



Thank you for your interest in sponsoring KCD LA at SCaLE.

Kubernetes Community Day (KCD) LA 2024 is a community-organized tech conference that gathers adopters and technologists from cloud native communities from around the Southern California Area.

This will be the second annual KCD LA event, and will continue to be co-located alongside SCaLE at the Pasadena Convention Center. KCD LA will include workshops, talks, and lightning talks covering everything Cloud Native, including Kubernetes, Docker, serverless, CI/CD, container security, scaling clouds, operators, Istio, Linkerd, gRPC, Etcd, cgroups, Prometheus, ArgoCD, Kubevirt, WASM, containerized desktops and much more.

We look forward to seeing you in Pasadena.

-THE SCALE & KCD LA Teams





## About KCD LA

Location:	Pasadena Convention Center 300 E Green Street Pasadena, California 91101
Dates	Workshops    March 14, 2024 Sessions      March 15, 2024
Expected Attendance:	250+
Additional Exposure:	Shared space with DoD-LA and SCALE
Fiscal Sponsor:	Southern California Linux Expo, Inc.

BRAND VISIBILITY	Gold	Silver	Startup
Logo on its own slide, rotating during breaks	•		
60 second pitch to KCD audience prior to a conference session	•		
Featured sponsorship announcement on social media	•	•	
Sponsorship reference in pre-event mails	•	•	
Logo on shared slide, rotating during breaks	•	•	
Logo on event websites	•	•	•
TICKETS			
Included with each level of sponsorship	6	4	1
IN PERSON PRESENCE			
Dedicated 6' staffed promotional table at KCD LA	•		
Shared 6' promotional media table		•	





## **Gold Sponsorship (\$5000)** - Discount available to SCALE sponsors

### **Tabletop Display**

(1) 6' staffed table at KCD LA

Sponsors may staff tables during breaks or use them as media tables.

(1) Electrical outlet

Wireless Internet Access

### **Print Advertisement**

Listing in conference materials and signage as a sponsor of KCD LA.

### **Web Advertisement**

Your organization's logo and link event website(s).

Featured sponsorship announcement on social media.

### **Onsite Advertisements**

Logo on rotating slides during breaks in KCD LA session rooms.

60 second pitch to KCD audience before/after a single session

Sponsorship reference in pre-event emails

Sponsor will be thanked by name during KCD announcements onsite, live video stream, and on demand video recordings.

### **Conference Passes**

6 complimentary full access conference passes.





## **Silver Sponsor (\$3,000)**

### **Tabletop Display**

Unstaffed shared table for distribution of materials or giveaways

Shared tables may have up to three total sponsors assigned

### **Print Advertisement**

Listing in conference materials and signage as a sponsor of KCD LA.

### **Web Advertisement**

Your organization's logo and link event website(s).

Featured sponsorship announcement on social media.

### **Onsite Advertisements**

Logo on shared rotating slides during breaks in KCD LA session rooms.

Sponsorship reference in pre-event emails

Sponsor will be thanked by name during KCD announcements onsite, live video stream, and on demand video recordings.

### **Conference Passes**

4 complimentary full access conference passes.

## **Startup Sponsor (\$1,000)**

### **Print Advertisement**

Listing in conference materials and signage as a sponsor of KCD LA.

### **Web Advertisement**

Your organization's logo and link event website(s).

### **Audience Advertisements**

Sponsor will be thanked by name during KCD LA announcements onsite, live video stream, and on demand video recordings.

### **Conference Passes**

1 complimentary full access conference passes.



## Additional Sponsorship Opportunities

### Social Event Sponsor (\$3,500 shared, \$7,000 exclusive)

#### Advertisement:

- Logo on sign at entrance to social event.
- May distribute swag at social.
- Sponsor staff may greet people at social.
- Named wherever the Social is mentioned
- May make short announcement, demo, or slideshow at the social

#### Conference Passes:

- 1 complimentary conference pass for shared, 2 for exclusive

### Coffee & Snack Breaks (\$5,000) (2 available)

#### Advertisement:

- Sponsor logo predominately placed at sponsors coffee and/or snack station.
- Sponsor may optionally provide branded cups and/or napkins.
- Notable mention and sponsor logo on signage.

#### Onsite Advertisement:

- Mention during break related announcements.

### Travel & Diversity Scholarship Sponsorship (\$2,000)\*

Help make KCD LA a welcoming community with our travel and diversity scholarship fund. Funds will be used to make our events affordable and accessible to unrepresented and/or underprivileged groups of attendees and speakers through travel grants.

#### Advertisement

- Listing on the events websites as a scholarship sponsor.
- Logo in conference program with thank you to scholarship sponsor(s).
- Logo on thank you slide during keynote session(s).
- Recognition in social media and pre-show emails to attendees.

#### Conference Passes

- 2 complimentary full access conference passes.

\*Alternative pricing available for exclusive sponsorship.





## **Sponsored Tutorial (\$4500)\***

Want the open source community to get hands on exposure to your organization's technology? Run a sponsored tutorial at SCALE or KCD LA. Your sessions will be included in the KCD or SCALE conference schedule and website with a sponsored event listing. Package includes basic A/V and seating for a 50-100 person classroom.

\*Pricing may vary based on A/V, room size, and logistics needs)

## **Advertisement**

Listing on the events websites and schedule  
Promotion on social media.

## **Conference Passes**

2 complimentary full access conference passes.

