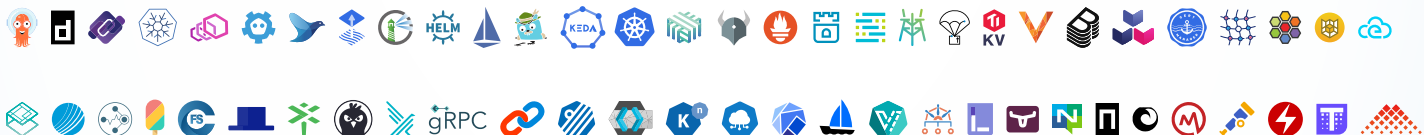




**CLOUD NATIVE**  
COMPUTING FOUNDATION

# 2024 SPONSORSHIP PROSPECTUS



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KubeCon



CloudNativeCon

THE LINUX FOUNDATION



CHINA 2024



**Event Dates:**

August 21-23, 2024



**Location:** Hong Kong



**Estimated Number of Attendees\*:**

1,000 Attendees



**Who Attends?** Developers, architects, technical leaders, CIOs, CTOs, DevOps, SysAdmins, executive leaders, GenAI experts, AI and ML project leaders

**About KubeCon + CloudNativeCon**

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.

**About Open Source Summit (OSS)**

OSS is the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem.

**About AI\_dev**

AI\_dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI. By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

**Why Sponsor**

This premier event gathers both developers and adopters from the cloud native, open source AI and greater open source communities to further the education and advancement of innovations in these critical technology areas.



**3 conference days**



**70+ sessions and  
keynotes**



\*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.

## SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by June 28, 2024.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP* OPEN	END USER** OPEN
Logo on attendee t-shirt	✓						
Logo on lanyards	✓						
Logo at the beginning of each session recording	✓						
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	(1) 10-minute keynote or (2) 5-minute keynotes	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_ X (formerly 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>	50	20	10	5	4	3	3
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, and basic power.</i>  <i>Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power.</i>  <i>***Raw exhibit space setup is limited to 8 hours and dismantling to 5 hours.</i>	6m (w) x 6m (d) raw exhibit space*** or turnkey	6m (w) x 3m (d) turnkey only	4.5m (w) x 3m (d) turnkey only	3m (w) x 3m (d) turnkey only	2.5m (w) x 2.5m (d) turnkey only	Tabletop exhibit only	Tabletop exhibit 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>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>	<b>\$6,000</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 must be received by June 28, 2024.



### 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 + AI\_dev. 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\_X (formerly Twitter) handle
- Sponsor recognition in scholarship acceptance notifications.



### 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.



### Conference Wi-Fi

\$10,000

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.



### Welcome Reception

\$10,000

1 AVAILABLE

Treat attendees to a special experience by co-sponsoring the official welcome reception at KubeCon + CloudNativeCon + Open Source Summit + AI\_dev! Attendees will enjoy a fun-filled evening with food, drinks, and new friends while exploring the sponsor booths in the Solutions Showcase.

#### Benefits include:

- Signage with logo recognition throughout the Solutions Showcase during the Welcome Reception
- Sponsor logo on the back of attendee name badges
- Sponsor recognition on event website
- Sponsor recognition in (1) of (3) daily event update emails sent to attendees by CNCF
- Recognition on conference schedule.

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.



### 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 + AI\_dev are eligible for cross-promotion. Events may not overlap with the main conference program.

#### 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.

## MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by June 28, 2024.



### EmpowerUs Event

\$5,000

1 AVAILABLE

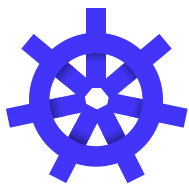
Attendees who identify as women or non-binary individuals at KubeCon + CloudNativeCon + Open Source Summit + AI\_dev are invited to join this special event and program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem.

#### 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 (3) daily event update emails sent to attendees by CNCF.







# KubeDay

## JAPAN

Join us for KubeDay Japan! 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 **August 2, 2024**.



**Event Dates:**  
August 27, 2024



**Location:**  
Tokyo, Japan



**Estimated Number of Attendees:**  
300+

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE 1 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP*/ LOCAL SUPPORTER† LIMITED AVAILABILITY
<b>Speaking Opportunity</b> <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	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. <i>Content provided by sponsor.</i>	(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> <i>To be used for onsite booth staff, attendees and guests</i>	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> <i>To be used for lead capture within onsite exhibit space only</i>	(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>\$25,000</b>	<b>\$15,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

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

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

## 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 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 Japan are eligible for this opportunity.



### Break, Lunch + Reception

\$3,500

1 AVAILABLE

SOLD OUT

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





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 2, 2024, 11:59 PM PDT** (unless otherwise noted).



**Event Dates:**  
August 27, 2024



**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 1 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY
<b>Speaking Opportunity</b> <i>*Pending program committee approval</i>	5 minutes			
<b>Recognition During Opening Session</b>	✓			
<b>Recognition in Pre-Event Email Marketing</b> <i>*opt-in attendees only</i>	✓	✓		
<b>Social Media Recognition from project handle</b>	(1) mention	(1) mention	(1) group mention	
<b>Logo recognition on Schedule</b>	✓	✓	✓	✓
<b>Recognition on Event Website</b>	✓	✓	✓	✓
<b>Recognition on Event Signage</b>	✓	✓	✓	✓
<b>Table top space with lead retrieval</b>	✓	✓	✓	
<b>Attendee Passes</b>	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.

## ADD-ON OPPORTUNITY



**Session Recording** **\$4,000** **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



PromCon  
Europe 2024



**Event Dates:**

11 & 12 September 2024



**Location:** Tempodrom in  
Berlin, Germany

This event is being planned in person at the Tempodrom 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 11 & 12 September, 2024. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by 16 August, 2024, 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	✓		
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>\$16,500</b>	<b>\$8,250</b>	<b>\$5,000</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:**

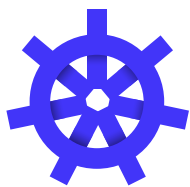
- Social event listed on the official event schedule
- Branded signage at the social event

### 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 website
- Logo on sponsor signage
- Sponsor recognition in pre-event attendee communication



# KubeDay

## COLOMBIA

Join us for KubeDay Colombia! 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.

**Sales Deadline:** September 6



**Event Dates:**  
October 9, 2024



**Estimated Number of Attendees:**  
300+

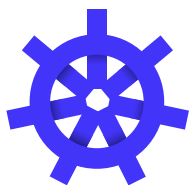
## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP*/ LOCAL SUPPORTER* LIMITED AVAILABILITY
<b>Speaking Opportunity</b> <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	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. <i>Content provided by sponsor.</i>	(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 event 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> <i>To be used for onsite booth staff, attendees and guests</i>	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> <i>To be used for lead capture within onsite exhibit space only</i>	(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>\$25,000</b>	<b>\$15,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

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

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



## 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 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 Columbia are eligible for this opportunity.



### Break, Lunch + Reception

\$3,500

1 AVAILABLE

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





# KubeDay AUSTRALIA

Join us for KubeDay Australia! 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 **September 20, 2024**



### Event Dates:

October 15, 2024



### Location:

Melbourne, Australia



### 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
<b>Speaking Opportunity</b> <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	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. <i>Content provided by sponsor.</i>	(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> <i>To be used for onsite booth staff, attendees and guests</i>	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> <i>To be used for lead capture within onsite exhibit space only</i>	(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>\$25,000</b>	<b>\$15,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

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

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

## 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 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 Australia are eligible for this opportunity.

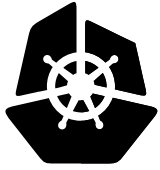


### Break, Lunch + Reception

\$3,500

1 AVAILABLE

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



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

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

	<b>DIAMOND*</b> 7 1 AVAILABLE	<b>PLATINUM</b> OPEN	<b>GOLD</b> OPEN	<b>SILVER</b> OPEN	<b>START-UP†</b> OPEN	<b>END USER‡</b> OPEN
<b>Speaking opportunity</b> <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					
<b>Email to opt-in attendees</b> <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
<b>Opportunity to participate in media + analyst panel during the event</b>	✓					
<b>Recognition in event promotional emails</b>	logo and link	company name and link only				
<b>Sponsor recognition in pre- and post-conference email to attendees</b>	logo	logo				
<b>Preferred placement of sponsor announcements in official event news package</b>	✓	✓				
<b>Logo recognition in post-event transparency report</b>	✓	✓				
<b>List of registered press/analysts</b> <i>Provided 3 weeks prior to event</i>	✓	✓	✓			
<b>Logo recognition on keynote screen</b>	✓	✓	✓			
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>	✓	✓	✓	✓		
<b>Logo on onsite sponsor signage</b>	✓	✓	✓	✓	✓	✓
<b>Logo and link on conference website</b>	✓	✓	✓	✓	✓	✓
<b>Logo recognition on conference schedule</b>	✓	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	✓	✓	✓	✓	✓	✓
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(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
<b>Complimentary onsite attendee passes</b> <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	15	12	8	5	5
<b>20% discount on additional onsite attendee passes</b> <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓	✓
<b>Exhibit space</b> <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
<b>Physical lead retrieval device(s)</b> <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
<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.

\* 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](mailto: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**

**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**

**SOLD OUT**

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**

**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 conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges.



KubeCon



CloudNativeCon

North America 2024



## KubeCrawl + CloudNativeFest

\$25,000 EACH

2 AVAILABLE

1 AVAILABLE

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

### Benefits include:

- 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

2 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.



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



## Cloud Native Executive Strategy Summit

\$15,000

2 AVAILABLE

SOLD OUT

The Cloud Native Executive 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 the end of the Summit
- (2) tickets to the Reception + Dinner
- Logo recognition on signage at Dinner
- Option to provide materials or swag (subject to CNCF approval) either at the Summit or Dinner
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a CNCF post-event email
- Mention in the final Summit research report

Sponsorship does not include participation in the Summit as participation is exclusive to invited end user leaders only.

## **Activation Zone**

**\$20,000 EACH**   **4 AVAILABLE**   **1 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**   **12 AVAILABLE**   **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.



## Relaxation Station

**\$15,000**

**1 AVAILABLE**

Elevate the event experience by sponsoring our Relaxation Station, a dedicated space in the Solutions Showcase for attendees to refresh and rejuvenate. With popular amenities like chair massages, an oxygen bar, and other wellness activities, the Relaxation Station is a welcome retreat from the hustle and bustle. Your sponsorship directly contributes to the overall wellbeing of our attendees, leaving a lasting impression of care and mindfulness associated with your brand.

### Benefits include:

- Dedicated lounge space in the Solutions Showcase
- Prominent sponsor logo branding at lounge
- Logo recognition on Solutions Showcase map
- 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, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge space or during any wellness activities.



## Network Nook

**\$15,000**

**1 AVAILABLE**

Power up the conference experience by sponsoring the Network Nook in the Solutions Showcase where attendees gather to connect, collaborate, and recharge. With charging stations and comfortable seating for small group meetings, this dynamic space is designed to promote connectivity and productivity. Your sponsorship provides essential amenities for attendees while maximizing your exposure as a key player in facilitating meaningful connections and collaboration at our event.

### Benefits include:

- Dedicated lounge space in the Solutions Showcase
- Prominent sponsor logo branding at Network Nook
- Logo recognition on Solutions Showcase map
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

Location, layout, and design of the Network Nook will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted in this space.



## 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.



## Wellness Supporter

**\$5,000**

**1 AVAILABLE**

Contribute to the wellbeing of attendees by sponsoring wellness activities such as chair yoga, community fun runs, etc. held throughout the event. Join us in creating energizing and revitalizing experiences while aligning your brand with the values of holistic wellness and self-care.

### Benefits include:

- Logo recognition on signage at wellness activities
- 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.

Activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted during any wellness activities.



# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon North America 2024



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 3,500 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on November 12, 2024, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Recorded content from the event will be available post-event on YouTube for those that cannot attend onsite. Visit our website for additional event details.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! **Signed contracts must be received by October 1, 2024.**



**Event Date:** November 12, 2024



**Location:** Salt Lake City, Utah



**Estimated Number of Attendees:** 3,500+



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM	GOLD UNLIMITED	START-UP* 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***	6'x4' footprint includes (1) 6' table, 2 chairs, (1) lead retrieval device	6'x4' footprint includes (1) 6' table, 2 chairs, (1) lead retrieval device		
Recognition during opening session	✓	✓	✓	✓
(1) Social media mention from @KubeCon_ handle	Group mention with Diamond + Platinum Sponsors	Group mention with Diamond + Platinum Sponsors	Group mention Gold + Start-Up Sponsors	Group mention Gold + Start-Up Sponsors
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Tues) & KubeCon + CloudNativeCon North America (Wed-Fri)	5	4	2	2
Provide attendee giveaway during selected in-person co-located event. Giveaways must be distributed at sponsor table top and/or co-located event meeting room. <i>*CNCF Approval Required</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$35,000	\$25,000	\$9,500	\$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 in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

\*\*If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.

\*\*\*Onsite leads only, leads can only be collected within assigned table top sponsor space

## ADD-ON OPPORTUNITIES

 **Session Recording**

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

1 PER CO-LOCATED EVENT

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

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

# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon North America 2024



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, One Track</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b> <del>3 AVAILABLE</del>	<b>1 AVAILABLE</b>
<b>ArgoCon</b> <i>Full Day Event, Two Tracks</i>	<b>1 AVAILABLE</b> <del>4 AVAILABLE</del>	<b>2 AVAILABLE</b> <del>4 AVAILABLE</del>	<b>SOLD OUT</b> <del>1 AVAILABLE</del>
<b>BackstageCon</b> <i>Full Day Event, One Track</i>	<b>1 AVAILABLE</b> <del>3 AVAILABLE</del>	<b>SOLD OUT</b> <del>6 AVAILABLE</del>	<b>1 AVAILABLE</b>
<b>Cilium + eBPF Day</b> <i>Full Day Event, One Track</i>	<b>2 AVAILABLE</b> <del>3 AVAILABLE</del>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native &amp; Kubernetes AI Day</b> <i>Full Day Event, One Track</i>	<b>3 AVAILABLE</b>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native StartupFest</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native University</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Data on Kubernetes Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>EnvoyCon</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Istio Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubernetes on Edge Day</b> <i>Half Day Event, One Track</i>	<b>SOLD OUT</b> <del>3 AVAILABLE</del>	<b>SOLD OUT</b> <del>1 AVAILABLE</del>	<b>1 AVAILABLE</b>
<b>Observability Day</b> <i>Full Day Event, Two Tracks</i>	<b>3 AVAILABLE</b> <del>4 AVAILABLE</del>	<b>1 AVAILABLE</b> <del>2 AVAILABLE</del>	<b>SOLD OUT</b> <del>1 AVAILABLE</del>
<b>OpenFeature Summit</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>OpenTofu Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Platform Engineering Day</b> <i>Full Day Event, Two Tracks</i>	<b>2 AVAILABLE</b> <del>4 AVAILABLE</del>	<b>1 AVAILABLE</b> <del>2 AVAILABLE</del>	<b>1 AVAILABLE</b>



**KubeCon**



**CloudNativeCon**

**India 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 innovative start-ups.
- 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:

December 11-12, 2024: Main Conference



**Location:** India International Convention and Expo Centre, Dwarka Delhi, India



#### Estimated Number of Attendees\*:

3,000+ Onsite



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



**2 conference days**



**80+ sessions and keynotes**



\*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

India 2024

## SPONSORSHIP BENEFITS AT-A-GLANCE

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

Signed contracts must be received by **October 11, 2024**.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** or END USER*** or LOCAL SUPPORTER**** OPEN
<b>Speaking opportunity</b> <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				
<b>Email to opt-in attendees</b> <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email				
<b>Recognition in event promotional emails</b>	logo and link	company name and link only			
<b>Sponsor recognition in pre- and post-conference email to attendees</b>	logo	logo			
<b>Preferred placement of sponsor announcements in official event news package</b>	✓	✓			
<b>Logo recognition in post-event transparency report</b>	✓	✓			
<b>List of registered press/analysts</b> <i>Provided 3 weeks prior to event</i>	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo on onsite sponsor signage</b>	✓	✓	✓	✓	✓
<b>Logo and link on conference website</b>	✓	✓	✓	✓	✓
<b>Logo recognition on conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	✓	✓	✓	✓	✓
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(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
<b>Complimentary onsite attendee passes</b> <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	10	5	4	2
<b>20% discount on additional onsite attendee passes</b> <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓
<b>Exhibit space</b> <i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	6m (w) x 6m (d) turnkey	4.5m (w) x 4.5m (d) turnkey	3m (w) x 3m (d) turnkey	3m (w) x 3m (d) turnkey	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> <i>To be used at booth only</i>	(3) devices + licenses	(2) devices + licenses	(2) devices + licenses	(1) device + licenses	(1) device + licenses
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$75,000</b>	<b>\$40,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

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.

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



## 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 **October 11, 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 December 11 & 12.

#### 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

**\$15,000**

**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. Signed contract must be received by September 13, 2024



### Lanyards

**\$10,000**

**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. Signed contract must be received by September 13, 2024



### Session Recording

**\$15,000**

**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

**\$10,000**

**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 venue availability and CNCF approval)
- Signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges.



## Welcome Reception

**\$15,000 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 (2) 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.



## EmpowerUs Event

**\$7,500**

**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 (2) daily event update emails sent to attendees by CNCF.



## PAST EVENTS

# KUBECON + CLOUDNATIVECON EUROPE 2023 HIGHLIGHTS

18 - 21 April, 2023 | Amsterdam, The Netherlands



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

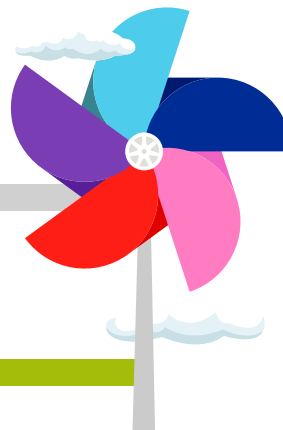
65%

VIRTUAL

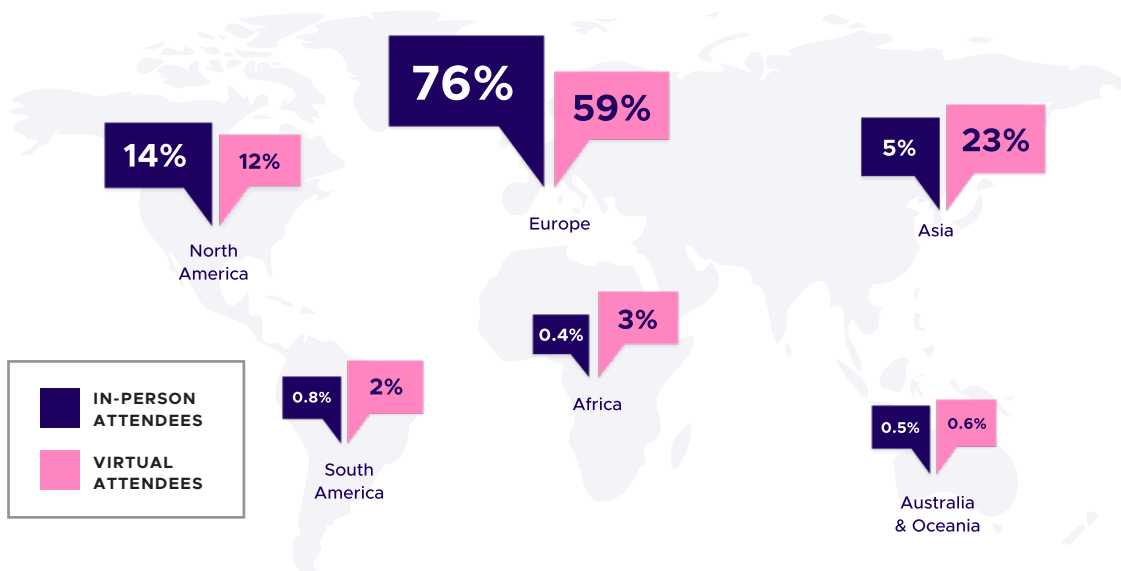
35%

FIRST TIMERS

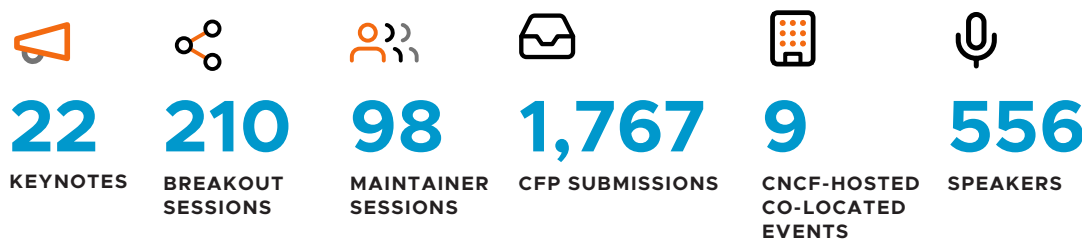
51%



## 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 2023 HIGHLIGHTS

November 6 - 9 | Chicago, Illinois



KubeCon



CloudNativeCon

North America 2023

It was fantastic to be back in the Midwest, following the 2023 KubeCon + CloudNativeCon in Detroit, and we were thrilled to see many new faces in attendance, alongside old friends.

## Demographics

TOTAL REGISTERED

13,666

40% MEN

8% WOMEN

<1% NON-BINARY/OTHER GENDERS

52% PREFER NOT TO ANSWER

IN PERSON

66%

VIRTUAL

34%

FIRST TIMERS

54%

## TOP THREE ATTENDEE JOB FUNCTIONS

3,837

DEVOPS / SRE /  
SYSADMIN

2,838

DEVELOPER

2,224

ARCHITECT

## MEDIA COVERAGE

158

MEDIA & INDUSTRY  
ANALYSTS

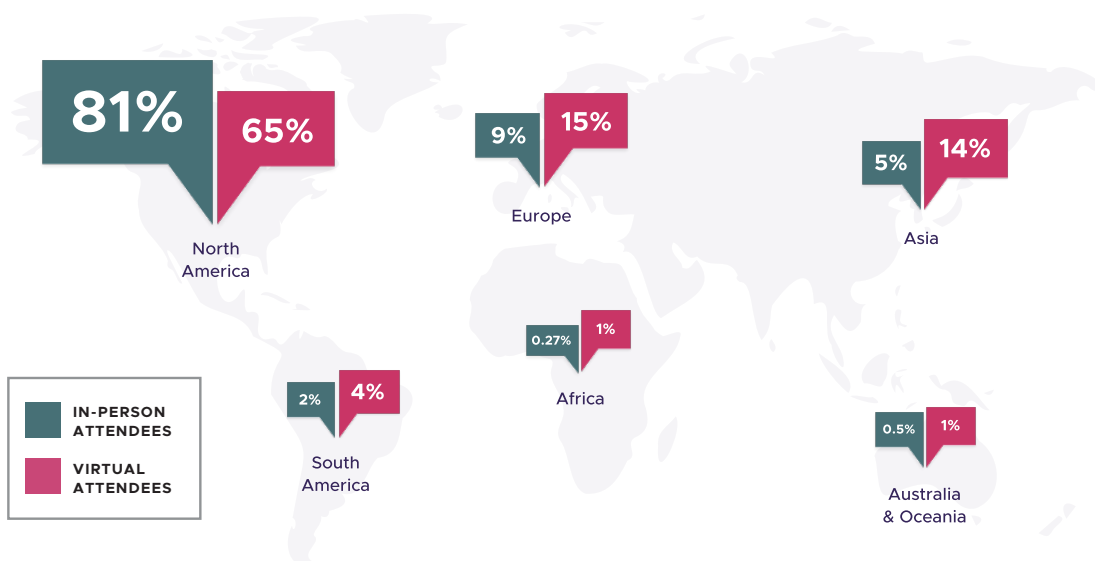
5,763

MENTIONS OF KUBECON  
+ CLOUDNATIVECON

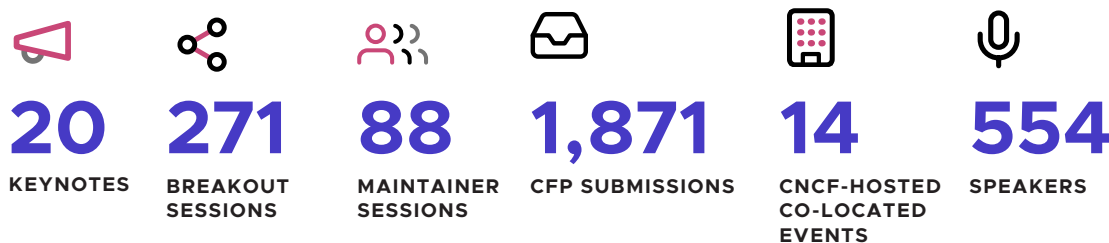
50%

INCREASE FROM 2022  
NORTH AMERICA EVENT

## Attendee Geography



## Content



## SPONSOR BOOTH TRAFFIC

90,975

ONSITE LEADS TOTAL

342

ONSITE LEADS AVERAGE/  
BOOTH

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



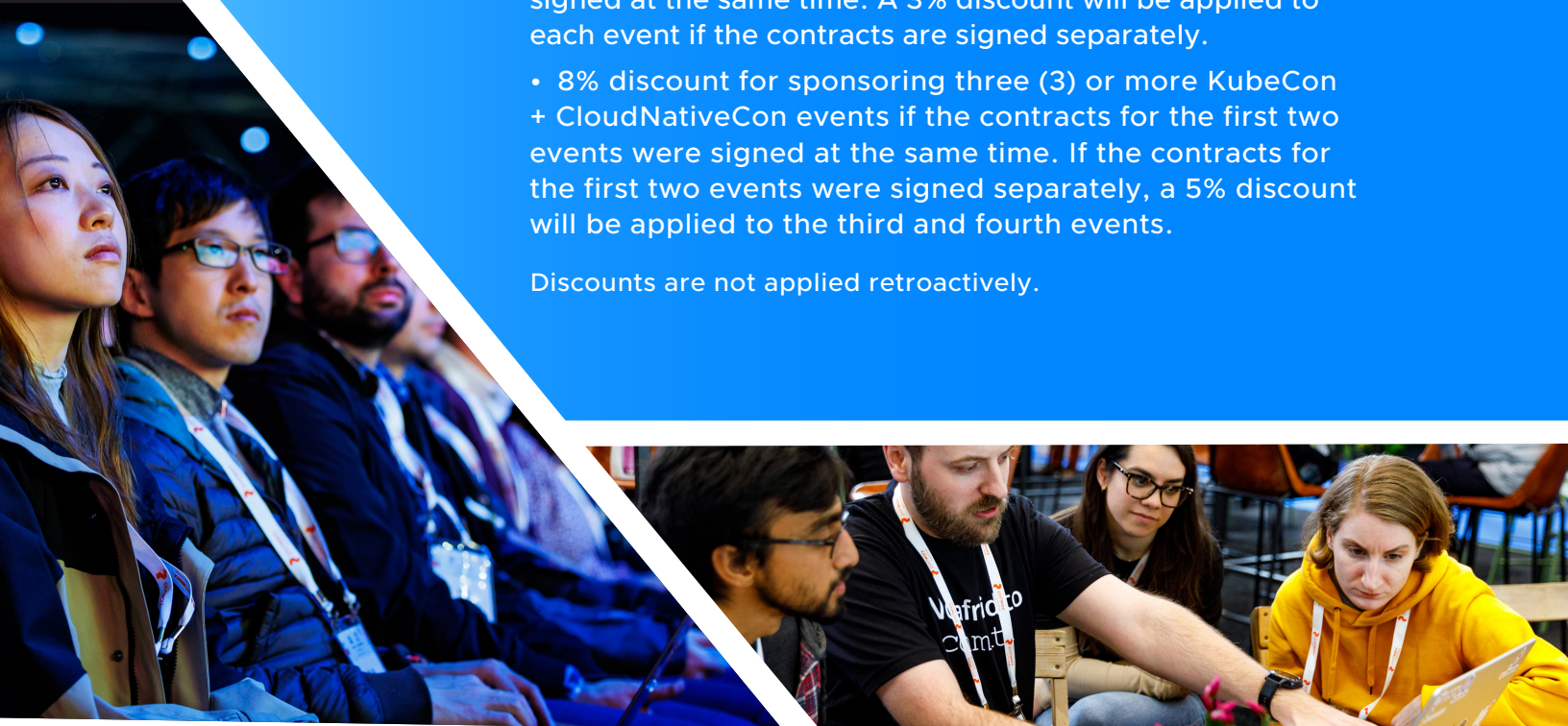


## CNCF Member Discounts

In 2024, CNCF will hold (4) flagship KubeCon + CloudNativeCon events in Europe, China, North America, and India. The following discounts are available for CNCF members (except end user supporters):

- 3% discount for sponsoring one (1) KubeCon + CloudNativeCon event
- 5% discount for sponsoring two (2) KubeCon + CloudNativeCon events if the contracts for both events are signed at the same time. A 3% discount will be applied to each event if the contracts are signed separately.
- 8% discount for sponsoring three (3) or more KubeCon + CloudNativeCon events if the contracts for the first two events were signed at the same time. If the contracts for the first two events were signed separately, a 5% discount will be applied to the third and fourth events.

Discounts are not applied retroactively.



**CLOUD NATIVE**  
COMPUTING FOUNDATION

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

CNCF is part of the Linux Foundation, which also hosts dozens of other open source events. See them all at [events.linuxfoundation.org](https://events.linuxfoundation.org).