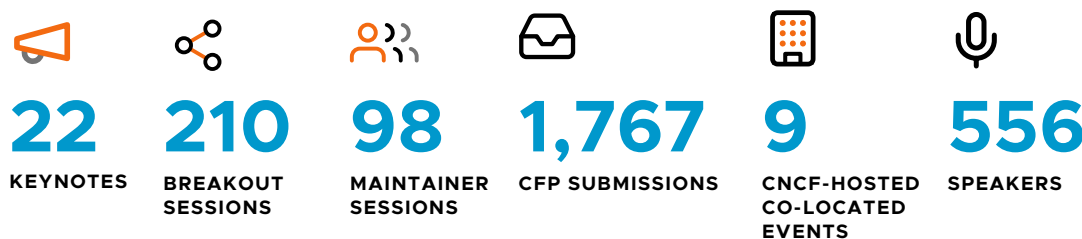
51%



Attendee Geography



Content



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

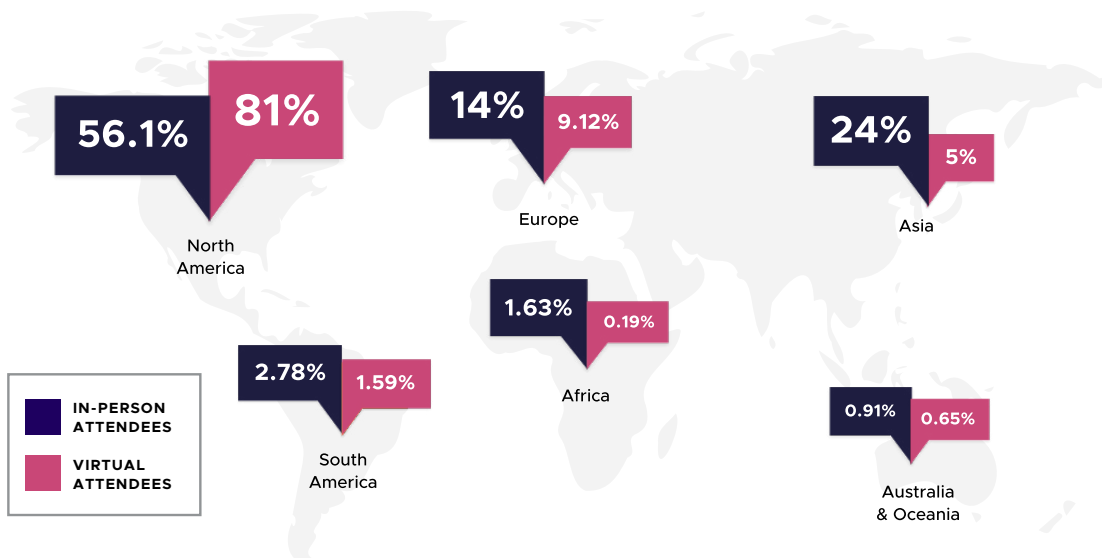
7,403

FIRST TIMERS

61%



Attendee Geography



Content



18

KEYNOTES



176

BREAKOUT
SESSIONS



90

MAINTAINER
SESSIONS



1,551

CFP SUBMISSIONS



15

CNCF-HOSTED
CO-LOCATED
EVENTS



531

SPEAKERS

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

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



CNCF Member Discounts

In 2024, CNCF is holding three (3) flagship KubeCon + CloudNativeCon events in Europe, North America, and India. 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 three (3) KubeCon + CloudNativeCon events.*

* Contracts for KubeCon + CloudNativeCon Europe and North America must be signed at the same time to receive the discount. Contracts for KubeCon + CloudNativeCon + Open Source Summit India may be signed separately from Europe and North America events once sponsorships become available. The higher discount will be applied to the India event only. Discounts cannot be applied retroactively.



CLOUD NATIVE
COMPUTING FOUNDATION

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.