



**CLOUD NATIVE**  
COMPUTING FOUNDATION

# 2025 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





**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

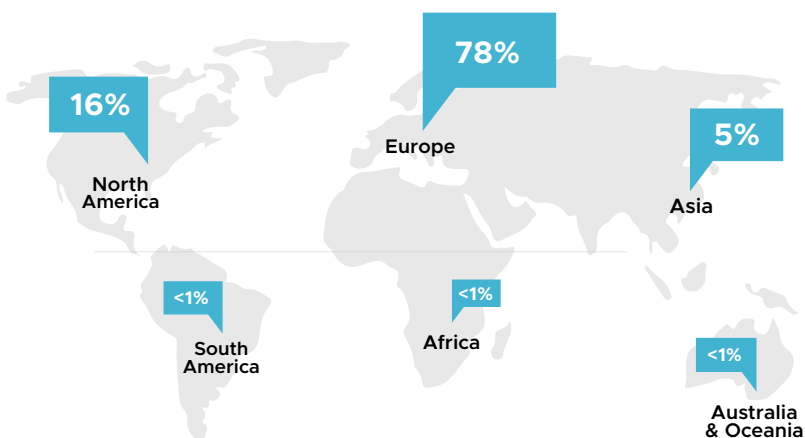
**12,048**

REGISTRATIONS

**52%**

FIRST-TIME ATTENDEES

### ATTENDEE GEOGRAPHY



### 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.





KubeCon



CloudNativeCon

Europe 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

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

	DIAMOND* 7 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER† + NON-PROFIT UNLIMITED
<b>NEW Speaking opportunity</b> 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) 30-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> 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
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>

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

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

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

\* Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

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

### BENEFITS INCLUDE:

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



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, sum-mits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on April 2-4.

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$40,000**

**1 AVAILABLE**

**SOLD OUT**

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**

**SOLD OUT**

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

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

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



## Session Recording

**\$30,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

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

# MARKETING PROMOTIONAL OPPORTUNITIES

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Europe 2025



## Experiences + Entertainment

NEW

\$20,000 EACH

2 AVAILABLE

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

### BENEFITS INCLUDE:

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

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



## Conference Wi-Fi

\$20,000

1 AVAILABLE

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

### BENEFITS INCLUDE:

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



## Activation Zone

\$20,000 EACH

4 AVAILABLE

SOLD OUT

- **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

SOLD OUT

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

### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not

# MARKETING PROMOTIONAL OPPORTUNITIES

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## Private Meeting Room

\$20,000 EACH

13 AVAILABLE

2 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff

#### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (April 2-4) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

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



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

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

#### BENEFITS INCLUDE:

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



## DEI Community Hub

NEW

\$20,000 EACH

3 AVAILABLE

2 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)





# MARKETING PROMOTIONAL OPPORTUNITIES

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## Cloud Native Executive Strategy Summit

\$15,000 EACH

3 AVAILABLE

2 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.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

Europe 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.



## Attendee Communication Spotlight **NEW**

\$10,000

2 AVAILABLE

**Available to confirmed level sponsors only**

**One attendee communication spotlight per sponsor only**

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

### BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_ X handle (formerly Twitter) including social card

All content is subject to approval by CNCF.



## Venue Branding **NEW**

\$25,000

2 AVAILABLE

1 AVAILABLE

**Available to confirmed level sponsors only**

Maximize visibility with exclusive branding opportunities in high-traffic areas throughout the convention center to prominently feature your company across multiple assets.

### BENEFITS INCLUDE:

- (1) customizable slide looping on keynote screen before keynotes begin
- (1) customizable rotating slide on digital signage (quantity of digital monitors determined by CNCF)
- (1) customizable slide on (2) venue LED screens (location determined by CNCF)



## CNCF Kids Day **NEW**

\$5,000

3 AVAILABLE

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a diverse and inclusive future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

### BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)



KubeCon



CloudNativeCon

Europe 2025

## MAINTAINER SUMMIT

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

### Why Sponsor?

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

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Sponsorship contracts must be received by **19 February 2025**.

**Event Date:**

31 March 2025



**Location:** Excel London, London, United Kingdom

**Estimated Number of Attendees:**

300+

**Who Attends?** CNCF Project

Maintainers, which include developers, architects and technical leaders.

## SPONSORSHIP OPPORTUNITIES



### Maintainer Summit Supporter

\$25,000

LIMITED AVAILABILITY

Benefits include:

- Logo recognition on website
- Logo recognition on on-site signage
- Recognition in pre & post event attendee Maintainer Summit emails
- Recognition in opening remarks
- Ability to post open job opportunities on the Maintainer Summit job board onsite
- Ability to submit featured job listings to be shared via the Maintainer Monthly Newsletter in the March or April newsletter
- Provide attendee giveaways \*CNCF Approval Required
- Logo and sponsor message (150 characters or less) to be shared on digital signage in the KubeCon + CloudNativeCon Project Pavilion (Wed-Fri)



### AM + PM Breaks Sponsor

\$5,000

LIMITED AVAILABILITY

Benefits include:

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



### Lunch Sponsor

\$7,500

LIMITED AVAILABILITY

Benefits include:

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



### Reception Sponsor

\$7,500

LIMITED AVAILABILITY

Benefits include:

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

# 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.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by 19 February 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** <i>Topic subject to program committee approval</i>	✓			
Email to opt-in attendees <i>(1) combined pre- or post-conference email</i>	✓			
Bookable meeting room <i>1-2 hours, pending availability</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor social card, shared (1) time on @KubeCon_ handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Tues) & KubeCon + CloudNativeCon Europe (Wed-Fri)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

\*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

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

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

## ADD-ON OPPORTUNITIES

**Session Recording**

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

**1 PER CO-LOCATED EVENT**

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

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



# CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2025



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

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
<b>ArgoCon</b> <i>Full Day Event, Two Tracks</i>	<del>4 AVAILABLE</del> <b>2 AVAILABLE</b>	<b>2 AVAILABLE</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>
<b>BackstageCon</b> <i>Full Day Event, One Track</i>	<del>3 AVAILABLE</del> <b>SOLD OUT</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>CiliumCon</b> <i>Half Day Event, One Track</i>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native + Kubernetes AI Day</b> <i>Full Day Event, One Track</i>	<b>3 AVAILABLE</b>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native Telco Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Cloud Native University</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Data on Kubernetes Day</b> <i>Half Day Event, One Track</i>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>	<b>1 AVAILABLE</b>
<b>EnvoyCon</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Istio Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Kubernetes on Edge Day</b> <i>Half Day Event, One Track</i>	<del>2 AVAILABLE</del> <b>SOLD OUT</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>	<b>1 AVAILABLE</b>
<b>Kubeflow Summit</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Linkerd Day</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<del>1 AVAILABLE</del> <b>SOLD OUT</b>	<b>1 AVAILABLE</b>
<b>Observability Day</b> <i>Full Day Event, Two Tracks</i>	<del>4 AVAILABLE</del> <b>2 AVAILABLE</b>	<del>4 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>OpenFeature Summit</b> <i>Half Day Event, One Track</i>	<b>2 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>OpenTofu Day</b> <i>Half Day Event, One Track</i>	<del>2 AVAILABLE</del> <b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>	<b>1 AVAILABLE</b>
<b>Platform Engineering Day</b> <i>Full Day Event, Two Tracks</i>	<del>4 AVAILABLE</del> <b>SOLD OUT</b>	<del>7 AVAILABLE</del> <b>SOLD OUT</b>	<b>1 AVAILABLE</b>

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

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



# KubeCon



# CloudNativeCon

## China 2025

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists to further the education and advancement of cloud native computing. The event promises to showcase cutting-edge innovations, foster networking opportunities, and continue driving the growth of open source communities across the region.



### EVENT DATES:

June 10-11, 2025



### LOCATION:

Hopewell Hotel, Hong Kong



### 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+

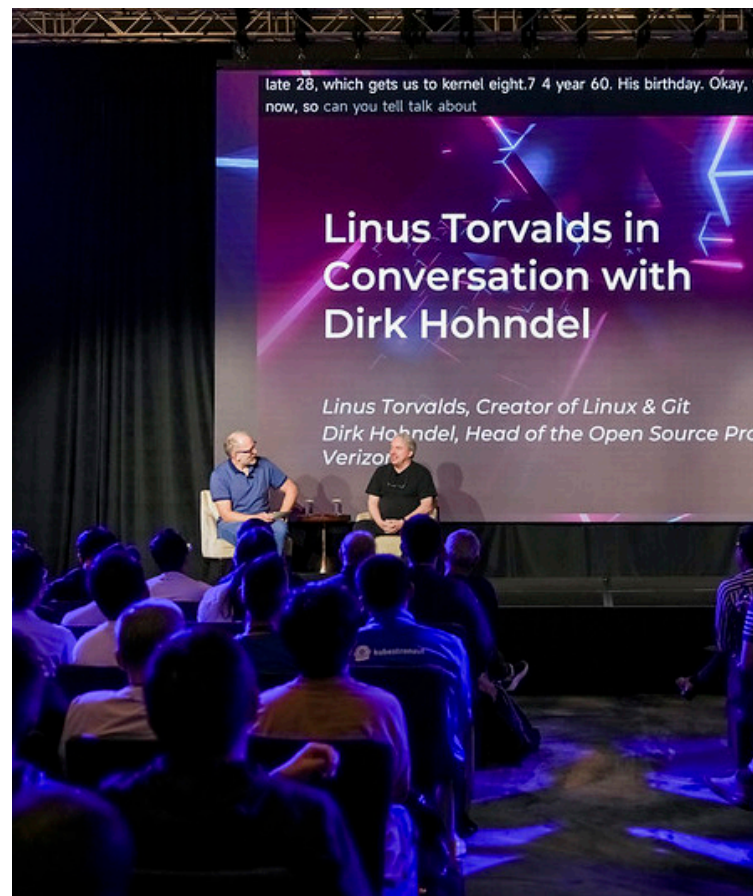
SPEAKERS

## 1,000+

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.



KubeCon

CloudNativeCon

China 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by April 18, 2025.

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ NON-PROFIT UNLIMITED
<b>Speaking opportunity</b> 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) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post		
<b>Posts in CNCF's WeChat groups</b>	(1) standalone WeChat article and poster	(1) standalone WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster	(1) shared group WeChat article and poster
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> 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 3m (d) turnkey booth***	4.5m (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
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

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

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

† 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](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by April 18, 2025.



KubeCon



CloudNativeCon

China 2025



## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

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

### BENEFITS INCLUDE:

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



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

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

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



## Lanyards

**\$10,000**

**1 AVAILABLE**

**SOLD OUT**

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
- 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

## 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:

June 16-17, 2025



### LOCATION:

Hilton Tokyo Odaiba, Tokyo, Japan



### WHO ATTENDS?

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

# 2

MAIN  
CONFERENCE  
DAYS

# 100+

SESSIONS AND  
KEYNOTES

# 150+

SPEAKERS

# 1,000+

ESTIMATED NUMBER  
OF ATTENDEES\*

# 400+

PARTICIPATING  
COMPANIES



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

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by May 2, 2025.

	DIAMOND* 1 AVAILABLE	PLATINUM 4-AVAILABLE 1 AVAILABLE	GOLD 14-AVAILABLE 2 AVAILABLE	SILVER 20-AVAILABLE 5 AVAILABLE	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
<b>Speaking opportunity</b> 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) 30-minute breakout session				
<b>Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> 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.	6.5m (w) x 2m (d) turnkey booth***	4.5m (w) x 2m (d) turnkey booth***	3m (w) x 2m (d) turnkey booth***	2m (w) x 2m (d) exhibit space with branded cabinet***	Tabletop exhibit only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.  
 \* Diamond sponsorships are available on a first come first serve basis.  
 † 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](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by May 2, 2025.



KubeCon



CloudNativeCon

Japan 2025



## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

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

### BENEFITS INCLUDE:

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



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

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

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



## Lanyards

**\$10,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

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



## Session Recording

**\$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



**Event Date:**  
June 26, 2025



**Location:** Denver, CO



**Est. Number of Attendees:** 200+

Join us for the OpenTelemetry Community Day! This event is an opportunity for you to engage with OpenTelemetry maintainers, contribute to the project, and join birds-of-a-feather discussion groups on topics of interest to the OpenTelemetry and observability community.

Recorded content from the event will be available post event on YouTube for those who cannot attend onsite. Visit our [website](#) for additional event details. Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today!

**Signed contracts must be received by May 27, 2025.**

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD UNLIMITED	START-UP* UNLIMITED
<b>Speaking opportunity</b> Content must meet CFP criteria and is subject to program committee approval	5-minute keynote			
<b>Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	x	x		
<b>Table top sponsor space + lead retrieval</b> (1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, power & conference wifi	x	x		
<b>Recognition in event promotional emails and attendee communications</b>	logo + link	logo + link	company name + link	company name + link
<b>Logo recognition during opening session</b>	x	x	x	x
<b>Logo on sponsor signage</b>	x	x	x	x
<b>Logo recognition on event schedule</b>	x	x	x	x
<b>Logo and link on event website</b>	x	x	x	x
<b>Complimentary conference passes</b> To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits.	4	2	1	1
<b>Provide attendee giveaway during event</b> Giveaways must be distributed at sponsor table top and/or meeting room. *CNCF Approval Required	x	x	x	x
<b>SPONSORSHIP COST</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$8,500</b>	<b>\$5,000</b>

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

\*Start-up sponsors must have a CNCF membership and be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

## ADD-ON OPPORTUNITY



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

August 6-7, 2025



### LOCATION:

Hyderabad International Convention Centre, Hyderabad, India



### 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

# 3,000+

ESTIMATED NUMBER  
OF ATTENDEES\*

# 600+

PARTICIPATING  
COMPANIES



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



KubeCon



CloudNativeCon

India 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by June 27, 2025.

	DIAMOND* 4 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
<b>NEW Speaking opportunity</b> 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) 30-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> 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
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$125,000</b>	<b>\$60,000</b>	<b>\$35,000</b>	<b>\$18,000</b>	<b>\$6,000</b>

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

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

† Start-up sponsors must hold active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

India 2025



## Dan Kohn Diversity Scholarship Fund

**\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED**

**UNLIMITED**

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

### BENEFITS INCLUDE:

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



## Cross-Promotion of Pre-Approved Community Events

**\$10,000 EACH**

**UNLIMITED**

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

### BENEFITS INCLUDE:

- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 2.58% credit card processing fee per registrant will be charged if a registration fee is required.



## Attendee T-Shirt

**\$15,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

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

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



## Lanyards

**\$10,000**

**1 AVAILABLE**

**SOLD OUT**

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



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

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

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts for sponsorships must be received by **Monday, July 28, 2025 11:59 PM PDT** (unless otherwise noted).



**Event Dates:**  
August 26, 2025



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



**Estimated Number of Attendees:**  
200



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 1 AVAILABLE	SUPPORTER LIMITED AVAILABILITY
<b>Speaking opportunity</b> <i>Content must meet CFP criteria and is subject to program committee approval.</i>	5-minute keynote	
<b>Recognition during opening session</b>	✓	
<b>Logo recognition in pre-event email marketing</b>	✓	
<b>Social media recognition from project handle</b>	(1) mention	(1) group mention
<b>Logo recognition on Schedule</b>	✓	✓
<b>Logo recognition on event website</b>	✓	✓
<b>Logo recognition on event signage</b>	✓	✓
<b>Table top sponsor space</b> <i>Tabletop booth includes (1) lead retrieval (to be used at booth only), a 6'x4' footprint including (1) 6' draped table, (2) chairs, (1) wastebasket, and basic power.</i>	✓	✓
<b>Access to opt-in attendee registration list</b> <i>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees</i>	✓	✓
<b>Complimentary conference passes</b> <i>To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits.</i>	5	4
<b>SPONSORSHIP COST</b>	<b>SOLD OUT</b>	<b>\$10,000</b>

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

## ADD-ON OPPORTUNITY



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

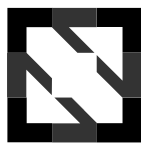
### Benefits include:

- Customizable slide designed by sponsor (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**

**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**

CO-LOCATED  
EVENT DAY

**3**

MAIN  
CONFERENCE  
DAYS

**300+**

SESSIONS AND  
KEYNOTES

**500+**

SPEAKERS

**10,000+**

ESTIMATED NUMBER  
OF ATTENDEES\*

**3,000+**

PARTICIPATING  
COMPANIES

**250+**

SPONSORS AND  
EXHIBITORS

## KUBECON + CLOUDNATIVECON NORTH AMERICA 2024 HIGHLIGHTS

NOVEMBER 12-15, 2024 | SALT LAKE CITY, UTAH

### DEMOGRAPHICS

**9,195**

REGISTRATIONS

**50.29%**

FIRST-TIME ATTENDEES

### TOP THREE ATTENDEE JOB FUNCTIONS

**2,377**

DEVOPS / SRE /  
SYSADMIN

### MEDIA COVERAGE

**136**

MEDIA & INDUSTRY  
ANALYSTS

### SPONSOR BOOTH TRAFFIC

**94,795**

LEADS TOTAL

### ATTENDEE GEOGRAPHY

**1,710**

DEVELOPER

**3,184**

ARTICLES/POSTS/  
PRESS RELEASES

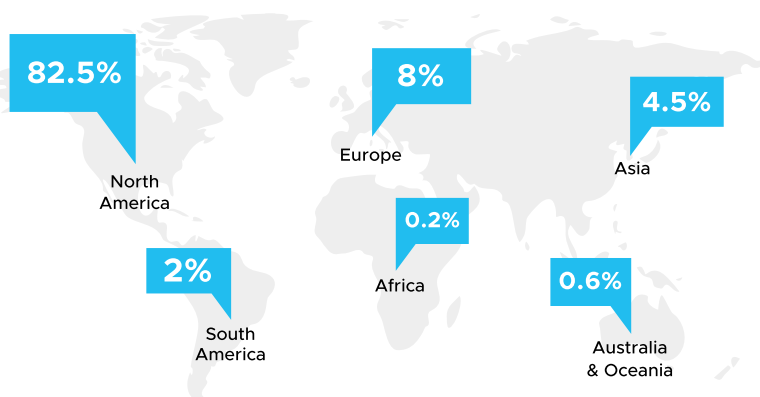
**378**

AVERAGE LEADS  
PER BOOTH

**1,477**

ARCHITECT

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



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



KubeCon



CloudNativeCon

North America 2025

# SPONSORSHIP BENEFITS AT-A-GLANCE

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	DIAMOND* 7 AVAILABLE 3 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
<b>NEW Speaking opportunity</b> 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) 30-minute breakout session				
<b>NEW Video recording of sponsored keynote or breakout session</b> Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
<b>Opportunity to participate in media + analyst panel during the event</b>	✓				
<b>NEW Access to opt-in attendee registration list</b> List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
<b>Recognition in event promotional emails and attendee communications</b>	logo and link	company name and link only			
<b>NEW Demo session</b> **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
<b>List of registered press/analysts</b> Provided 3 weeks prior to event	✓	✓	✓		
<b>Logo recognition on keynote screen</b>	✓	✓	✓		
<b>Logo recognition in post-event transparency report</b>	✓	✓	✓		
<b>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</b>	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
<b>Opportunity to provide (1) contributed article to key publications pre- or post-event</b>	✓	✓	✓	✓	
<b>Logo on sponsor signage, conference website, and conference schedule</b>	✓	✓	✓	✓	✓
<b>Opportunity to include news announcements in official event news package</b>	Preferred placement	Preferred placement	✓	✓	✓
<b>Complimentary conference passes</b> To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
<b>20% discount on additional conference passes</b> Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
<b>Exhibit space</b> Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
<b>Physical lead retrieval device(s)</b> To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
<b>SPONSORSHIP COST</b>	<b>\$235,000</b>	<b>\$144,000</b>	<b>\$84,000</b>	<b>\$29,500</b>	<b>\$12,000</b>

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KubeCon



CloudNativeCon

North America 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**

**SOLD OUT**

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**

**SOLD OUT**

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

### BENEFITS INCLUDE:

- Sponsor logo is printed on the official conference lanyards. Logo must be single-color only (no gradient colors)

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



## Session Recording

**\$30,000**

**1 AVAILABLE**

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

### BENEFITS INCLUDE:

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

# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2025



## Experiences + Entertainment

**NEW**

**\$20,000 EACH**

**2 AVAILABLE**

**1 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**

**2 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**

**SOLD OUT**

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

### BENEFITS INCLUDE:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio)
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
  - Branded coffee cups
  - Branded napkins

Coffee bar location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted at the coffee bar.



# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2025



## Private Meeting Room

\$20,000 EACH

10 AVAILABLE

4 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Reserve a dedicated meeting room onsite at the conference venue for your own private meetings with clients, business partners or staff.

#### BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (November 11-13) during official event hours or Solution Showcase open hours (whichever applies based on room location)
- Room includes (1) table, (10) chairs, (2) 5amp power drops with power strips
- Additional furniture, power, and AV are subject to availability and at sponsor's own expense
- Digital or printed sponsor logo sign on or near the room door
- Room number and sponsor logo included on the Solutions Showcase map or venue map (depending on room location)

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



## Diversity + Equity + Inclusion Lunch

\$15,000

1 AVAILABLE

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

#### BENEFITS INCLUDE:

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



## DEI Community Hub

NEW

\$20,000 EACH

3 AVAILABLE

2 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)



## Venue Branding

NEW

\$25,000 EACH

2 AVAILABLE

1 AVAILABLE

### AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

Maximize visibility with exclusive branding opportunities in high-traffic areas throughout the convention center to prominently feature your company across multiple assets.

#### BENEFITS INCLUDE:

- (1) customizable slide looping on keynote screen before keynotes begin
- (1) customizable rotating slide on digital signage (quantity of digital monitors determined by CNCF)
- (1) customizable rotating slide on at least (2) venue LED screens (location determined by CNCF)

All content is subject to approval by CNCF.



# MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2025



## Cloud Native Executive Strategy Summit

\$15,000 EACH

3 AVAILABLE

2 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

SOLD OUT

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



KubeCon



CloudNativeCon

North America 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 Kids Day **NEW**

\$5,000

3 AVAILABLE

Sponsoring Kids Day allows you to support the education and inspiration of the next generation of tech innovators, giving children aged 8 to 14 in the local community a chance to explore cloud computing, Kubernetes, and open source technologies. By investing in Kids Day, you help foster a diverse and inclusive future tech community, while also showcasing your commitment to nurturing young talent and promoting technological growth.

### BENEFITS INCLUDE:

- Logo recognition on event website
- Logo recognition on onsite signage
- Recognition in pre-event promotional communications
- Recognition in post-event transparency report
- Opportunity to provide swag or collateral to participants (subject to CNCF approval)



## Attendee Communication Spotlight **NEW**

\$10,000

2 AVAILABLE

**Available to confirmed level sponsors only**

**One attendee communication spotlight per sponsor only**

Gain prominent visibility and engage with attendees through our exclusive pre-event communications package. This sponsorship highlights your key messages across multiple touchpoints and reaches a targeted audience at strategic moments before and during the conference.

### BENEFITS INCLUDE:

- Choice of (1) customizable 400-character message included in (1) pre-event or post-event email sent to attendees by CNCF
- (1) customizable 400-character message included in (1) out of (4) daily event update emails sent to attendees by CNCF
- (1) customizable pre-event post from the official @KubeCon\_ X handle (formerly Twitter) including social card

All content is subject to approval by CNCF.

# CNCF-HOSTED CO-LOCATED EVENTS AT KubeCon + CloudNativeCon North America 2025

Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 4,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on November 10, 2025, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

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

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



**Event Date:** November 10, 2025



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



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



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

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND LIMITED	PLATINUM LIMITED	GOLD UNLIMITED	START-UP* + NON-PROFIT UNLIMITED
5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i>	✓			
Email to opt-in attendees <i>(1) combined pre- or post-conference email</i>	✓			
Bookable meeting room <i>1-2 hours, pending availability</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor social card, shared (1) time on @KubeCon_ handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

\*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.

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

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

## ADD-ON OPPORTUNITIES



### Session Recording

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

1 PER CO-LOCATED EVENT

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

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





# OPEN SOURCE SecurityCon

A new event that fosters collaboration and shares innovation in cloud native security and open source software security. Sessions will cover architecture and policy, secure software development, supply chain security, identity and access, and open source public policy. The 1-day event will gather a diverse community of professionals to include software developers, security engineers, public sector experts, CISOs, CIOs and tech pioneers to address challenges and opportunities in modern security. Join us to collaborate and discover tools, knowledge and strategies to ensure a safer, more secure tomorrow. Organized by CNCF and OpenSSF.

This event is one of our KubeCon + CloudNativeCon North America CNCF-hosted Co-located Events. In-person attendees have the option to register for an All-Access In-Person KubeCon + CloudNativeCon pass that will include entry to all CNCF-hosted co-located events and KubeCon + CloudNativeCon.

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today! Signed contracts must be received by September 24, 2025.



**Event Date:** November 10, 2025



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



**Estimated Number of Attendees:** 4,000 + Overall Co-located Events Attendee



**Who Attends?** Security Engineers, DevOps Professionals, Software Developers, Cloud Architects, IT Security Managers, Risk & Compliance Officers, and Open Source Contributors

## SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 4 AVAILABLE	PLATINUM 6 AVAILABLE	GOLD UNLIMITED	START-UP* + NON-PROFIT UNLIMITED
5-minute keynote at selected co-located event** <i>Topic subject to program committee approval</i>	✓			
Email to opt-in attendees <i>(1) combined pre- or post-conference email</i>	✓			
Bookable meeting room <i>1-2 hours, pending availability</i>	✓			
Table top sponsor space + lead retrieval*** <i>6'x4' footprint includes: (1) 6' (or similar) table, (2) chairs, (1) lead retrieval device and power</i>	✓	✓		
Recognition during opening session	✓	✓	✓	✓
Combined sponsor social card, shared (1) time on @KubeCon_ handle	✓	✓	✓	✓
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary all-access pass: includes CNCF-hosted Co-located Events (Mon) & KubeCon + CloudNativeCon North America (Tues-Thurs)	5	4	2	2
Opportunity to provide (1) attendee giveaway item/swag in co-located event meeting room. <i>CNCF approval required</i>	✓	✓	✓	✓
<b>SPONSORSHIP COST</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$9,500</b>	<b>\$5,000</b>

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

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## ADD-ON OPPORTUNITIES



### Session Recording

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

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

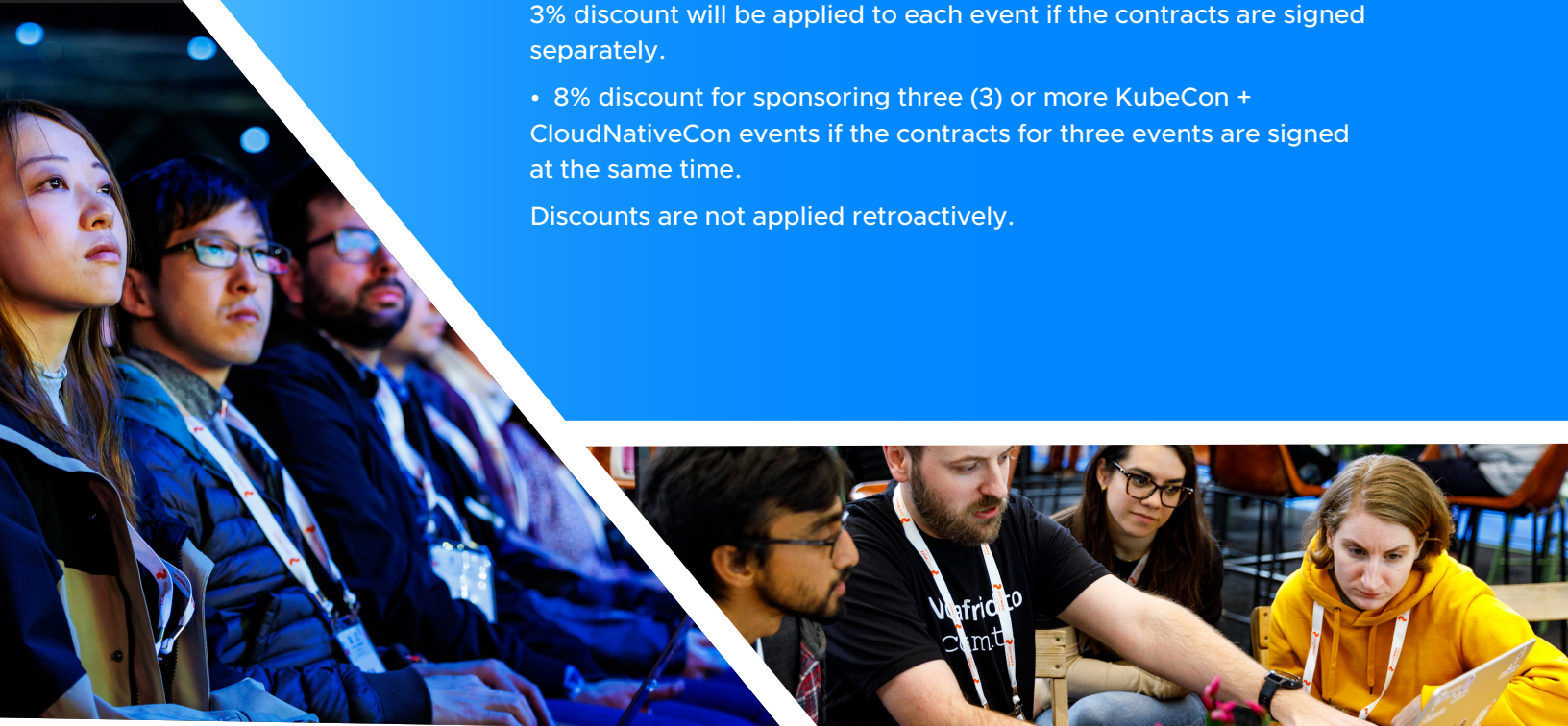


## CNCF Member Discounts

In 2025, CNCF is holding five (5) flagship KubeCon + CloudNativeCon events in Europe, North America, Japan, India, and China. 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](mailto:sponsor@cncf.io)  
to secure your sponsorship today.

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