



CLOUD NATIVE COMPUTING FOUNDATION

2021 Sponsorship Prospectus



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KubeCon



CloudNativeCon

Europe 2021

Virtual

May 4 - 7, 2021

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities in a unique virtual setting to further the education and advancement of cloud native computing.

Join our community for an immersive digital experience that provides interactive content, networking opportunities and collaboration with peers. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 15,000+ developers, architects, and technical leaders. Together we will shape the future of the rapidly evolving cloud native ecosystem.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon Europe 2021 - Virtual.

4 days

200+ sessions and keynotes

15,000+ attendees

5,000+ participating companies

Benefits of Sponsorship

- ✓ Expand the number of attendees you can reach by participating in a global digital event that can be accessed anytime, anywhere.
- ✓ Participate in an online sponsor showcase to present videos, demos, and other resources, capture leads, and communicate directly with attendees via live chat.
- ✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- ✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- ✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- ✓ Associate your brand with one of the fastest-growing technology communities.
- ✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- ✓ Join CNCF's hosted projects – containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, etcd, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos – and help bring cloud native project communities together.
- ✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by March 4, 2021.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by March 4, 2021.

Benefit	DIAMOND** 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*** OPEN	END USER**** OPEN
(1) 5-minute keynote Topic subject to co-chair approval	•					
(1) 5-minute pre-event promotional video*	•					
Opportunity to provide (1) physical insert for gift bags to attendees who meet minimum event participation requirements*	•					
Opportunity to participate in media & analyst panel during the event	•					
(1) featured blog post on CNCF.io pre- or post-event*	•					
Speaking Opportunity*	Co-located event cross-promotion OR 30-minute session	5-minute lightning talk or LF Live webinar				
(1) customized sponsor ad before and after keynotes*	(1) 20-second video ad	(1) static banner ad				
Email to opt-in attendees	(1) standalone email pre- or post-event	(1) 400-character message in shared pre-event email				
Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event	•	•				
Sponsor recognition at media & analyst conference during event	•	•				
Recognition in pre-event promotional emails	logo and link	company name and link only				
Sponsor recognition in post-conference thank you email to attendees	logo and link	company name and link only				
(1) 15-minute technical demo or tutorial in the sponsor theater*	•	•	•			
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Custom-branded virtual exhibit space*	•	•	•	•	•	•
Logo recognition on keynote screen	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary attendee passes	150	100	75	50	25	25
Complimentary booth staff passes	30	25	20	15	10	10
Post-event data and leads report*	•	•	•	•	•	•
Sponsorship Cost	\$153,000	\$90,000	\$58,000	\$21,000	\$7,000	\$7,000

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

*See next page for details.

**CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

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

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

Key Benefits



5-Minute Pre-Event Promotional Video **DIAMOND**

Promote your presence at the event and give a sneak peek of the activities your company has planned. Video will be posted on CNCF's YouTube channel and promoted from the @KubeCon_ Twitter handle.



Opportunity to Provide Physical Insert for Attendee Gift Bags **DIAMOND**

Attendees who actively participate in the virtual conference by watching sessions, visiting sponsor booths, etc. will receive a physical swag bag after the event. Provide one physical item to be included in the bag to thank attendees for their contribution to a successful event.



Featured Blog Post on CNCF.io **DIAMOND**

Demonstrate thought leadership in the cloud native community with a blog post before or after the event. The post will be featured at the top of the blog page and highlighted in the blog section of the CNCF homepage for a week.



Co-located Event Cross-Promotion Package or 30-Minute Sponsored Session **DIAMOND**

Diamond sponsors may choose between receiving a promotion package for their own co-located event or a 30-minute pre-recorded session.

Co-located event cross-promo package:

- Sponsor organizes and hosts their own co-located event on May 4, 2021.
- Co-located event will be listed on the conference website, on the official conference schedule and in a shared pre-event promotional email.
- Co-located event must be listed on the KubeCon + CloudNativeCon registration form so that attendees can add the event to their conference registration. Sponsor will be charged a 3.5% credit card processing fee per registrant if a registration fee is required. Sponsor may use their own registration form as a secondary registration option.

30-minute sponsored session:

- Session content must meet CFP requirements and is subject to approval by CNCF. No sales or marketing pitches.
- Self-recorded session (maximum length: 30 minutes).
- Session listed on the official conference schedule.
- Session recording posted on CNCF YouTube channel after the event.
- Post-event leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).



5-Minute Lightning Talk or 50-Minute LF Live Webinar **PLATINUM**

Platinum sponsors may choose between a 5-minute pre-recorded lightning talk during the event or a 50-minute LF Live webinar before or after the event.

5-minute lightning talk:

- Session content must meet CFP requirements and is subject to approval by CNCF. No sales or marketing pitches.
- Self-recorded lightning talk (maximum length: 5 minutes).
- Session listed on the official conference schedule.
- Session recording posted on CNCF YouTube channel after the event.
- Leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).

50-minute LF Live webinar:

- Webinar content is subject to approval by the Linux Foundation. No sales or marketing pitches.
- Webinar dates assigned on a first come first serve basis.
- Webinar listed on LF Events website under "Community Events".
- Marketing support including promotional email and social media posts.
- Webinar recording posted on the Linux Foundation YouTube channel for up to a year.
- Leads report of both registered and attended participants including names, job titles, company names, and email addresses (no phone numbers) after the webinar has concluded.

Key Benefits



Customized Sponsor Ads **DIAMOND** **PLATINUM**

Capture the attendees' attention with a sponsored advertisement before and after keynotes. Diamond sponsors may provide a video up to 20 seconds long. Platinum sponsors may provide a static banner ad that will be shown on screen for 10 seconds.



Preferred Placement of Announcements in News Package and Daily News Recaps **DIAMOND** **PLATINUM**

Add your company's news releases to the official event news package and daily news recaps distributed to press and analysts. Diamond and platinum sponsor news will be featured at the top of the sponsored news sections. Only news releases issued for/during KubeCon + CloudNativeCon Europe 2021 - Virtual are eligible.



15-Minute Technical Demo or Tutorial **DIAMOND** **PLATINUM** **GOLD**

Present a pre-recorded technical demo or tutorial at the sponsor theater and receive a list of attendees who viewed the video including names, job titles, company names, email addresses, and physical work addresses if provided (no phone numbers). Sessions are listed in the conference schedule and recording will be posted to the CNCF YouTube channel after the event. Sales and marketing pitches are not allowed. Content is subject to approval by CNCF.



Virtual Exhibit Space **ALL LEVELS**

Elevate your presence at the event with a custom-branded virtual exhibit space that allows you to showcase your products and services, engage with attendees, and capture leads.



Post-Event Data and Leads Report **ALL LEVELS**

Obtain a comprehensive leads report of all attendees that visited your exhibit space including their names, job titles, company names, email addresses, and physical work addresses (if provided). Phone numbers will not be shared.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by March 11, 2021.



Session Recording **1 AVAILABLE** **\$20,000 EACH**

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.
- Rotating sponsor recognition slide with logo before and after keynotes.
- Sponsor recognition in post-event email to attendees.



Sponsored BoF **5 AVAILABLE** **\$20,000 EACH**

Host a 45-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. Informal BoFs are ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Attendee contact information will not be shared and sessions will not be recorded. BoFs will be held before and after the regular conference sessions each day. Time slots are assigned on a first come first serve basis. Only confirmed sponsors of KubeCon + CloudNativeCon Europe 2021 are eligible for this opportunity. Benefits include:

- Option to set the topic of the BoF (subject to approval by CNCF).
- Sponsor to nominate BoF moderators/facilitators (subject to approval by CNCF).
- BoF listed on the official conference schedule.
- Sponsor recognition on the event website.



Sponsor Theater Demo or Tutorial **10 AVAILABLE** **\$20,000 EACH**

Present a 15-minute pre-recorded technical demo, tutorial, or "how-to" at the sponsor theater and receive a list of attendees who viewed the video including names, job titles, company names, email addresses, and physical work addresses if provided (no phone numbers). Video recording will be posted to the CNCF YouTube channel after the event. Sales and marketing pitches are not allowed. All sessions subject to approval by CNCF. Benefits include:

- Self-recorded session (maximum length: 15 minutes)
- Session posted on CNCF YouTube channel after the event.
- Session listed on the conference schedule.
- Post-event leads report of attendees who watched the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers).



Virtual Happy Hour **2 AVAILABLE** **\$10,000 EACH**

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual games party, trivia night, or musical performances. We provide the entertainment - you enjoy the recognition! Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- Recognition in (1) out of (4) daily event update emails sent to attendees by CNCF.
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition.



Wellbeing Activity **2 AVAILABLE** **\$10,000 EACH**

Keep the cloud native community well by sponsoring activities that support individual wellbeing both on and off screen. Instructor-led chair yoga, meditation, and other relaxing activities allow attendees to recharge between sessions. Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @KubeCon_ handle
- Recognition in (1) out of (4) daily event update emails sent to attendees by CNCF.
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition.



EmpowerUs Event **1 AVAILABLE** **\$10,000**

Attendees who identify as women, non-binary individuals and allies at KubeCon + CloudNativeCon are invited to join this special program for an open discussion about challenge, leadership innovation, and empowerment in our fast-growing ecosystem. Benefits include:

- Option to set the topic and create content for the program (subject to approval by CNCF).
- Option to nominate presenter(s)/facilitator(s) for the program (subject to approval by CNCF).
- Recognition on the conference website.
- Program listed on the official conference schedule.
- Sponsor logo recognition during the program.

MARKETING PROMOTIONAL OPPORTUNITIES



Career Workshop

1 AVAILABLE

\$10,000

Sponsor an action-oriented workshop providing practical tips on resume writing, LinkedIn, contributing to the community, and the different career paths and opportunities available around Kubernetes. Led by a panel of experienced community members and hiring experts, this workshop will include time for questions and one-on-one conversations. Benefits include:

- Option to create content for the program (subject to approval by CNCF).
- Option to nominate presenter(s)/facilitator(s)/panelist(s) for the program (subject to approval by CNCF).
- Recognition on the conference website.
- Program listed on the official conference schedule.
- Sponsor logo recognition during the program.



Peer Group Mentoring

1 AVAILABLE

\$10,000

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

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by CNCF).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF). CNCF will assist in recruiting mentors and mentees.
- Optional (1) 5-minute opening statement by sponsor.
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.



Allyship Workshop

1 AVAILABLE

\$10,000

Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program focusing on actively promoting and aspiring to advance the culture of inclusion through intentional, positive and conscious efforts that benefit people as a whole. Benefits include:

- Set the topic and create content for the workshop (subject to approval by CNCF).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by CNCF).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.



Diversity + Need-Based Scholarships

UNLIMITED

\$2,500 MINIMUM

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

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.



Cross-Promotion of Pre-Approved Community Events

UNLIMITED

\$6,000 EACH

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon Europe 2021 are eligible for cross-promotion. Events may not overlap with the conference program on May 5-7. Benefits include:

- Event listed on the conference website.
- Event listed on the official conference schedule.
- Event listed in a shared pre-event promotional email.
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 3.5% credit card processing fee per registrant will be charged if a registration fee is required.

Looking for something different? We are happy to work with you to create a customized MPO package to meet your organization's individual needs. Contact sponsor@cncf.io to discuss your ideas.



KubeCon



CloudNativeCon

North America 2021

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

KubeCon + CloudNativeCon North America 2021

Los Angeles, USA

October 12-15, 2021

10,000+ attendees

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event.

In the event we need to pivot from a hybrid to a virtual event:

- We will make the decision and notify all participants at least 3 months in advance.

- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual event, apply a credit to a future CNCF event in 2022 or receive a full refund.

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

Who Attends?

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

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

**KubeCon****CloudNativeCon**

North America 2021

SPONSORSHIP BENEFITS AT-A-GLANCE

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

Signed contracts must be received by July 22, 2021.

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Email to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet****	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device****	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$190,000	\$115,000	\$75,000	\$26,000	\$7,000	\$7,000

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

*CNCf platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

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

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

****As permitted per COVID-19 safety + social distancing requirements.

MARKETING PROMOTIONAL OPPORTUNITIES



KubeCon



CloudNativeCon

North America 2021

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by July 29, 2021.



Cross-Promotion of Pre-Approved Community Events

UNLIMITED \$6,000 EACH

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon North America 2021 are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

- Event listed on the conference website.
- Event listed on the official conference schedule.
- Event listed in a shared pre-event promotional email.
- Optional: Event listed on the KubeCon + CloudNativeCon registration form for attendees to add it to their conference registration. A 3.5% credit card processing fee per registrant will be charged if a registration fee is required.



Attendee T-Shirt

1 AVAILABLE \$30,000
SOLD OUT

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



Lanyards

1 AVAILABLE \$30,000

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and CNCF approval. Logo must be single color only (no gradient colors).



Diversity Scholarship

UNLIMITED \$5,000 MINIMUM

The Cloud Native Computing Foundation's scholarship program supports 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. Showcase your organization's support of this important initiative and help remove obstacles for attendee groups who may not otherwise have the opportunity to participate in this event. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.



Diversity Lunch

1 AVAILABLE \$10,000

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

- Option to set the topic and create content for the program (subject to approval by CNCF).
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition on signage.



EmpowerUs Event

1 AVAILABLE \$10,000

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

- Option to set the topic and create content for the program (subject to approval by CNCF).
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition on signage.



Session Recording

1 AVAILABLE \$20,000
SOLD OUT

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

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



Keynote Livestream

1 AVAILABLE \$12,500

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email



Conference Wi-Fi

1 AVAILABLE \$12,500

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

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship



KubeCon



CloudNativeCon



OPEN SOURCE SUMMIT

China 2021

KubeCon + CloudNativeCon + Open Source Summit is the premier event to engage with the most talented developers, IT professionals, and project leaders of China's active open source and cloud native communities. Join us to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

Early December 2021

3 consecutive days

Dates to be determined

China, location to be determined

3,000 attendees

KubeCon + CloudNativeCon + Open Source Summit China 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event. In the event we need to pivot from a hybrid to a virtual event:

- We will make the decision and notify all participants at least 3 months in advance.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual event, apply a credit to a future CNCF event in 2022 or receive a full refund.

The Linux Foundation and Cloud Native Computing Foundation reserve the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Who Attends?

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

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as innovative startups.
- Inform and educate the community about your organization's products, services, open source strategies, and cloud native direction.
- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.
- Associate your brand with one of the fastest-growing technology communities.
- Join The Linux Foundation and Cloud Native Computing Foundation's hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring cloud native project communities together.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Give back to the open source community. Profits from our events directly support hosted projects.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by October 1, 2021.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*/ END USER** OPEN
Logo on Attendee T-shirt	•					
Logo on Lanyard	•					
Executive Lunch Capacity subject to COVID-19 safety + social distancing requirements	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for (1) conference day	(1) exclusive meeting room for half of a conference day			
20-minute demo: Your presentation in the demo theater will be listed in the main schedule***	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Promotional posts on WeChat	(2) standalone articles	(1) standalone article	(1) standalone article	(1) shared group article	(1) shared group article	(1) shared group article
Promotional posts on Twitter from the @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card	(1) pre-event shared group tweet	(1) pre-event shared group tweet	(1) pre-event shared group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet***	6m (w) x 6m (d) custom-built only	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2m (w) x 2m (d) turnkey only	2m (w) x 2m (d) turnkey only
Lead retrieval device***	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$286,000	\$131,000	\$79,000	\$52,000	\$21,000	\$6,000

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

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

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

***As permitted per COVID-19 safety + social distancing requirements.

MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by October 8, 2021.



Cross-Promotion of Pre-Approved Community Events

UNLIMITED \$6,000 EACH

Organizing an event for attendees? The Cloud Native Computing Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of KubeCon + CloudNativeCon + Open Source Summit China 2021 are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

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



Diversity Scholarship

UNLIMITED \$5,000 MINIMUM

The Cloud Native Computing Foundation's scholarship program supports 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. Showcase your organization's support of this important initiative and help remove obstacles for attendee groups who may not otherwise have the opportunity to participate in this event. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.



EmpowerUs Event

1 AVAILABLE \$5,000

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

Benefits include:

- Option to set the topic and create content for the program (subject to approval by CNCF).
- Option to nominate presenters/facilitators for the workshop (subject to approval by CNCF).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition on signage.



Session Recording

1 AVAILABLE \$7,500

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 and on qq after the event. Benefits include:

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



Keynote Livestream

1 AVAILABLE \$7,500

Extend your presence beyond on-site attendees with the keynote livestream sponsorship. Benefits include:

- Sponsor logo on livestream webpage
- Recognition in (1) pre-event email



Conference Wi-Fi

1 AVAILABLE \$7,500

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

- Provide a name of your choice for the SSID
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

KubeCon + CloudNativeCon Europe 2020 Highlights

August 17-20, 2020 | Virtual Event

KubeCon + CloudNativeCon Europe 2020 - Virtual was the Cloud Native Computing Foundation's (CNCF) first-ever virtual event with record-breaking registration and attendance.

The conference had 18,700+ registrants and boasted a 70% attendance rate! Of this year's registrants, 72% were first-time KubeCon + CloudNativeCon attendees and 45% indicated being part of an end user organization.

Feedback from attendees was positive, with an overall average satisfaction rating of 87%. The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (63%) and networking (22%).

18,700+ registrants • 17 keynotes • 319 sessions • 1,525 CFP submissions • 8 co-located events • 208 attending media + analysts
438 diversity + need-based scholarships offered

ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 93,152, with an average of 1,096 leads per booth which is more than a 250% increase over the 2019 in-person event in Barcelona.

ATTENDEE DEMOGRAPHICS



Attendees from 130 countries across six continents

28% from the United States

Other countries with a sizeable audience at the event include:

Germany - 10%; United Kingdom - 8%; India - 7%

77% first-time attendees

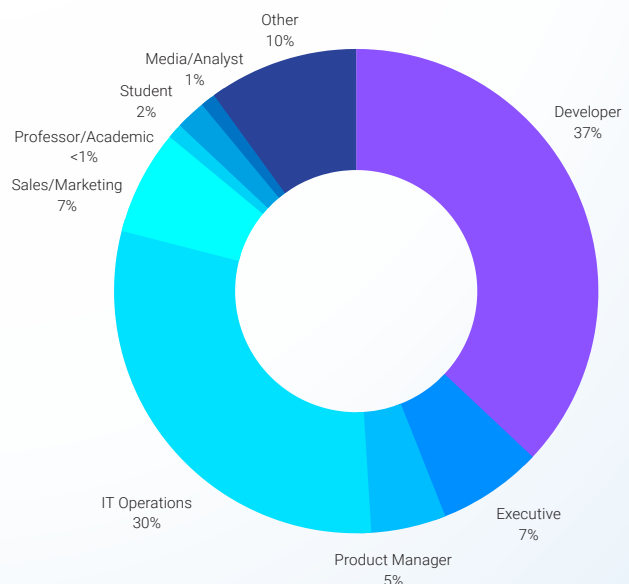
7,800 companies participated



3,598 end user companies participated

Top 10 end user companies by attendance: Capital One, Fidelity Investment, JP Morgan Chase, Apple, Spotify, Morgan Stanley, Zendesk, Goldman Sachs, Sky Betting & Gaming, ING

ATTENDEE JOB FUNCTION



KubeCon + CloudNativeCon North America 2020 Highlights

November 17-20, 2020 | Virtual Event

The Cloud Native Computing Foundation (CNCF) held its second virtual KubeCon + CloudNativeCon event, KubeCon + CloudNativeCon North America 2020 - Virtual, with record-breaking registration and attendance.

The conference had 22,816+ registrants with a 70% attendance rate! Of this year's registrants, 67% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with 90% rating the event as "Good," "Very Good," or "Excellent." The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (65%) and networking (26%).

22,816+ registered attendees • 20 keynotes
126 breakouts + tutorials • 856 CFP submissions
204 diversity scholarships offered • 151 media and analysts

ATTENDEE BOOTH TRAFFIC

Total leads captured at virtual exhibit booths were 95,964 with an average of 695 leads per booth.

ATTENDEE DEMOGRAPHICS



Attendees from 137 countries across six continents

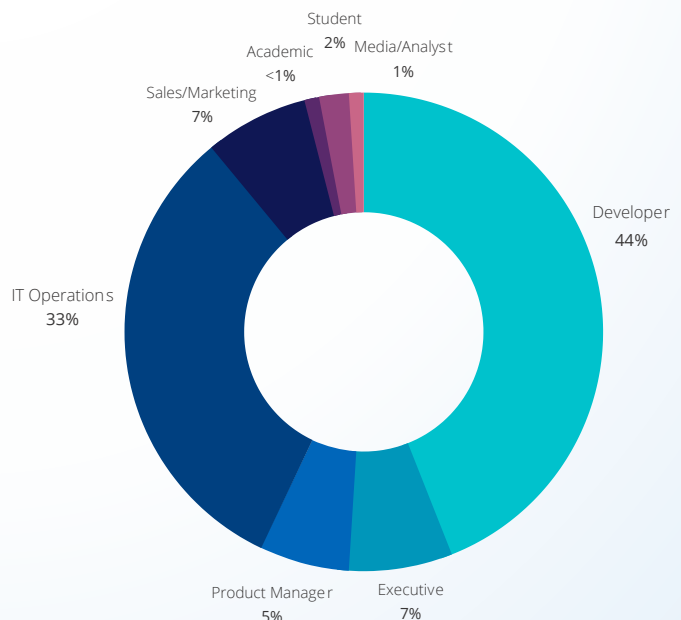
- 59% from the United States
- Other countries with a sizeable audience at the event include: India 7.5%; Canada 5%; UK 3.3%



4,659 End User companies participated

- 123 End User Members/Supporters
- Top 10 End User companies by attendance:
 1. Apple
 2. Capital One
 3. Fidelity Investments
 4. JP Morgan Chase
 5. Intuit
 6. Salesforce
 7. Verizon
 8. Morgan Stanley
 9. Workday
 10. Nordstrom

ATTENDEE JOB FUNCTION





In 2021, CNCF is holding three (3) flagship KubeCon + CloudNativeCon events in Europe, North America, and China. The following discounts are available:

- 3% discount for CNCF members sponsoring one (1) KubeCon + CloudNativeCon event,
- 3% discount for non-members sponsoring two (2) or more events,
- 5% discount for CNCF members sponsoring two (2) events,
- 8% discount for CNCF members sponsoring all three (3) events.

In addition to KubeCon + CloudNativeCon, CNCF hosts several other project-specific events such as PromCon, EnvoyCon, Helm Summit, ServiceMeshCon or Cloud Native Security Day. The following discounts are available:

- 3% discount for CNCF members sponsoring one (1) project-specific event
- 3% discount for non-members sponsoring two (2) or more project-specific events
- 5% discount for CNCF members sponsoring two (2) or more project-specific event



CLOUD NATIVE
COMPUTING FOUNDATION

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

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