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.
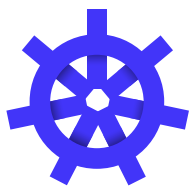
SUPPORT OPEN SOURCE

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** 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 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP*/ LOCAL SUPPORTER† LIMITED AVAILABILITY
Speaking Opportunity *All sponsor content must be approved by the co-chairs. Speaking slots based on availability.*	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. *Content provided by sponsor.*	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From event handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes *To be used for onsite booth staff, attendees and guests*	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s) *To be used for lead capture within onsite exhibit space only*	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	~~$25,000~~ **$12,500**	~~$15,000~~ **$7,500**	~~$9,500~~ **$4,750**	~~$5,000~~ **$2,500**

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

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact **sponsor@cncf.io** 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** 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 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP**/ LOCAL SUPPORTER* LIMITED AVAILABILITY
Speaking Opportunity *All sponsor content must be approved by the co-chairs. Speaking slots based on availability.*	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. *Content provided by sponsor.*	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From official @KubeCon_ handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes *To be used for onsite booth staff, attendees and guests*	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s) *To be used for lead capture within onsite exhibit space only*	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	**$25,000**	**$15,000**	**$9,500**	**$5,000**

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

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

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

🌐 Dan Kohn Diversity Scholarship

$1,500 | **UNLIMITED**

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

Benefits include:

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

📺 Session Recording

$5,000 | **1 AVAILABLE**

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

Benefits include:

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

👕 Attendee T-Shirt

$5,000 | **1 AVAILABLE**

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

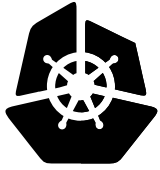Only confirmed level sponsors of KubeDay Australia are eligible for this opportunity.

🍽 Break, Lunch + Reception

$3,500 | **1 AVAILABLE**

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

KubeCon | CloudNativeCon
North America 2024

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.

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.

**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.

SPONSORSHIP BENEFITS AT-A-GLANCE

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

KubeCon | CloudNativeCon — North America 2024

	DIAMOND* 7 SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP† OPEN	END USER‡ OPEN
Speaking opportunity *Content must meet CFP criteria and is subject to program committee approval*	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees *Sent by CNCF on behalf of sponsor*	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts *Provided 3 weeks prior to event*	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group post during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes *To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits*	20	15	12	8	5	5
20% discount on additional onsite attendee passes *Unlimited usage while passes are available for sale*	✓	✓	✓	✓	✓	✓
Exhibit space *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	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) *To be used at booth only*	(3) devices + (3) licenses	(2) devices + (2) licenses	(2) devices + (2) licenses	(1) device + (1) license	(1) device + (1) license	(1) device + (1) license
SPONSORSHIP COST	**$195,000**	**$120,000**	**$80,000**	**$28,000**	**$8,000**	**$8,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
* Diamond sponsorships are available on a first come first serve basis.
† Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **August 16, 2024.**

Dan Kohn Diversity Scholarship Fund

$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED
UNLIMITED

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

Benefits include:
- Sponsor recognition on event website
- Logo recognition on rotating slides before and after keynotes
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @KubeCon_ X handle (formerly Twitter)
- Sponsor recognition in scholarship acceptance notifications.

Cross-Promotion of Pre-Approved Community Events

$10,000 EACH   **UNLIMITED**

Available to confirmed level sponsors only

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

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

Attendee T-Shirt

$40,000   ~~1 AVAILABLE~~   **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.

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-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.

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~~   **SOLD OUT**

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

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

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

The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference agenda.

💬 Peer Group Mentoring

$15,000   **1 AVAILABLE**

The community collectively has an immense depth of knowledge and expertise which attendees can explore and learn from at this collaborative event — whether they are new, or not so new to the cloud native community. Participants have the chance to meet with experienced open source veterans across many CNCF projects while paired with other people in a pod-like setting to explore technical, community, and career questions together.

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

Relaxation Station

$15,000 **1 AVAILABLE**

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

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

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

Network Nook

$15,000 **1 AVAILABLE**

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

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

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

Games Lounge

$15,000 **1 AVAILABLE**

Provide attendees with a fun, interactive environment to unwind and challenge each other to a range of games - from video games to old-school card and board games. The games lounge will be located either in the Solutions Showcase, a dedicated room, or a foyer at the conference venue and is accessible to attendees during the main conference days.

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

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

Hotel Key Cards or Sleeves

$15,000 **1 AVAILABLE**

Display your sponsor branding on one side of the hotel key cards or key card sleeves (based on availability) at up to three (3) host hotels in the official event hotel block. Artwork is subject to approval by CNCF.

Attendee Headshots

$10,000 **1 AVAILABLE**

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

Benefits include:
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up form
- Sponsor logo on onsite signage at dedicated headshots room

  Lead retrieval and sponsor-hosted activities are not permitted.

Wellness Supporter

$5,000 **1 AVAILABLE**

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

Benefits include:
- Logo recognition on signage at wellness activities
- Sponsor recognition on event website
- Sponsor logo recognition on attendee sign-up forms (if applicable)
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF.

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

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

Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 3,500 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on November 12, 2024, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

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

Contact sponsor@cncf.io 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 *Topic subject to program committee approval*	(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. *CNCF Approval Required*	✓	✓	✓	✓
SPONSORSHIP COST	**$35,000**	**$25,000**	**$9,500**	**$5,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Start-up sponsors must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
**If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.
***Onsite leads only, leads can only be collected within assigned table top sponsor space

ADD-ON OPPORTUNITIES

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

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

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

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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
AppDeveloperCon *Full Day Event, One Track*	3 AVAILABLE	2 AVAILABLE ~~3 AVAILABLE~~	1 AVAILABLE
ArgoCon *Full Day Event, Two Tracks*	1 AVAILABLE ~~4 AVAILABLE~~	2 AVAILABLE ~~4 AVAILABLE~~	SOLD OUT ~~1 AVAILABLE~~
BackstageCon *Full Day Event, One Track*	1 AVAILABLE ~~3 AVAILABLE~~	SOLD OUT ~~6 AVAILABLE~~	1 AVAILABLE
Cilium + eBPF Day *Full Day Event, One Track*	2 AVAILABLE ~~3 AVAILABLE~~	2 AVAILABLE	1 AVAILABLE
Cloud Native & Kubernetes AI Day *Full Day Event, One Track*	3 AVAILABLE	1 AVAILABLE ~~2 AVAILABLE~~	SOLD OUT ~~1 AVAILABLE~~
Cloud Native StartupFest *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Cloud Native University *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Data on Kubernetes Day *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
EnvoyCon *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Istio Day *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day *Half Day Event, One Track*	SOLD OUT ~~3 AVAILABLE~~	SOLD OUT ~~1 AVAILABLE~~	1 AVAILABLE
Observability Day *Full Day Event, Two Tracks*	2 AVAILABLE ~~4 AVAILABLE~~	1 AVAILABLE ~~2 AVAILABLE~~	SOLD OUT ~~1 AVAILABLE~~
OpenFeature Summit *Half Day Event, One Track*	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
OpenTofu Day *Half Day Event, One Track*	2 AVAILABLE	SOLD OUT ~~1 AVAILABLE~~	1 AVAILABLE
Platform Engineering Day *Full Day Event, Two Tracks*	1 AVAILABLE ~~4 AVAILABLE~~	1 AVAILABLE ~~2 AVAILABLE~~	1 AVAILABLE

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.

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KubeCon | CloudNativeCon
India 2024

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.

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.

2 conference days

80+ sessions and keynotes

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by **October 11, 2024**.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** or END USER*** or LOCAL SUPPORTER**** OPEN
Speaking opportunity *Content must meet CFP criteria and is subject to program committee approval*	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
Email to opt-in attendees *Sent by CNCF on behalf of sponsor*	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	company name and link only			
Sponsor recognition in pre- and post-conference email to attendees	logo	logo			
Preferred placement of sponsor announcements in official event news package	✓	✓			
Logo recognition in post-event transparency report	✓	✓			
List of registered press/analysts *Provided 3 weeks prior to event*	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group post during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes *To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits*	20	10	5	4	2
20% discount on additional onsite attendee passes *Unlimited usage while passes are available for sale*	✓	✓	✓	✓	✓
Exhibit space *Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet*	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
Physical lead retrieval device(s) *To be used at booth only*	(3) devices + licenses	(2) devices + licenses	(2) devices + licenses	(1) device + licenses	(1) device + licenses
SPONSORSHIP COST	**$125,000**	**$75,000**	**$40,000**	**$18,000**	**$6,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*   Diamond sponsorships are available on a first come first serve basis.
**   Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
***   Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
****   Local supporter sponsorships are only available to organizations whose offices are solely based in India.

MARKETING PROMOTIONAL OPPORTUNITIES

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

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

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.

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** to secure your sponsorship today. Sponsorship contracts must be received by **8 November 2024**.

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

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

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

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.

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

KUBECON + CLOUDNATIVECON EUROPE 2024 HIGHLIGHTS

19-22 March 2024 | Paris, France

DEMOGRAPHICS

12,048
REGISTRATIONS

52%
FIRST-TIME ATTENDEES

ATTENDEE GEOGRAPHY

16%
North America

78%
Europe

5%
Asia

<1%
South America

<1%
Africa

<1%
Australia & Oceania
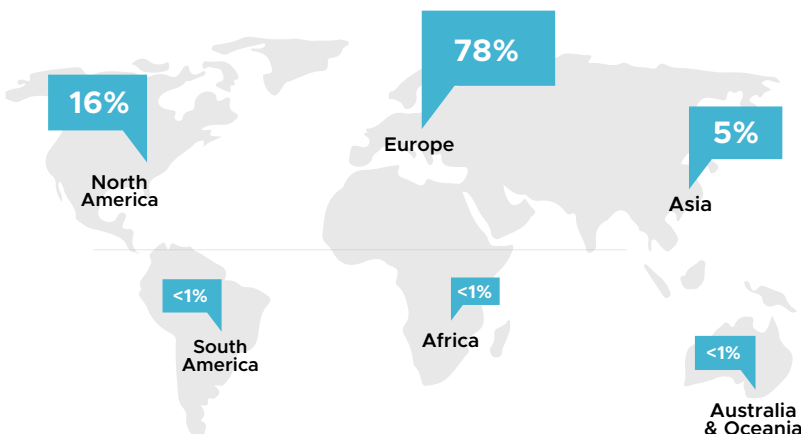
TOP THREE ATTENDEE JOB FUNCTIONS

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.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact 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

	DIAMOND* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† † END USER‡ † NON-PROFIT UNLIMITED
NEW Speaking opportunity Content must meet CFP criteria and is subject to program committee approval. 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	**$235,000**	**$144,000**	**$84,000**	**$29,500**	**$12,000**

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

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

† Start-up sponsors must 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

Contact **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

🌐 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 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** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **January 10, 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** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **January 10, 2025**.

Private Meeting Room

$20,000 EACH   ~~10 AVAILABLE~~   **9 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.

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)

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

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** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **January 10, 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** 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** *Topic subject to program committee approval*	✓			
Email to opt-in attendees *(1) combined pre- or post-conference email*	✓			
Bookable meeting room *1-2 hours, pending availability*	✓			
Table top sponsor space + lead retrieval*** *6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power*	✓	✓		
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. *CNCF approval required*	✓	✓	✓	✓
SPONSORSHIP COST	**$35,000**	**$25,000**	**$9,500**	**$5,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Start-up sponsors must 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.

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

KUBECON + CLOUDNATIVECON NORTH AMERICA 2023 HIGHLIGHTS
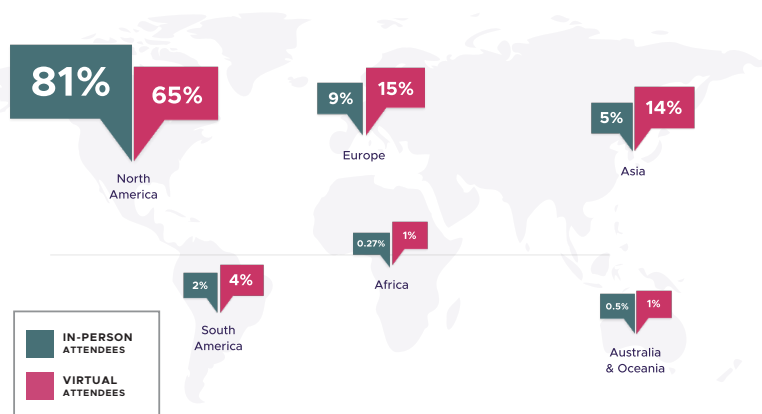### NOVEMBER 6-9, 2023 | CHICAGO, ILLINOIS

DEMOGRAPHICS

13,666
REGISTRATIONS

54%
FIRST-TIME ATTENDEES

ATTENDEE GEOGRAPHY

81% / **65%** North America
9% / **15%** Europe
5% / **14%** Asia
0.27% / **1%** Africa
2% / **4%** South America
0.5% / **1%** Australia & Oceania

IN-PERSON ATTENDEES
VIRTUAL ATTENDEES

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.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact 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* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP+ +END USER‡ + NON-PROFIT UNLIMITED
NEW Speaking opportunity Content must meet CFP criteria and is subject to program committee approval. 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	**$235,000**	**$144,000**	**$84,000**	**$29,500**	**$12,000**

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

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

+ Start-up sponsors must 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

Contact **sponsor@cncf.io** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **August 22, 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 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

Contact **sponsor@cncf.io** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **August 22, 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   **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 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.

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** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **August 22, 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.

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)

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

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** or fill out the **contract request form** to secure your sponsorship today. Signed contracts must be received by **August 22, 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.

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

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

⭐ 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** 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** *Topic subject to program committee approval*	✓			
Email to opt-in attendees *(1) combined pre- or post-conference email*	✓			
Bookable meeting room *1-2 hours, pending availability*	✓			
Table top sponsor space + lead retrieval*** *6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power*	✓	✓		
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. *CNCF approval required*	✓	✓	✓	✓
SPONSORSHIP COST	**$35,000**	**$25,000**	**$9,500**	**$5,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Start-up sponsors must 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.

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SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the contract request form to secure your sponsorship today.

KubeCon | CloudNativeCon — Japan 2025

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† †END USER‡ †NON-PROFIT UNLIMITED
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval 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				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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. ***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
Physical lead retrieval device(s) To be used at booth only	(2) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	**$125,000**	**$60,000**	**$35,000**	**$18,000**	**$6,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
* Diamond sponsorships are available on a first come first serve basis.
† Start-up sponsors must 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

Contact **sponsor@cncf.io** or fill out the **contract request form** to secure your sponsorship today.

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.

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

$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
• 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

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.

2	**100+**	**150+**	**3,000+**	**600+**
MAIN CONFERENCE DAYS	SESSIONS AND KEYNOTES	SPEAKERS	ESTIMATED NUMBER OF ATTENDEES*	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.

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SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the contract request form to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† † END USER‡ † NON-PROFIT UNLIMITED
NEW Speaking opportunity Content must meet CFP criteria and is subject to program committee approval 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				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
NEW Access to opt-in attendee registration list 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			
Recognition in event promotional emails and attendee communications	logo and link	company name and link only			
NEW Demo session **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		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space 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. ***Booth sizes are subject to change based on venue.	6m (w) x 6m (d) turnkey booth	6m (w) x 3m (d) turnkey booth	3m (w) x 3m (d) turnkey booth	2.5m (w) x 2.5m (d) exhibit space with branded cabinet***	Tabletop exhibit only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	**$125,000**	**$60,000**	**$35,000**	**$18,000**	**$6,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
* Diamond sponsorships are available on a first come first serve basis.
† Start-up sponsors must 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.

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

$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
- 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

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.
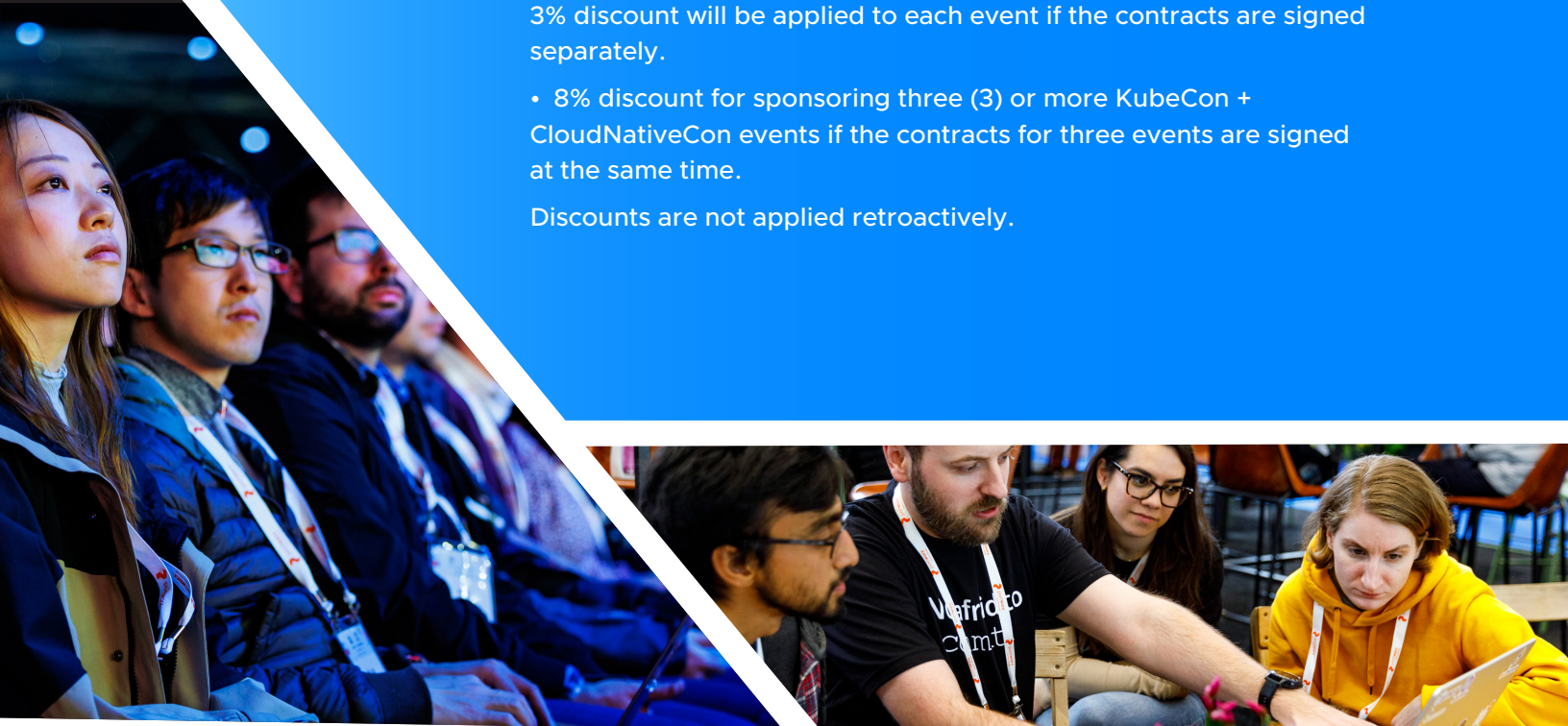
CLOUD NATIVE
COMPUTING FOUNDATION

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

CNCF is part of the Linux Foundation, which also hosts dozens of other open source events.
See them all at events.linuxfoundation.org.