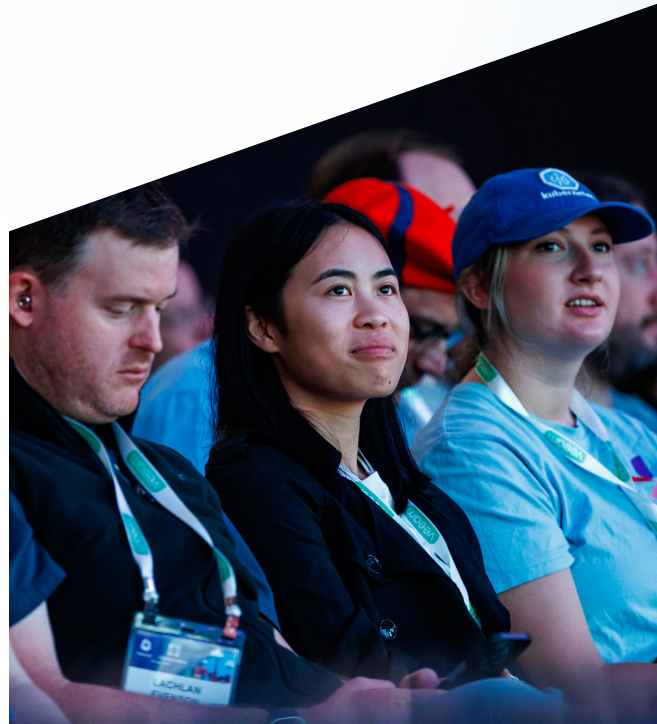




**CLOUD NATIVE**  
COMPUTING FOUNDATION

# 2024/25 SPONSORSHIP PROSPECTUS



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# WHY SPONSOR?

The [Cloud Native Computing Foundation](#) (CNCF) is the open source software foundation dedicated to making cloud native computing ubiquitous. As part of the non-profit Linux Foundation, CNCF provides support, oversight, and direction for [180+ cloud native projects](#) including Kubernetes, Envoy, Prometheus, containerd, and many others.

Join our community as we bring together the world's top developers, end users, and vendors at the largest open source developer conferences. Together we will shape the future of the rapidly evolving cloud native ecosystem.

## BENEFITS OF SPONSORSHIP:



### HIGH-PROFILE AUDIENCE

Engage with the industry's top developers, architects, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.



### QUALIFIED LEADS

CNCF events draw a highly targeted and relevant audience of technical leaders and decision-makers who are valuable prospects for future business.



### THOUGHT LEADERSHIP

Showcase your expertise and educate the community about your organization's products, services, open source strategies, and cloud native direction.



### NETWORK WITH KEY STAKEHOLDERS

Access an extensive network of industry professionals to build strategic partnerships, develop business opportunities, and initiate collaborations.



### SOLUTIONS SHOWCASE

Present your latest offerings and connect with new and existing customers face-to-face to receive valuable user feedback on your products and services.



### ASSOCIATION WITH LEADING TECHNOLOGIES

Align your brand with some of the highest velocity open source projects and position your company within the vast cloud native ecosystem.



### MARKET INTELLIGENCE

Gauge industry trends as you meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.



### TALENT ACQUISITION

Recruit the brightest minds in the industry to fill your open positions.



### ACCESS TO COMMUNITY

Meet with maintainers and contributors of [CNCF's hosted projects](#) and help bring cloud native project communities together.



### VENDOR-NEUTRAL CONTENT

Take advantage of a professionally organized conference run by a neutral nonprofit where content is curated by the community.

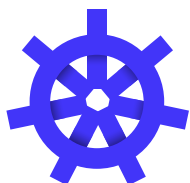


### SUPPORT OPEN SOURCE

Give back to the open source community. Profits from events are reinvested and directly support CNCF's hosted projects.

## TESTIMONIALS FROM OUR SPONSORS





# 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. Sponsorship contracts must be received by **September 20, 2024**.



**Event Dates:**  
October 9, 2024



**Location:**  
Medellín, Colombia



**Estimated Number of Attendees:**  
300+

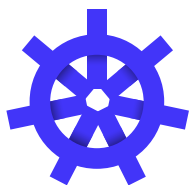
## SPONSORSHIP BENEFITS AT-A-GLANCE

| SPONSORSHIP BENEFIT   | DIAMOND<br>3 AVAILABLE   | PLATINUM<br>LIMITED<br>AVAILABILITY                      | GOLD<br>LIMITED<br>AVAILABILITY                          | START-UP*/<br>LOCAL<br>SUPPORTER†<br>LIMITED<br>AVAILABILITY      |
|---|--|--|--|---|
| <b>Speaking Opportunity</b><br><i>All sponsor content must be approved by the co-chairs.<br/>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.<br><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><br>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><br><i>To be used for onsite booth staff, attendees and guests</i>   | 5  | 4  | 3  | 2   |
| <b>Onsite Exhibit Space:</b><br>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><br><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><br><b>\$12,500</b>                             | <b>\$15,000</b><br><b>\$7,500</b>                        | <b>\$9,500</b><br><b>\$4,750</b>                         | <b>\$5,000</b><br><b>\$2,500</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.



# KubeDay

## 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 Colombia 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 27, 2024**.



### Event Dates:

October 15, 2024



### Location:

Melbourne, Australia



### Estimated Number of Attendees:

300+

## SPONSORSHIP BENEFITS AT-A-GLANCE

| SPONSORSHIP BENEFIT   | DIAMOND<br>3 AVAILABLE   | PLATINUM<br>LIMITED<br>AVAILABILITY                      | GOLD<br>LIMITED<br>AVAILABILITY                          | START-UP**/<br>LOCAL<br>SUPPORTER*<br>LIMITED<br>AVAILABILITY     |
|---|--|--|--|---|
| <b>Speaking Opportunity</b><br><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.<br><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><br>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><br><i>To be used for onsite booth staff, attendees and guests</i>   | 5  | 4  | 3  | 2   |
| <b>Onsite Exhibit Space:</b><br>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 |
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| <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

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### 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.

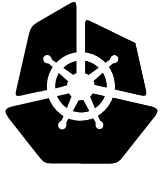


### Break, Lunch + Reception

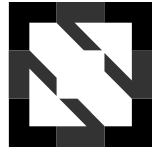
\$3,500

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><br>7 SOLD OUT   | <b>PLATINUM</b><br>OPEN                                       | <b>GOLD</b><br>OPEN   | <b>SILVER</b><br>OPEN              | <b>START-UP†</b><br>OPEN          | <b>END USER‡</b><br>OPEN          |
|---|---|---|---|------------------------------------|-----------------------------------|-----------------------------------|
| <b>Speaking opportunity</b><br><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><br><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><br><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><br><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><br><i>Unlimited usage while passes are available for sale</i>                                      | ✓   | ✓   | ✓   | ✓                                  | ✓                                 | ✓                                 |
| <b>Exhibit space</b><br><i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>              | 30ft (w) x 20ft (d)<br>raw exhibit space  | 20ft (w) x 20ft (d)<br>Choice of raw exhibit space or turnkey | 15ft (w) x 10ft (d)<br>Choice of raw exhibit space or turnkey | 10ft (w) x 8ft (d)<br>turnkey only | 8ft (w) x 6ft (d)<br>turnkey only | 8ft (w) x 6ft (d)<br>turnkey only |
| <b>Physical lead retrieval device(s)</b><br><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** **3 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.



KubeCon



CloudNativeCon

North America 2024



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



**Event Date:** November 12, 2024



**Location:** Salt Palace Convention Center, 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<br><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.<br><i>*CNCF Approval Required</i> | ✓  | ✓  | ✓                                      | ✓                                      |
| <b>SPONSORSHIP COST</b>  | <b>\$35,000</b>  | <b>\$25,000</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 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.

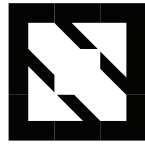
| CO-LOCATED EVENT  | DIAMOND                                      | PLATINUM                                     | SESSION RECORDING                         |
|---|--|--|---|
| <b>AppDeveloperCon</b><br><i>Full Day Event, One Track</i>                      | <b>3 AVAILABLE</b>                           | <b>2 AVAILABLE</b><br><del>3 AVAILABLE</del> | <b>1 AVAILABLE</b>                        |
| <b>ArgoCon</b><br><i>Full Day Event, Two Tracks</i>                             | <b>1 AVAILABLE</b><br><del>4 AVAILABLE</del> | <b>2 AVAILABLE</b><br><del>4 AVAILABLE</del> | <b>SOLD OUT</b><br><del>1 AVAILABLE</del> |
| <b>BackstageCon</b><br><i>Full Day Event, One Track</i>                         | <b>1 AVAILABLE</b><br><del>3 AVAILABLE</del> | <b>SOLD OUT</b><br><del>6 AVAILABLE</del>    | <b>1 AVAILABLE</b>                        |
| <b>Cilium + eBPF Day</b><br><i>Full Day Event, One Track</i>                    | <b>2 AVAILABLE</b><br><del>3 AVAILABLE</del> | <b>2 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                        |
| <b>Cloud Native &amp; Kubernetes AI Day</b><br><i>Full Day Event, One Track</i> | <b>3 AVAILABLE</b>                           | <b>1 AVAILABLE</b><br><del>2 AVAILABLE</del> | <b>1 AVAILABLE</b>                        |
| <b>Cloud Native StartupFest</b><br><i>Half Day Event, One Track</i>             | <b>2 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                        |
| <b>Cloud Native University</b><br><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><br><i>Half Day Event, One Track</i>               | <b>2 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                        |
| <b>EnvoyCon</b><br><i>Half Day Event, One Track</i>                             | <b>2 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                        |
| <b>Istio Day</b><br><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><br><i>Half Day Event, One Track</i>               | <b>SOLD OUT</b><br><del>3 AVAILABLE</del>    | <b>SOLD OUT</b><br><del>1 AVAILABLE</del>    | <b>1 AVAILABLE</b>                        |
| <b>Observability Day</b><br><i>Full Day Event, Two Tracks</i>                   | <b>3 AVAILABLE</b><br><del>4 AVAILABLE</del> | <b>1 AVAILABLE</b><br><del>2 AVAILABLE</del> | <b>SOLD OUT</b><br><del>1 AVAILABLE</del> |
| <b>OpenFeature Summit</b><br><i>Half Day Event, One Track</i>                   | <b>2 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                           | <b>1 AVAILABLE</b>                        |
| <b>OpenTofu Day</b><br><i>Half Day Event, One Track</i>                         | <b>2 AVAILABLE</b>                           | <b>SOLD OUT</b><br><del>1 AVAILABLE</del>    | <b>1 AVAILABLE</b>                        |
| <b>Platform Engineering Day</b><br><i>Full Day Event, Two Tracks</i>            | <b>1 AVAILABLE</b><br><del>4 AVAILABLE</del> | <b>1 AVAILABLE</b><br><del>2 AVAILABLE</del> | <b>1 AVAILABLE</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.



**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**.

|   | <b>DIAMOND*</b><br>4 AVAILABLE  | <b>PLATINUM</b><br>OPEN                                   | <b>GOLD</b><br>OPEN                                      | <b>SILVER</b><br>OPEN    | <b>START-UP** or</b><br><b>END USER***</b><br><b>or LOCAL</b><br><b>SUPPORTER****</b><br>OPEN |
|---|---|---|--|--------------------------|---|
| <b>Speaking opportunity</b><br><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><br><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><br><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><br><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><br><i>Unlimited usage while passes are available for sale</i>                                      | ✓   | ✓   | ✓  | ✓                        | ✓   |
| <b>Exhibit space</b><br><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><br><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** **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. 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.



KubeCon



CloudNativeCon

India 2024



## 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.





KubeCon



CloudNativeCon

India 2024

## MAINTAINER SUMMIT

The CNCF Maintainer Summit is an exclusive event for the people behind our projects to gather face-to-face, collaborate, and celebrate the projects that make “Cloud Native”. Programming will be focused around sharing best practices, diving into contributing processes, and solving common problems across projects to enrich our great community of maintainers.

### Why Sponsor?

- **Support Maintainers:** Maintainers are the backbone of many essential cloud native projects. The summit will provide the opportunity for maintainers to collaborate & solve problems.
- **Brand Association with Open Source Values:** Sponsoring the Maintainer Summit associates your brand with the open-source ethos, demonstrating a commitment to collaboration, transparency, and community-driven innovation.
- **Foster a Stronger Ecosystem:** Sponsorship contributes to the overall health of cloud native projects, ensuring that maintainers have the support they need to continue their work.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Sponsorship contracts must be received by **8 November 2024**.



**Event Dates:**

10 December 2024



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



**Estimated Number of Attendees\*:**

300



**Who Attends?** CNCF Project

Maintainers, which include developers, architects and technical leaders.

## SPONSORSHIP OPPORTUNITIES



### Maintainer Summit Supporter

\$9,500

2 AVAILABLE

Benefits include:

- Logo recognition on website
- Logo recognition on on-site signage
- Recognition in pre & post event attendee Maintainer Summit emails
- Recognition in opening & closing remarks
- Ability to post open job opportunities on the Maintainer Summit job board
- Provide attendee giveaways \*CNCF Approval Required



### Lunch Sponsor

\$5,000

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during lunch
- Recognition in opening & closing remarks
- Ability to post open job opportunities on the Maintainer Summit job board



### Reception Sponsor

\$5,000

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during reception
- Recognition in opening & closing remarks
- Ability to post open job opportunities on the Maintainer Summit job board



### AM + PM Breaks Sponsor

\$3,500

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on on-site signage, including food & beverage stations during AM + PM Breaks
- Recognition in opening & closing remarks
- Ability to post open job opportunities on the Maintainer Summit job board



**KubeCon**



**CloudNativeCon**

**Europe 2025**

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.



**EVENT DATES:**

April 1: Pre-Event Programming (Co-located Events)  
April 2-4: Main Conference



**LOCATION:**

ExCeL London, London, United Kingdom



**WHO ATTENDS?**

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

|                                     |  |   |                         |   |   |   |
|-------------------------------------|--|---|-------------------------|---|---|---|
| <b>1</b><br>CO-LOCATED<br>EVENT DAY | <b>3</b><br>MAIN<br>CONFERENCE<br>DAYS | <b>300+</b><br>SESSIONS AND<br>KEYNOTES | <b>500+</b><br>SPEAKERS | <b>12,000+</b><br>ESTIMATED NUMBER<br>OF ATTENDEES* | <b>4,000+</b><br>PARTICIPATING<br>COMPANIES | <b>200+</b><br>SPONSORS AND<br>EXHIBITORS |
|-------------------------------------|--|---|-------------------------|---|---|---|

## KUBECON + CLOUDNATIVECON EUROPE 2024 HIGHLIGHTS

19-22 March 2024 | Paris, France

### DEMOGRAPHICS

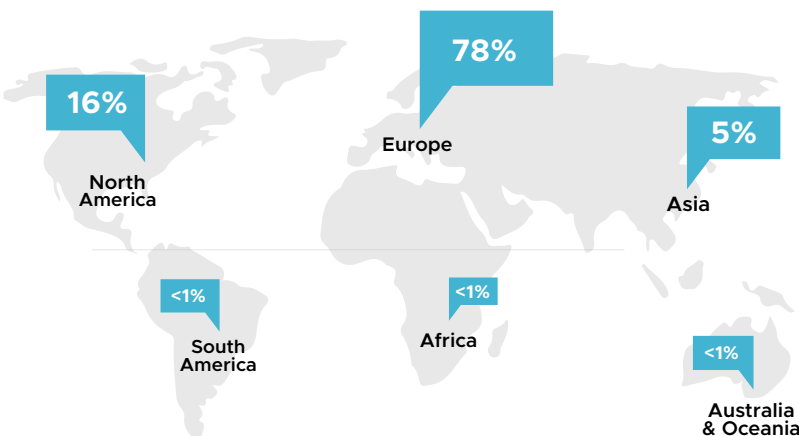
**12,048**

REGISTRATIONS

**52%**

FIRST-TIME ATTENDEES

### ATTENDEE GEOGRAPHY



### TOP THREE ATTENDEE JOB FUNCTIONS

**4,468**

DEVOPS / SRE / SYSADMIN

**1,896**

DEVELOPER

**1,878**

ARCHITECT

### MEDIA COVERAGE

**151**

MEDIA & INDUSTRY ANALYSTS

**7,500**

MENTIONS OF KUBECON + CLOUDNATIVECON

**78%**

INCREASE FROM 2022 EUROPEAN EVENT

### SPONSOR BOOTH TRAFFIC

**109,718**

ONSITE LEADS TOTAL

**530**

ONSITE LEADS AVERAGE/BOOTH

SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

\*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 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.

|  | DIAMOND*<br>7 AVAILABLE   | PLATINUM<br>UNLIMITED   | GOLD<br>UNLIMITED   | SILVER<br>UNLIMITED               | START-UP†<br>+ END USER‡<br>+ NON-PROFIT<br>UNLIMITED |
|--|---|---|---|-----------------------------------|---|
| <b>NEW Speaking opportunity</b><br>Content must meet CFP criteria and is subject to program committee approval<br>Includes attendee contact list (for breakout session only, not available for keynote session). | Choice of (1) 5-minute keynote or (1) 35-minute breakout session                                |   |   |                                   |   |
| <b>NEW Video recording of sponsored keynote or breakout session</b><br>Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation         | ✓   |   |   |                                   |   |
| <b>Opportunity to participate in media + analyst panel during the event</b>  | ✓   |   |   |                                   |   |
| <b>NEW Access to opt-in attendee registration list</b><br>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees                        | Provided pre and post event   | Provided post event   |   |                                   |   |
| <b>Recognition in event promotional emails and attendee communications</b>   | logo and link   | company name and link only  |   |                                   |   |
| <b>NEW Demo session</b><br>**Demo theater located in meeting room or exhibit hall (subject to availability)  | (1) 20-minute session at demo theater** includes attendee contact information                   | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo               |                                   |   |
| <b>List of registered press/analysts</b><br>Provided 3 weeks prior to event  | ✓   | ✓   | ✓   |                                   |   |
| <b>Logo recognition on keynote screen</b>  | ✓   | ✓   | ✓   |                                   |   |
| <b>Logo recognition in post-event transparency report</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 | (1) pre-event group post and (1) group post during event                      | (1) pre-event group post                                    |                                   |   |
| <b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>   | ✓   | ✓   | ✓   | ✓                                 |   |
| <b>Logo on sponsor signage, conference website, and conference schedule</b>  | ✓   | ✓   | ✓   | ✓                                 | ✓   |
| <b>Opportunity to include news announcements in official event news package</b>  | Preferred placement   | Preferred placement   | ✓   | ✓                                 | ✓   |
| <b>Complimentary conference passes</b><br>To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits   | 20  | 15  | 12  | 8                                 | 5   |
| <b>20% discount on additional conference passes</b><br>Unlimited usage while passes are available for sale   | ✓   | ✓   | ✓   | ✓                                 | ✓   |
| <b>Exhibit space</b><br>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet  | 9m (w) x 6m (d)<br>raw exhibit space  | 6m (w) x 6m (d)<br>Choice of raw exhibit space or turnkey                     | 4.5m (w) x 3m (d)<br>Choice of raw exhibit space or turnkey | 3m (w) x 2.5m (d)<br>turnkey only | 2.5m (w) x 2m (d)<br>turnkey only                     |
| <b>Physical lead retrieval device(s)</b><br>To be used at booth only   | (3) devices   | (2) devices   | (2) devices   | (1) device                        | (1) device  |
| <b>SPONSORSHIP COST</b>  | <b>\$235,000</b>  | <b>\$144,000</b>  | <b>\$84,000</b>   | <b>\$29,500</b>                   | <b>\$12,000</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 hold active CNCF membership, must be in business for less than 4 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

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KubeCon



CloudNativeCon

Europe 2025



## 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 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:

- 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, sum-mits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on April 2-4.

### BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000**

**1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. 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
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.



KubeCon



CloudNativeCon

Europe 2025



## Experiences + Entertainment **NEW**

**\$20,000 EACH**

**2 AVAILABLE**

Help us create many memorable moments at the conference by co-sponsoring multiple onsite entertainment areas. Located in the high-traffic Solutions Showcase, each area will engage attendees in a fun and interactive experience. Attendees can challenge each other to various games, participate in creative building activities, or unwind by enjoying a live performance.

### BENEFITS INCLUDE:

- Prominent signage with logo recognition at each entertainment area
- Sponsor logo branding on various games and activities
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

Lead retrieval, sponsored promotions, and sales activities are not permitted in the entertainment areas.



## 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)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges



## Activation Zone

**\$20,000 EACH**

**4 AVAILABLE**

- **AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY**
- **ONE ACTIVATION ZONE PER SPONSOR ONLY**
- **PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE**

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance the attendee experience in a meaningful way. 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.



## Coffee Bar

**\$20,000 EACH**

**4 AVAILABLE**

Keep onsite attendees well-caffeinated 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.



# MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.



KubeCon



CloudNativeCon

Europe 2025



## Private Meeting Room

\$20,000 EACH

10 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS 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 (April 2-4) 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
- Digital or printed sponsor logo sign on or near 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.



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

Everyone attending KubeCon + CloudNativeCon is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this 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 rotating slides before and after keynotes
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



## DEI Community Hub **NEW**

\$20,000 EACH

3 AVAILABLE

The DEI Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate diversity, equity, inclusion, and accessibility. The Hub will host community groups, workshops, and offer networking opportunities during Hub hours.

### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)



## 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 rotating slides before and after keynotes
- Sponsor logo recognition on signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.



KubeCon



CloudNativeCon

Europe 2025



## Cloud Native Executive Strategy Summit

\$15,000 EACH

3 AVAILABLE

### AVAILABLE TO ACTIVE CNCF MEMBERS ONLY

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception 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
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- 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 summary

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



## Relaxation Station **NEW**

\$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 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 on Relaxation Station signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- 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 at the Relaxation Station.



## Network Nook **NEW**

\$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 on Network Nook signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- 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.



## 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 Europe 2025

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 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on 1 April 2025, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

CNCF-hosted co-located events will be announced in mid-October 2024. Sponsorships will be available at that time. To propose a CNCF-hosted co-located event, please complete [this form](#).

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to review sponsorship options for 2025!



**Event Date:** 1 April 2025



**Location:** ExCeL London, London, United Kingdom



**Estimated Number of Attendees:** 4,000+



**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 LIMITED | PLATINUM LIMITED | GOLD UNLIMITED | START-UP* + NON-PROFIT UNLIMITED |
|--|-----------------|------------------|----------------|----------------------------------|
| 5-minute keynote at selected co-located event**<br><i>Topic subject to program committee approval</i>  | ✓               |                  |                |                                  |
| Email to opt-in attendees<br><i>(1) combined pre- or post-conference email</i>   | ✓               |                  |                |                                  |
| Bookable meeting room<br><i>1-2 hours, pending availability</i>  | ✓               |                  |                |                                  |
| Table top sponsor space + lead retrieval***<br><i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i> | ✓               | ✓                |                |                                  |
| Recognition during opening session   | ✓               | ✓                | ✓              | ✓                                |
| Combined sponsor social card, shared (1) time on @KubeCon_ handle  | ✓               | ✓                | ✓              | ✓                                |
| Logo on sponsor signage  | ✓               | ✓                | ✓              | ✓                                |
| Logo recognition on event schedule   | ✓               | ✓                | ✓              | ✓                                |
| Logo and link on event webpage   | ✓               | ✓                | ✓              | ✓                                |
| Complimentary all-access pass: includes CNCF-hosted Co-located Events (Tues) & KubeCon + CloudNativeCon Europe (Wed-Fri)                                   | 5               | 4                | 2              | 2                                |
| Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room.<br><i>CNCF approval required</i>                                  | ✓               | ✓                | ✓              | ✓                                |
| <b>SPONSORSHIP COST</b>  | <b>\$35,000</b> | <b>\$25,000</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 hold an active CNCF membership, must be in business for less than 4 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.



**KubeCon**



**CloudNativeCon**

**North America 2025**

CNCF's flagship event is the world's largest open source technology conference, drawing thousands of adopters and leading technologists from the cloud native and open source communities. This premier gathering serves as a hub for advancing the education and development of cloud native computing, offering unparalleled opportunities for networking, learning, and exploring the latest innovations in the field.



**EVENT DATES:**

November 10: Pre-Event Programming (Co-located Events)  
November 11-13: Main Conference



**LOCATION:**

Georgia World Congress Center, Atlanta, Georgia



**WHO ATTENDS?**

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

|                                     |  |   |                         |   |   |   |
|-------------------------------------|--|---|-------------------------|---|---|---|
| <b>1</b><br>CO-LOCATED<br>EVENT DAY | <b>3</b><br>MAIN<br>CONFERENCE<br>DAYS | <b>300+</b><br>SESSIONS AND<br>KEYNOTES | <b>500+</b><br>SPEAKERS | <b>10,000+</b><br>ESTIMATED NUMBER<br>OF ATTENDEES* | <b>4,000+</b><br>PARTICIPATING<br>COMPANIES | <b>250+</b><br>SPONSORS AND<br>EXHIBITORS |
|-------------------------------------|--|---|-------------------------|---|---|---|

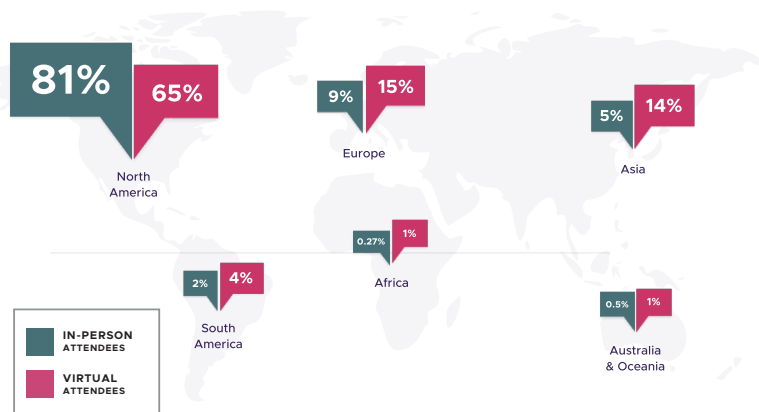
**KUBECON + CLOUDNATIVECON NORTH AMERICA 2023 HIGHLIGHTS**

NOVEMBER 6-9, 2023 | CHICAGO, ILLINOIS

**DEMOGRAPHICS**

**13,666** REGISTRATIONS  
**54%** FIRST-TIME ATTENDEES

**ATTENDEE GEOGRAPHY**



**TOP THREE ATTENDEE JOB FUNCTIONS**

**3,837**  
DEVOPS / SRE / SYSADMIN

**2,838**  
DEVELOPER

**2,224**  
ARCHITECT

**MEDIA COVERAGE**

**158**  
MEDIA & INDUSTRY ANALYSTS

**5,753**  
MENTIONS OF KUBECON + CLOUDNATIVECON

**50%**  
INCREASE FROM 2022 EUROPEAN EVENT

**SPONSOR BOOTH TRAFFIC**

**90,975**  
ONSITE LEADS TOTAL

**342**  
ONSITE LEADS AVERAGE/BOOTH

SEE THE FULL [POST-EVENT TRANSPARENCY REPORT](#) FOR MORE DETAILS.

\*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 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 22, 2025**.

|  | DIAMOND*<br>7 AVAILABLE   | PLATINUM<br>UNLIMITED   | GOLD<br>UNLIMITED  | SILVER<br>UNLIMITED             | START-UP†<br>+ END USER‡<br>+ NON-PROFIT<br>UNLIMITED |
|--|---|---|--|---------------------------------|---|
| <b>NEW Speaking opportunity</b><br>Content must meet CFP criteria and is subject to program committee approval<br>Includes attendee contact list (for breakout session only, not available for keynote session). | Choice of (1) 5-minute keynote or (1) 35-minute breakout session                                |   |  |                                 |   |
| <b>NEW Video recording of sponsored keynote or breakout session</b><br>Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation         | ✓   |   |  |                                 |   |
| <b>Opportunity to participate in media + analyst panel during the event</b>  | ✓   |   |  |                                 |   |
| <b>NEW Access to opt-in attendee registration list</b><br>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees                        | Provided pre and post event   | Provided post event   |  |                                 |   |
| <b>Recognition in event promotional emails and attendee communications</b>   | logo and link   | company name and link only  |  |                                 |   |
| <b>NEW Demo session</b><br>**Demo theater located in meeting room or exhibit hall (subject to availability)  | (1) 20-minute session at demo theater** includes attendee contact information                   | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo              |                                 |   |
| <b>List of registered press/analysts</b><br>Provided 3 weeks prior to event  | ✓   | ✓   | ✓  |                                 |   |
| <b>Logo recognition on keynote screen</b>  | ✓   | ✓   | ✓  |                                 |   |
| <b>Logo recognition in post-event transparency report</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 | (1) pre-event group post and (1) group post during event                      | (1) pre-event group post                                   |                                 |   |
| <b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>   | ✓   | ✓   | ✓  | ✓                               |   |
| <b>Logo on sponsor signage, conference website, and conference schedule</b>  | ✓   | ✓   | ✓  | ✓                               | ✓   |
| <b>Opportunity to include news announcements in official event news package</b>  | Preferred placement   | Preferred placement   | ✓  | ✓                               | ✓   |
| <b>Complimentary conference passes</b><br>To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits   | 20  | 15  | 12   | 8                               | 5   |
| <b>20% discount on additional conference passes</b><br>Unlimited usage while passes are available for sale   | ✓   | ✓   | ✓  | ✓                               | ✓   |
| <b>Exhibit space</b><br>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet  | 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                        |
| <b>Physical lead retrieval device(s)</b><br>To be used at booth only   | (3) devices   | (2) devices   | (2) devices  | (1) device                      | (1) device  |
| <b>SPONSORSHIP COST</b>  | <b>\$235,000</b>  | <b>\$144,000</b>  | <b>\$84,000</b>  | <b>\$29,500</b>                 | <b>\$12,000</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 hold active CNCF membership, must be in business for less than 4 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

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## 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 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:

- 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, 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 11-13.

### BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. Logo must be single-color only (no gradient colors).
- Sponsor logo recognition on signage at the t-shirt pick-up counters

Logo color, size, and placement will be determined by CNCF based on the overall t-shirt design.



## Lanyards

**\$40,000**

**1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. 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
- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
- Sponsor logo on schedule page of conference website
- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Experiences + Entertainment **NEW**

**\$20,000 EACH**

**2 AVAILABLE**

Help us create many memorable moments at the conference by co-sponsoring multiple onsite entertainment areas. Located in the high-traffic Solutions Showcase, each area will engage attendees in a fun and interactive experience. Attendees can challenge each other to various games, participate in creative building activities, or unwind by enjoying a live performance.

### BENEFITS INCLUDE:

- Prominent signage with logo recognition at each entertainment area
- Sponsor logo branding on various games and activities
- Sponsor recognition on event website
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Lead retrieval, sponsored promotions, and sales activities are not permitted in the entertainment areas



## 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)
- Digital and print signage with logo throughout the conference venue notating your Wi-Fi sponsorship
- Sponsor logo on the back of attendee name badges



## Activation Zone

**\$20,000**

**4 AVAILABLE**

- **AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY**
- **ONE ACTIVATION ZONE PER SPONSOR ONLY**
- **PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE.**

Create an interactive environment for attendees to engage in fun activities, hands-on games, or other immersive experiences. Examples may include coding challenges, VR and AR experiences, collaborative art, or customized giveaways. No demos, talks, or presentations are permitted. Activation Zones are intended to enhance the attendee experience in a meaningful way. 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.



## Coffee Bar

**\$20,000 EACH**

**4 AVAILABLE**

Keep onsite attendees well-caffeinated 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.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



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North America 2025



## Private Meeting Room

\$20,000 EACH

5 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS 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 (November 11-13) 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
- Digital or printed sponsor logo sign on or near 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.



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

Everyone attending KubeCon + CloudNativeCon is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this 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 rotating slides before and after keynotes
- Sponsor logo recognition on onsite signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



## DEI Community Hub **NEW**

\$20,000 EACH

3 AVAILABLE

The DEI Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate diversity, equity, inclusion, and accessibility. The Hub will host community groups, workshops, and offer networking opportunities during Hub hours.

#### BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Sponsor logo recognition on rotating slides before and after keynotes
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor can provide swag with CNCF approval
- Option to nominate presenters/facilitators for (1) workshop (subject to approval by CNCF)
- Option to set a topic for the program (subject to approval by CNCF)



## 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 rotating slides before and after keynotes
- Sponsor logo recognition on signage
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF



# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2025



## Cloud Native Executive Strategy Summit

\$15,000 EACH

3 AVAILABLE

### AVAILABLE TO ACTIVE CNCF MEMBERS ONLY

The Cloud Native Executive Summit will be an exclusive forum for an elite group of technology leaders from end user organizations to collectively prioritize issues, share top-of-mind concerns, and problem-solve. A summary will be generated from this effort to benefit the larger ecosystem. A private reception 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
- Logo recognition on signage at Reception
- Option to provide materials or swag (subject to CNCF approval)
- Recognition in Summit attendee communications; including a 100-word message from the sponsors to be included in a CNCF post-event email

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



## Relaxation Station **NEW**

\$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 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:

- Prominent sponsor logo on Relaxation Station signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- 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 at the Relaxation Station.



## Network Nook **NEW**

\$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 on Network Nook signage
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- 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.



## Hotel Key Cards or Sleeves

\$15,000

1 AVAILABLE

Welcome attendees with branded hotel key cards or sleeves and enhance your visibility. As a sponsor, you have the opportunity to include special offers, promotions, or QR codes to drive direct engagement.

### BENEFITS INCLUDE:

- Sponsor branding on one side of the hotel key cards or key card sleeves (based on availability). Artwork is subject to approval by CNCF.
- (1) branded key card or sleeve per room distributed at up to three (3) host hotels in the official event hotel block



## 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.

# MARKETING PROMOTIONAL OPPORTUNITIES

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## ★ 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 2025

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 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on November 10, 2025, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

CNCF-hosted co-located events will be announced in mid-June 2025. Sponsorships will be available at that time. To propose a CNCF-hosted co-located event, please complete this [form](#).

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to review sponsorship options for 2025!



**Event Date:** November 10, 2025



**Location:** Georgia World Congress Center, Atlanta, Georgia



**Estimated Number of Attendees:** 4,000+



**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 LIMITED | PLATINUM LIMITED | GOLD UNLIMITED | START-UP* + NON-PROFIT UNLIMITED |
|--|-----------------|------------------|----------------|----------------------------------|
| 5-minute keynote at selected co-located event**<br><i>Topic subject to program committee approval</i>  | ✓               |                  |                |                                  |
| Email to opt-in attendees<br><i>(1) combined pre- or post-conference email</i>   | ✓               |                  |                |                                  |
| Bookable meeting room<br><i>1-2 hours, pending availability</i>  | ✓               |                  |                |                                  |
| Table top sponsor space + lead retrieval***<br><i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i> | ✓               | ✓                |                |                                  |
| Recognition during opening session   | ✓               | ✓                | ✓              | ✓                                |
| Combined sponsor social card, shared (1) time on @KubeCon_ handle  | ✓               | ✓                | ✓              | ✓                                |
| Logo on sponsor signage  | ✓               | ✓                | ✓              | ✓                                |
| Logo recognition on event schedule   | ✓               | ✓                | ✓              | ✓                                |
| Logo and link on event webpage   | ✓               | ✓                | ✓              | ✓                                |
| Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs)                          | 5               | 4                | 2              | 2                                |
| Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room.<br><i>CNCF approval required</i>                                  | ✓               | ✓                | ✓              | ✓                                |
| <b>SPONSORSHIP COST</b>  | <b>\$35,000</b> | <b>\$25,000</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 hold an active CNCF membership, must be in business for less than 4 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

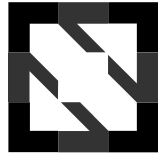
**Session Recording** **FULL DAY: \$7,500 | HALF DAY: \$3,750** **1 PER CO-LOCATED EVENT**

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.



**KubeCon**



**CloudNativeCon**

**Japan 2025**

CNCF is proud to host KubeCon + CloudNativeCon in Japan for the first time. The foundation's flagship event will bring together a diverse community of developers, architects, and industry leaders to explore the latest innovations and trends in cloud native technologies. As the conference makes its debut in Japan, it promises to offer unique insights, foster collaboration, and highlight the vibrant growth of the cloud native ecosystem in the region.



**EVENT DATES:**

To be announced



**LOCATION:**

To be announced



**WHO ATTENDS?**

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

**2**

MAIN  
CONFERENCE  
DAYS

**100+**

SESSIONS AND  
KEYNOTES

**150+**

SPEAKERS

**1,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**400+**

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.

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today.

|  | <b>DIAMOND*</b><br>4 AVAILABLE  | <b>PLATINUM</b><br>UNLIMITED  | <b>GOLD</b><br>UNLIMITED                      | <b>SILVER</b><br>UNLIMITED                            | <b>START-UP†</b><br>+ <b>END USER‡</b><br>+ <b>NON-PROFIT</b><br>UNLIMITED |
|--|---|---|---|---|--|
| <b>Speaking opportunity</b><br>Content must meet CFP criteria and is subject to program committee approval<br>Includes attendee contact list (for breakout session only, not available for keynote session)  | Choice of (1) 5-minute keynote or (1) 35-minute breakout session                                |   |   |   |  |
| <b>Video recording of sponsored keynote or breakout session</b><br>Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation   | ✓   |   |   |   |  |
| <b>Access to opt-in attendee registration list</b><br>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees  | Provided pre and post event   | Provided post event   |   |   |  |
| <b>Recognition in event promotional emails and attendee communications</b>   | logo and link   | company name and link only  |   |   |  |
| <b>Demo session</b><br>**Demo theater located in meeting room or exhibit hall (subject to availability)  | (1) 20-minute session at demo theater** includes attendee contact information                   | (1) 20-minute session at demo theater** includes attendee contact information | Promotion of (1) sponsor-hosted in-booth demo |   |  |
| <b>List of registered press/analysts</b><br>Provided 3 weeks prior to event  | ✓   | ✓   | ✓   |   |  |
| <b>Logo recognition on keynote screen</b>  | ✓   | ✓   | ✓   |   |  |
| <b>Logo recognition in post-event transparency report</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 | (1) pre-event group post  | (1) pre-event group post                      |   |  |
| <b>Logo on sponsor signage, conference website, and conference schedule</b>  | ✓   | ✓   | ✓   | ✓   | ✓  |
| <b>Opportunity to include news announcements in official event news package</b>  | Preferred placement   | Preferred placement   | ✓   | ✓   | ✓  |
| <b>Complimentary conference passes</b><br>To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits   | 20  | 10  | 6   | 4   | 2  |
| <b>20% discount on additional conference passes</b><br>Unlimited usage while passes are available for sale   | ✓   | ✓   | ✓   | ✓   | ✓  |
| <b>Exhibit space</b><br>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power.<br>***Booth sizes are subject to change based on venue. | 4.5m (w) x 3m (d) turnkey booth***  | 3m (w) x 3m (d) turnkey booth***  | 2.5m (w) x 2.5m (d) turnkey booth***          | 2m (w) x 2m (d) exhibit space with branded cabinet*** | Tabletop exhibit only  |
| <b>Physical lead retrieval device(s)</b><br>To be used at booth only   | (2) devices   | (2) devices   | (2) devices                                   | (1) device  | (1) device   |
| <b>SPONSORSHIP COST</b>  | <b>\$125,000</b>  | <b>\$60,000</b>   | <b>\$35,000</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.

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KubeCon



CloudNativeCon

Japan 2025



## 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 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:

- 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, sum-mits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program.

### BENEFITS INCLUDE:

- 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 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

Stand out at the event by featuring your brand on the official conference t-shirt that attendees receive onsite. This prime placement of your company's logo offers a lasting impression and associates your brand with a memorable event experience.

### BENEFITS INCLUDE:

- Sponsor logo is printed on one sleeve of the official conference t-shirt. 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

**\$10,000**

**1 AVAILABLE**

Put your brand in the spotlight with our lanyard sponsorship! Your logo will be featured on attendees' name badge lanyards, providing high visibility throughout the event.

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. 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

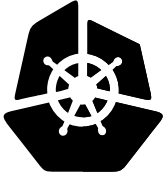
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- Customizable slide designed by sponsor at the beginning of each video recording (subject to approval by CNCF)
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- Sponsor recognition in a post-event email sent to attendees by CNCF



**KubeCon**



**CloudNativeCon**

**India 2025**

This highly anticipated conference will once again bring together a dynamic mix of developers, engineers, and thought leaders in India to dive into the latest advancements in cloud native technologies. KubeCon + CloudNativeCon India promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.



**EVENT DATES:**

To be announced



**LOCATION:**

To be announced



**WHO ATTENDS?**

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

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MAIN  
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SESSIONS AND  
KEYNOTES

**150+**

SPEAKERS

**3,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**600+**

PARTICIPATING  
COMPANIES



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KubeCon

CloudNativeCon

India 2025

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|--|---|---|---|--|---|
| <b>NEW Speaking opportunity</b><br>Content must meet CFP criteria and is subject to program committee approval<br>Includes attendee contact list (for breakout session only, not available for keynote session)  | Choice of (1) 5-minute keynote or (1) 35-minute breakout session                                |   |   |  |   |
| <b>NEW Video recording of sponsored keynote or breakout session</b><br>Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation   | ✓   |   |   |  |   |
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CloudNativeCon

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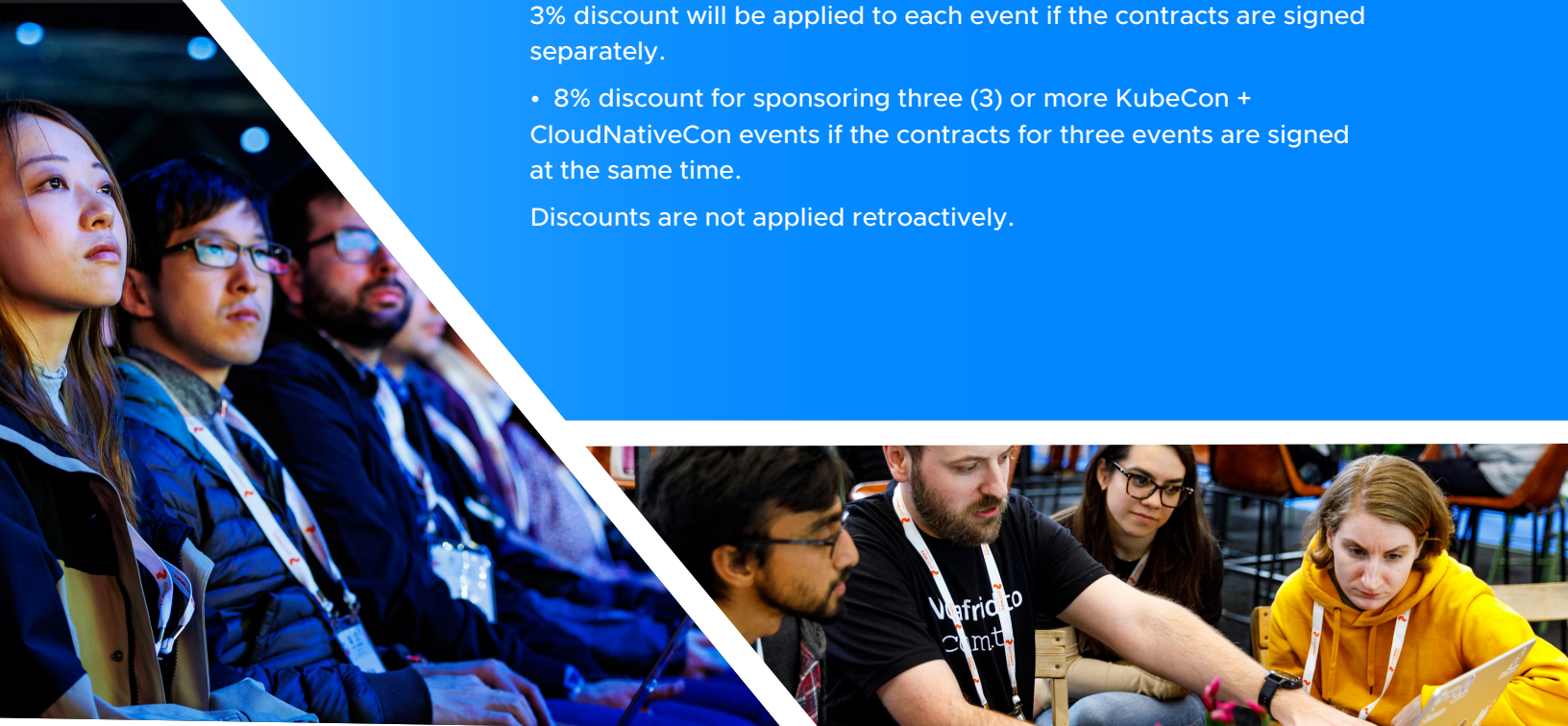
## CNCF Member Discounts

In 2025, CNCF is holding four (4) flagship KubeCon + CloudNativeCon events in Europe, North America, Japan, 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 three events are signed at the same time.

Discounts are not applied retroactively.



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

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