Cloud Native Day

Amsterdam, 14th June 2019
Sponsor prospectus

About

Cloud Native Day Amsterdam is a new single-track, single day conference from the Dutch Kubernetes and Cloud Native community. It's aimed at developers, IT professionals and decision makers with interest in cloud native technologies, and it's supported by the Cloud Native Computing Foundation.

Mission and vision

Cloud Native Day Amsterdam wants to differentiate itself from the average IT conference while still adopting and embracing Cloud Native Computing Foundation Code of Conduct and especially the focus on diversity and inclusion.

We will focus on creating lasting value from the community and for the community, increasing the diversity and inclusion by adopting a strict code of conduct to eliminate any discrimination and provide an harassment-free environment.

We will prioritize talks that technical technically competent, relevant to the larger community and coming from end-users rather than vendors, to ensure the highest possible quality of the sessions and an interesting event for the majority of attendees. We will help first-time speakers with assigned coaches in a separate track.

Why sponsoring Cloud Native Day Amsterdam

The value of being part of a community is undeniable and a major part in the strategic marketing of many small and big players in the cloud native space - and it's the right thing to do. Open source is as much as giving back as it is to enjoy the immense value produced by the largest development team on the planet - the open source community. We want to give an opportunity to local and international businesses to be part of this and give back and share the journey with the Dutch Cloud Native/Kubernetes
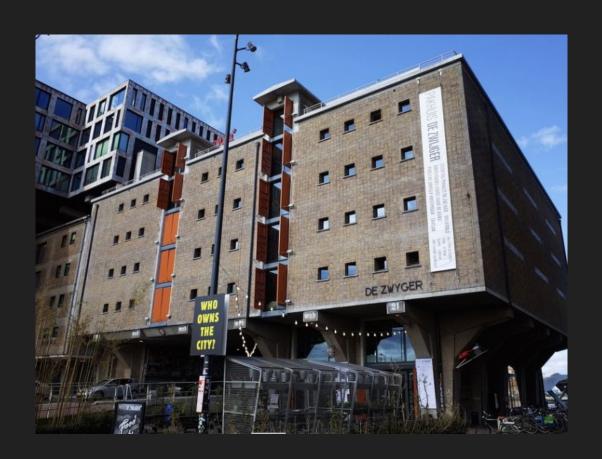
If you want to embrace and sustain the community, if you want to gain visibility in the cloud native industry, and if you believe in our mission and vision, join us for Cloud Native Day Amsterdam 2019!

We strictly require all sponsors to adhere to our code of conduct and privacy policies. We encourage an active participation of all sponsors to the community

We have capacity for 300+ attendees, and possibly more. If you help us create this space we commit to increase capacity in the next years.

In a nutshell

- 300+ international attendees
- One main track, sponsor sidetrack*, first-time speakers track*
- Carefully selected technical talks
- Social event (bbq) after the event
- Connecting with the local community and the major industry players
- Position your prodcut and business as a serious player in the Cloud Native space

Venue

[Pakhuis De Zwijger](#) is known to host many small/medium events with particular focus on arts, diversity, and inclusion. It's a unique cultural organization and a platform for collaboration at the urban level. It's conveniently located in a former historical warehouse.

Gold sponsorship - 5000€ exVAT - 8 slots

Gold sponsors are the ones contributing the most and they have the unique chance to gain visibility during the event by hosting a table in the sponsor area of the venue.

We will mention your company by name during the opening and we'll expose your brand throughout the conference. With the table at the sponsor area, you will have the chance to attract potential customers and talent, and engage in meaningful conversations around cloud native technologies in a 1:1 manner.

Silver sponsorship - 3500€ exVAT - 10 slots

Silvers sponsors form the backbone of the conference's backers and represent the businesses that believe the strongest in the Cloud Native movement and have the financial needs and the willingness to support it.

You'll get 2 tickets (remember, we are confident to sell out!) and your logo on our website, with visibility to the whole Cloud Native community.

Bronze sponsorship - 1500€ exVAT - 12 slots

Bronze sponsors are important contributors to Cloud Native Day with perhaps limited financial resources. We'll make sure you have visibility on our website and you'll have a collective mention during the keynote.

Even a small contribution means a lot for the community!

Community sponsorship

We want to give space and include as many local communities as we possibly can, so feel free to get in touch with us to discuss how our communities can work together. We specially looking for diverse communities (meaning also not from the tech sector)!

Other sponsoring deals

We have other means of sponsoring and supporting Cloud Native Day Amsterdam, beer/social events, coffee (with branded paper cups), lanyards, mobile charging stations, bbq, kids' corner and more. Please reach out to define the details of our collaboration.

Sponsorship recap

Benefits	Gold	Silver	Bronze	Community
Logo on website and email	Yes	Yes	Yes	Yes
Logo on banner	Yes	Yes	No	No
Sponsor table	Yes	No	No	No
Breakout*	Yes	Yes	No	No
Keynote mention	Yes	No	No	No
Tickets	3	2	1	0
Price (ex-VAT)	5000€	3500€	1500€	none

*subject to availability

Social media

We will be active on Twitter @cloudnativeams and Instagram @cloudnativeams

Meetups

We will organise meetups around the conference as Dutch Kubernetes/Cloud Native Meetup (official part of CNCF meetup network). You can submit proposal for talks and venue availability here.

Questions and contacts

Interested in sponsoring? You can reach us over at #nl-users channel at kubernetes.slack.io, via email at info@cloudnative.amsterdam or via phone at +31643197789