



CLOUD NATIVE
COMPUTING FOUNDATION

2025/2026

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.

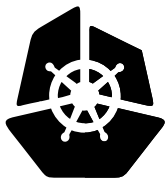


SUPPORT OPEN SOURCE

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

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

	DIAMOND* 2-AVAILABLE SOLD OUT	PLATINUM 4-AVAILABLE SOLD OUT	GOLD 12-AVAILABLE 5 AVAILABLE	SILVER 16-AVAILABLE 2 AVAILABLE	START-UP† + END USER‡ + NON-PROFIT 8 AVAILABLE SOLD OUT
NEW Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
NEW Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
NEW Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	6m (w) x 6m (d) turnkey booth	6m (w) x 3m (d) turnkey booth	3m (w) x 3m (d) turnkey booth	2.5m (w) x 2.5m (d) exhibit space with branded cabinet***	Tabletop exhibit only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000

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

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

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

India 2025



Dan Kohn Scholarship Fund

\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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 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
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval.</i>	5-minute keynote	
Recognition during opening session	✓	
Logo recognition in pre-event email marketing	✓	
Social media recognition from project handle	(1) mention	(1) group mention
Logo recognition on Schedule	✓	✓
Logo recognition on event website	✓	✓
Logo recognition on event signage	✓	✓
Table top sponsor space <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>	✓	✓
Access to opt-in attendee registration list <i>List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees</i>	✓	✓
Complimentary conference passes <i>To be used for booth staff or attendees. Includes access to keynotes, breakout sessions, and exhibits.</i>	5	4
SPONSORSHIP COST	SOLD OUT	\$10,000

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

ADD-ON OPPORTUNITY



Session Recording **\$4,000** **1 AVAILABLE**

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

Benefits include:

- 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

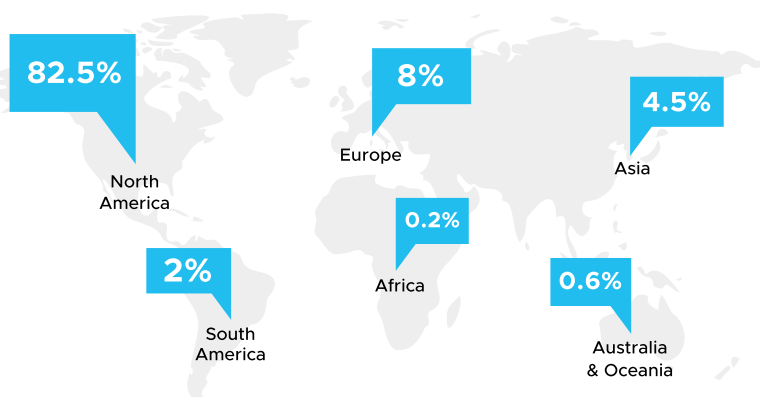
378

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

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

	DIAMOND* 7 AVAILABLE 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
NEW Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
NEW Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
NEW Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
NEW Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
SPONSORSHIP COST	\$235,000	\$144,000	\$84,000	\$29,500	\$12,000

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

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

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

North America 2025



Dan Kohn Scholarship Fund

\$5,000 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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

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



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-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

BENEFITS INCLUDE:

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

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

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

North America 2025



Private Meeting Room

\$20,000 EACH

13 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.



Community Hub **NEW**

\$20,000 EACH

3 AVAILABLE

1 AVAILABLE

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate 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

SOLD OUT

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

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



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 scholarship recipients will receive priority before headshots are offered to general attendees.

BENEFITS INCLUDE:

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

Lead retrieval and sponsor-hosted activities are not permitted.

MARKETING PROMOTIONAL OPPORTUNITIES

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



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 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.

Contact sponsor@cncf.io your sponsorship today! Signed contracts must be received by September 24, 2025.

SPONSORSHIP BENEFITS AT-A-GLANCE



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 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 mention on @KubeCon_ X account, shared (1) time, listing sponsor's X 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>	✓	✓	✓	✓
SPONSORSHIP COST	\$35,000	\$25,000	\$9,500	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*Start-up sponsors must hold an active CNCF membership, must be in business for less than 4 years, must have less than \$1M in revenue and less than 50 employees.
**If keynote exceeds allotted time, CNCF reserves the right to post only contracted keynote time to YouTube post-event.
***Onsite leads only, leads can only be collected within assigned table top sponsor space.

ADD-ON OPPORTUNITIES

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

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

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

CNCF-hosted Co-located Events at KubeCon + CloudNativeCon North America 2025

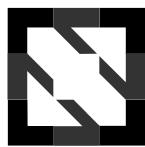


Please see below for available sponsorship opportunities per CNCF-hosted co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
ArgoCon <i>Full Day Event, Two Tracks</i>	4 AVAILABLE 2 AVAILABLE	3 AVAILABLE	1 AVAILABLE
BackstageCon <i>Full Day Event, One Track</i>	3 AVAILABLE	3 AVAILABLE 2 AVAILABLE	1 AVAILABLE
CiliumCon <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Cloud Native University <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Cloud Native + Kubernetes AI Day <i>Full Day Event, One Track</i>	3 AVAILABLE	3 AVAILABLE	1 AVAILABLE
Data on Kubernetes Day <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
EnvoyCon <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
FluxCon <i>Half Day Event, One Track</i>	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE	1 AVAILABLE SOLD OUT
GitOpsCon <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Istio Day <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Kubeflow Summit <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day <i>Half Day Event, One Track</i>	2 AVAILABLE SOLD OUT	3 AVAILABLE	1 AVAILABLE
KyvernoCon <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Observability Day <i>Full Day Event, Two Tracks</i>	4 AVAILABLE 3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
OpenFeature Summit <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
OpenTofu Day <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Open Source SecurityCon <i>Full Day Event, Three Tracks</i>	4 AVAILABLE	6 AVAILABLE 5 AVAILABLE	1 AVAILABLE
Platform Engineering Day <i>Full Day Event, Two Tracks</i>	4 AVAILABLE SOLD OUT	8 AVAILABLE 6 AVAILABLE	1 AVAILABLE
WasmCon <i>Half Day Event, One Track</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE



KubeCon



CloudNativeCon

Europe 2026

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:

March 23: Pre-Event Programming
(Co-located Events)
March 24-26: Main Conference



LOCATION:

RAI, Amsterdam, The Netherlands



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

350+

SESSIONS AND
KEYNOTES

600+

SPEAKERS

12,000+

ESTIMATED NUMBER
OF ATTENDEES*

5,000+

PARTICIPATING
COMPANIES

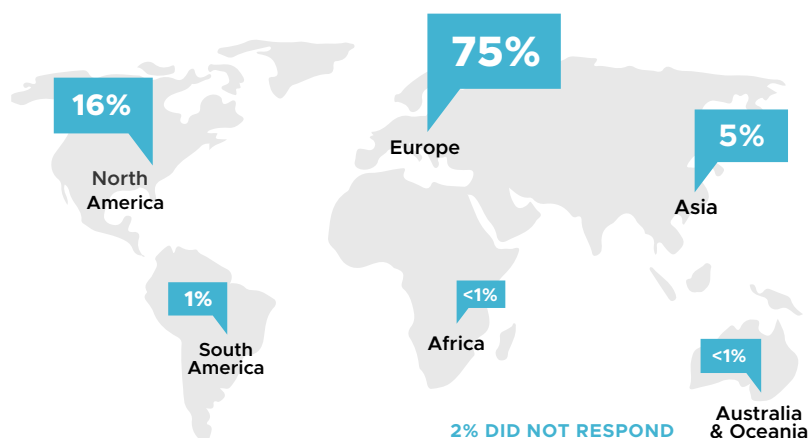
200+

SPONSORS AND
EXHIBITORS

KUBECON + CLOUDNATIVECON EUROPE 2025 HIGHLIGHTS

April 1-4, 2025 | London, United Kingdom

ATTENDEE GEOGRAPHY



MOST REPRESENTED COUNTRIES

1. UK
2. USA
3. GERMANY
4. NETHERLANDS
5. FRANCE
6. NORWAY
7. SWITZERLAND
8. POLAND
9. SPAIN
10. ISRAEL

DEMOGRAPHICS

12,418

REGISTRATIONS

46%

FIRST-TIME ATTENDEES

TOP THREE ATTENDEE JOB FUNCTIONS

4,559

DEVOPS / SRE /
SYSADMIN

1,921

DEVELOPER

1,735

ARCHITECT

MEDIA COVERAGE

156

ATTENDING MEDIA
& ANALYSTS

310

ARTICLES/BLOGS/
PODCASTS/
BYLINES

71%

INCREASE FROM 2024
EUROPEAN EVENT

SPONSOR BOOTH TRAFFIC

97,185

ONSITE LEADS TOTAL

461

ONSITE LEADS
AVERAGE/
BOOTH

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

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.

	DIAMOND* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER† + NON-PROFIT UNLIMITED
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
CNCF MEMBER PRICING[‡]	\$235,000	\$144,000	\$84,000	\$29,500	\$12,000
NON-MEMBER PRICING	\$282,000	\$172,800	\$100,800	\$35,400	NOT APPLICABLE

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.

* Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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
- 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 March 24-26.

BENEFITS INCLUDE:

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



Attendee T-Shirt

\$40,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Lanyards

\$40,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Session Recording

\$30,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



Attendee Experiences **NEW**

\$20,000 EACH

2 AVAILABLE

Create memorable moments at the conference by co-sponsoring multiple high-traffic destinations in the Solutions Showcase. This sponsorship package combines attendee experiences, opportunities for meaningful connection, and wellness, while offering unmatched sponsor visibility across multiple touchpoints:

ENTERTAINMENT ZONES

Bring the fun with interactive games, creative building activities, or live performances that energize attendees in a lively, engaging environment.

NETWORK NOOK

Fuel meaningful conversations and connections in a comfortable lounge with built-in charging stations and casual seating designed for collaboration.

RELAXATION STATION

Support attendee wellbeing with a peaceful retreat offering chair massages and other wellness activities.

BENEFITS INCLUDE:

- Dedicated stations in the Solutions Showcase
- Prominent sponsor logo on signage at each station
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Option to set the topic for (1) attendee meet-up at the Network Nook (subject to 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 locations, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at any of the stations.



Conference Wi-Fi

\$20,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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



Activation Zone

\$20,000 EACH

4 AVAILABLE

• AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

• ONE ACTIVATION ZONE PER SPONSOR ONLY

• PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE

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

BENEFITS INCLUDE:

- Dedicated 6m x 6m raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF)

The location of the Activation Zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The Activation Zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation Zones must meet general event and venue regulations, including but not limited to, height restrictions and safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the Activation Zone.

Lead retrieval and sponsor-hosted activities are permitted within the Activation Zone.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



Private Meeting Room

\$20,000 EACH

10 AVAILABLE

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (March 24-26) 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.



Coffee Bar

\$20,000 EACH

4 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Community Hub

\$20,000 EACH

3 AVAILABLE

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate inclusion and accessibility. The Hub will host community groups, workshops, peer group mentoring, 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

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **January 14, 2026**.



KubeCon



CloudNativeCon

Europe 2026



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 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.



Attendee Communication Spotlight

\$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 including social card

All content is subject to approval by CNCF.



CNCF Kids Day

\$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 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)



**ADDITIONAL SPONSORSHIP
OPPORTUNITIES COMING SOON!**

CNCF-HOSTED CO-LOCATED EVENTS AT KubeCon + CloudNativeCon Europe 2026

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 5,000 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on 23 March 2026, 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 late 2025. Sponsorships will be available at that time.

Contact sponsor@cncf.io to review sponsorship options for 2026!



Event Date: 23 March 2026



Location: RAI, Amsterdam, The Netherlands



Estimated Number of Attendees: 5,000+



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>	✓			
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 mention on @KubeCon_ X account, shared (1) time, listing sponsor's X 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 Europe (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>	✓	✓	✓	✓
CNCF MEMBER PRICING****	\$35,000	\$25,000	\$9,500	\$5,000
NON-MEMBER PRICING	\$42,000	\$30,000	\$11,400	NOT APPLICABLE

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.

****Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

ADD-ON OPPORTUNITIES

Session Recording

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

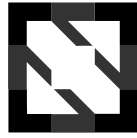
1 PER CO-LOCATED EVENT

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

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



KubeCon



CloudNativeCon

North America 2026

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:

October 26: Pre-Event Programming
(Co-located Events)
October 27-29: Main Conference



LOCATION:

Los Angeles Convention Center,
Los Angeles, California



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

350+

SESSIONS AND
KEYNOTES

600+

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

1,710

DEVELOPER

1,477

ARCHITECT

MEDIA COVERAGE

136

ATTENDING MEDIA
& ANALYSTS

3,184

ARTICLES/POSTS/
PRESS RELEASES

SPONSOR BOOTH TRAFFIC

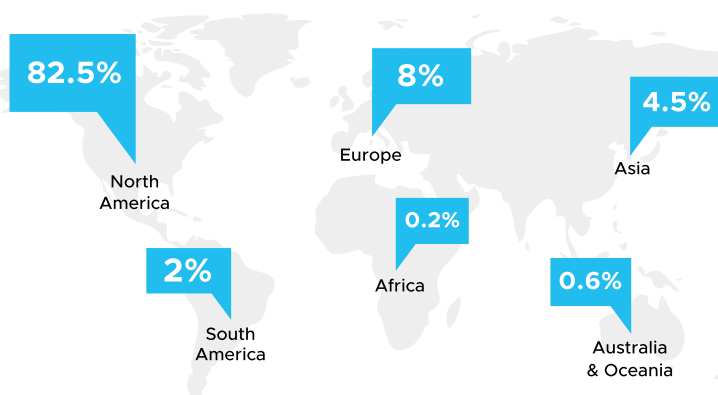
94,795

LEADS TOTAL

378

AVERAGE LEADS
PER BOOTH

ATTENDEE GEOGRAPHY



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

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 13, 2026**.

	DIAMOND* 7 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	START-UP† + END USER‡ + NON-PROFIT UNLIMITED
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session).	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Opportunity to participate in media + analyst panel during the event	✓				
Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post		
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓	
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	15	12	8	5
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) To be used at booth only	(3) devices	(2) devices	(2) devices	(1) device	(1) device
CNCF MEMBER PRICING[¶]	\$235,000	\$144,000	\$84,000	\$29,500	\$12,000
NON-MEMBER PRICING	\$282,000	\$172,800	\$100,800	\$35,400	NOT APPLICABLE

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.

¶ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

MARKETING PROMOTIONAL OPPORTUNITIES

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KubeCon



CloudNativeCon

North America 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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
- Sponsor recognition in scholarship acceptance notifications



Cross-Promotion of Pre-Approved Community Events

\$10,000 EACH

UNLIMITED

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

If you are planning to host your own event alongside KubeCon + CloudNativeCon, we would be happy to help promote your event to our attendees. Examples are educational classes, summits, workshops, or social activities such as meet-ups, happy hours, or parties. Sponsor-hosted events may not overlap with the main conference program on October 27-29.

BENEFITS INCLUDE:

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



Attendee T-Shirt

\$40,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Lanyards

\$40,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Session Recording

\$30,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 13, 2026**.



KubeCon



CloudNativeCon

North America 2026



Attendee Experiences **NEW**

\$20,000 EACH

2 AVAILABLE

Create memorable moments at the conference by co-sponsoring multiple high-traffic destinations in the Solutions Showcase. This sponsorship package combines attendee experiences, opportunities for meaningful connection, and wellness, while offering unmatched sponsor visibility across multiple touchpoints:

ENTERTAINMENT ZONES

Bring the fun with interactive games, creative building activities, or live performances that energize attendees in a lively, engaging environment.

NETWORK NOOK

Fuel meaningful conversations and connections in a comfortable lounge with built-in charging stations and casual seating designed for collaboration.

RELAXATION STATION

Support attendee wellbeing with a peaceful retreat offering chair massages and other wellness activities.

BENEFITS INCLUDE:

- Dedicated stations in the Solutions Showcase
- Prominent sponsor logo on signage at each station
- Customizable sponsor branding on furnishings (subject to availability and approval by CNCF)
- Option to set the topic for (1) attendee meet-up at the Network Nook (subject to 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 locations, layout, and design, as well as activities will be determined by CNCF. Lead retrieval, sponsored promotions, and sales activities are not permitted at any of the stations.



Conference Wi-Fi

\$20,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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



Activation Zone

\$20,000 EACH

4 AVAILABLE

• AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

• ONE ACTIVATION ZONE PER SPONSOR ONLY

• PROPOSED ACTIVITIES MUST BE SUBMITTED FOR APPROVAL DURING THE CONTRACT PHASE

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

BENEFITS INCLUDE:

- Dedicated 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.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 13, 2026**.



KubeCon



CloudNativeCon

North America 2026



Private Meeting Room

\$20,000 EACH

10 AVAILABLE

AVAILABLE TO CONFIRMED LEVEL SPONSORS ONLY

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

BENEFITS INCLUDE:

- Minimum capacity (10) people per room
- Access to meeting room on main conference days (October 27-29) 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.



Coffee Bar

\$20,000 EACH

4 AVAILABLE

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

BENEFITS INCLUDE:

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

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



Community Hub

\$20,000 EACH

3 AVAILABLE

The Community Hub at KubeCon + CloudNativeCon is a welcoming space for attendees to connect, learn, and celebrate inclusion and accessibility. The Hub will host community groups, workshops, peer group mentoring, 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

Contact sponsor@cncf.io or fill out the [contract request form](#) to secure your sponsorship today. Signed contracts must be received by **August 13, 2026**.



KubeCon



CloudNativeCon

North America 2026



Hotel Key Cards or Sleeves

\$15,000

1 AVAILABLE

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

BENEFITS INCLUDE:

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



Attendee Headshots

\$10,000

1 AVAILABLE

Support professionalism in the community by providing attendees the opportunity to get complimentary headshots taken by a professional photographer in a private setting. CNCF Ambassadors, conference speakers, program committee members, and 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.



Attendee Communication Spotlight

\$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 including social card

All content is subject to approval by CNCF.



CNCf Kids Day

\$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 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)



**ADDITIONAL SPONSORSHIP
OPPORTUNITIES COMING SOON!**

CNCF-HOSTED CO-LOCATED EVENTS AT KubeCon + CloudNativeCon North America 2026

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 October 26, 2026, 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 midyear in 2026. Sponsorships will be available at that time.

Contact sponsor@cncf.io to review sponsorship options for 2026!



Event Date: October 26, 2026



Location: Los Angeles Convention Center, Los Angeles, California



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>	✓			
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 mention on @KubeCon_ X account, shared (1) time, listing sponsor's X 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>	✓	✓	✓	✓
CNCF MEMBER PRICING****	\$35,000	\$25,000	\$9,500	\$5,000
NON-MEMBER PRICING	\$42,000	\$30,000	\$11,400	NOT APPLICABLE

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.

****Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

ADD-ON OPPORTUNITIES



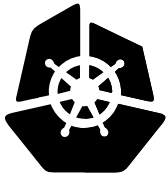
Session Recording

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

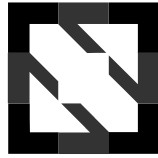
1 PER CO-LOCATED EVENT

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

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



KubeCon



CloudNativeCon

Japan 2026

CNCF is proud to host KubeCon + CloudNativeCon in Japan again in 2026. 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 takes root in Japan, it promises to offer unique insights, foster collaboration, and highlight the vibrant growth of the cloud native ecosystem in the region.



EVENT DATES:

To be announced



LOCATION:

To be announced



WHO ATTENDS?

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

2

MAIN
CONFERENCE
DAYS

70+

SESSIONS AND
KEYNOTES

100+

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 or fill out the [contract request form](#) to secure your sponsorship today.

	DIAMOND* LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP† + END USER† + NON-PROFIT LIMITED AVAILABILITY
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
Logo on sponsor signage, conference website, and conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	Preferred placement	Preferred placement	✓	✓	✓
Complimentary conference passes To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits	20	10	6	4	2
20% discount on additional conference passes Unlimited usage while passes are available for sale	✓	✓	✓	✓	✓
Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, and basic power. Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power. ***Booth sizes are subject to change based on venue.	5 m (w) x 2m (d) turnkey booth***	4m (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
Physical lead retrieval device(s) To be used at booth only	(2) devices	(2) devices	(1) device	(1) device	(1) device
CNCF MEMBER PRICING[¶]	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000
NON-MEMBER PRICING	\$150,000	\$72,000	\$42,000	\$21,600	NOT APPLICABLE

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.

¶ Pricing is based on CNCF membership status at contract execution and will not be adjusted retroactively. If membership lapses prior to event, the difference will be invoiced.

MARKETING PROMOTIONAL OPPORTUNITIES

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



KubeCon



CloudNativeCon

Japan 2026



Dan Kohn Scholarship Fund

\$7,500 MINIMUM — ADDITIONAL DONATIONS ENCOURAGED

UNLIMITED

The Dan Kohn Scholarship Fund supports individuals who may not otherwise have the opportunity to attend this event. 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. 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
- 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



KubeCon



CloudNativeCon

India 2026

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



EVENT DATES:

To be announced



LOCATION:

To be announced



WHO ATTENDS?

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

2

MAIN
CONFERENCE
DAYS

70+

SESSIONS AND
KEYNOTES

100+

SPEAKERS

3,000+

ESTIMATED NUMBER
OF ATTENDEES*

600+

PARTICIPATING
COMPANIES

KUBECON + CLOUDNATIVECON INDIA 2024 HIGHLIGHTS

DECEMBER 11-12, 2024 | DELHI, INDIA

DEMOGRAPHICS

3,022

REGISTRATIONS

81%

FIRST-TIME ATTENDEES

TOP COUNTRIES IN ATTENDANCE



INDIA

88%



USA

4%



SINGAPORE

2%



SRI LANKA

1%



AUSTRALIA

1%

TOP THREE ATTENDEE JOB FUNCTIONS

1,157

DEVOPS/SRE/
SYSADMIN

717

DEVELOPER

458

ARCHITECT

MEDIA COVERAGE

24

ATTENDING MEDIA
& ANALYSTS

570

ARTICLES/POSTS/
PRESS RELEASES/
BLOGS

SPONSOR BOOTH TRAFFIC

15,403

ONSITE LEADS
TOTAL

453

AVERAGE LEADS
PER BOOTH

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



KubeCon



CloudNativeCon

India 2026

SPONSORSHIP BENEFITS AT-A-GLANCE

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

	DIAMOND* LIMITED AVAILABILITY	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP† + END USER‡ + NON-PROFIT LIMITED AVAILABILITY
Speaking opportunity Content must meet CFP criteria and is subject to program committee approval Includes attendee contact list (for breakout session only, not available for keynote session)	Choice of (1) 5-minute keynote or (1) 30-minute breakout session				
Video recording of sponsored keynote or breakout session Raw file to be used under Creative Commons license with attribution to The Linux Foundation and Cloud Native Computing Foundation	✓				
Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees	Provided pre and post event	Provided post event			
Recognition in event promotional emails and attendee communications	Logo and link	Company name and link only			
Demo session **Demo theater located in meeting room or exhibit hall (subject to availability)	(1) 20-minute session at demo theater** includes attendee contact information	(1) 20-minute session at demo theater** includes attendee contact information	Promotion of (1) sponsor-hosted in-booth demo		
List of registered press/analysts Provided 3 weeks prior to event	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo recognition in post-event transparency report	✓	✓	✓		
Social media posts on X from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(1) pre-event group post	(1) pre-event group post		
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KubeCon



CloudNativeCon

India 2026



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\$15,000

1 AVAILABLE

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Lanyards

\$10,000

1 AVAILABLE

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

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Session Recording

\$15,000

1 AVAILABLE

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- Sponsor recognition in a pre-event email sent to attendees by CNCF
- Sponsor recognition in a post-event email sent to attendees by CNCF



Peer Group Mentoring

NEW

\$5,000

1 AVAILABLE

This very popular activity provides participants with the chance to meet with experienced open source veterans across many CNCF projects while paired with two to ten other people in a pod-like setting to explore community, career and technical questions together.

BENEFITS INCLUDE:

- Sponsor logo recognition on event website
- Sponsor recognition on the official conference schedule
- Sponsor logo recognition on onsite signage
- Option to set a table topic (subject to approval by CNCF)
- Option to provide a 5-minute opening statement



ADDITIONAL 2026 EVENTS AND SPONSORSHIP OPPORTUNITIES TO BE ANNOUNCED

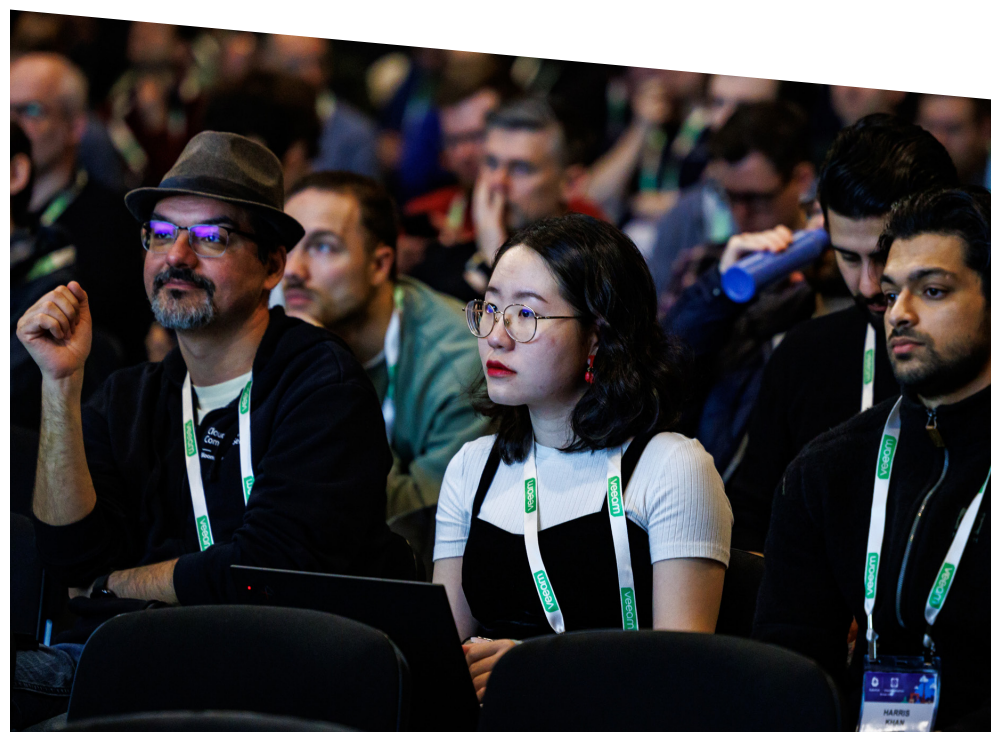
PLEASE CHECK BACK FREQUENTLY

KUBECON + CLOUDNATIVECON CHINA 2026

DATES AND LOCATION TO BE ANNOUNCED

OPEN OBSERVABILITY SUMMIT 2026

DATES AND LOCATION TO BE ANNOUNCED



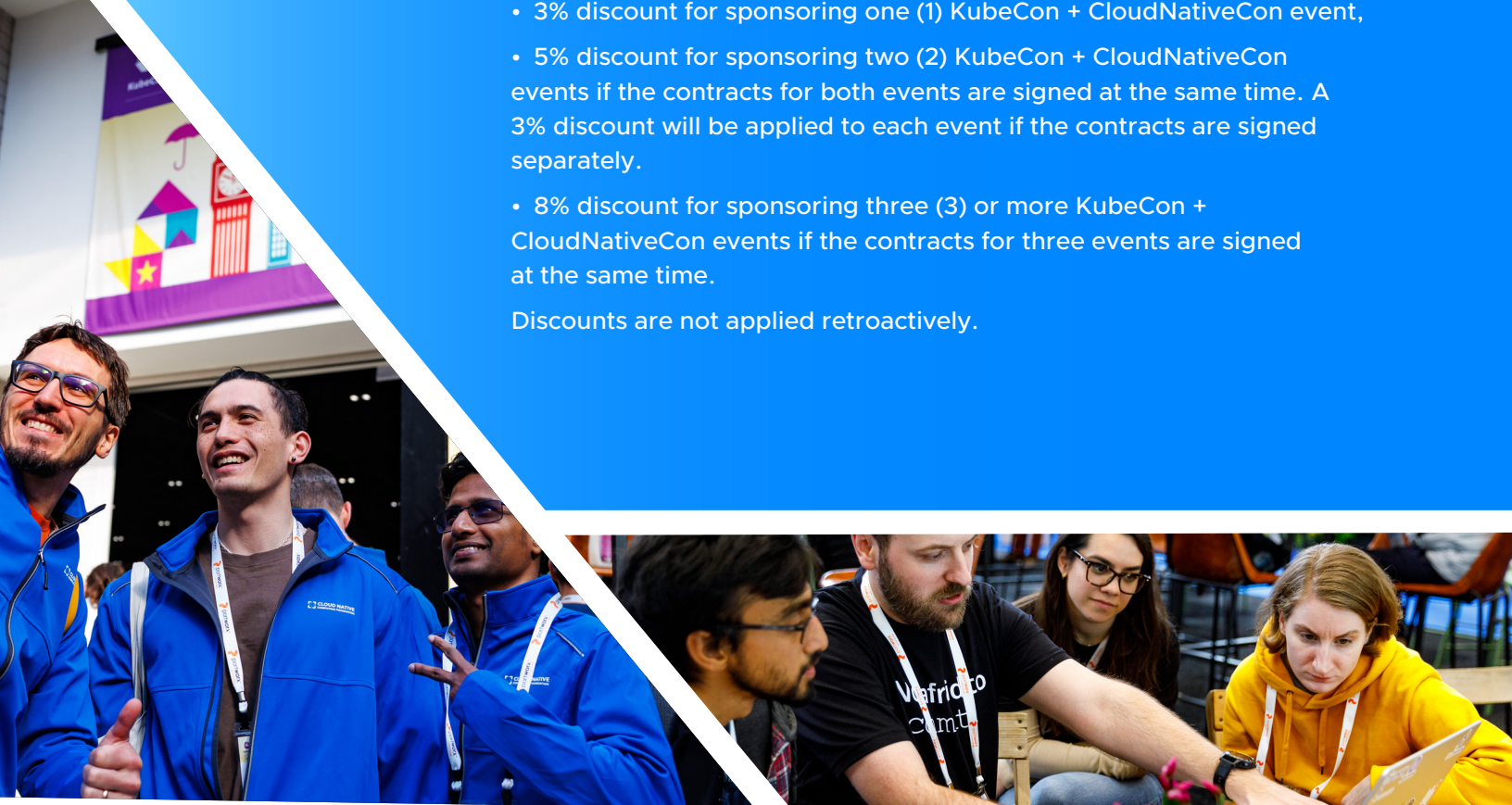


CNCF Member Discounts

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) for events held within the same calendar year:

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

Discounts are not applied retroactively.



CLOUD NATIVE
COMPUTING FOUNDATION

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

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