KCD

GROWING CLOUD NATIVE TOGETHER

KCD HYDERABAD

June 22nd , 2024
Venue: T-Hub

SPONSORSHIP PROSPECTUS

SUPPORTED BY

CLOUD NATIVE
COMPUTING FOUNDATION

About Kubernetes Community Days

Contribute to the growth and advancement of our vibrant community

We are thrilled to present you with the unique opportunity to sponsor KCDs, an extraordinary series of events that play a vital role in fostering the global community of engineers, developers, and cloud-native enthusiasts. As the adoption of Kubernetes and cloud-native technologies continues to surge, KCDs have emerged as one of the premier platforms for connecting like-minded professionals who shape the future of digital infrastructure.

In the last 3 years, the Cloud Native Computing Foundation supported more than 65 completed KCD events in 35 countries, and 47 cities

3 YEAR GLOBAL IMPACT

35 COUNTRIES / 47 CITIES
and counting...

65 completed KCDs
worldwide

WHY SPONSOR

Sponsoring KCDs offers companies a unique opportunity to achieve multiple strategic objectives.

CLOUD NATIVE COMPUTING FOUNDATION

01
KCDs provides unparalleled brand awareness within the cloud-native and Kubernetes communities, connecting your company with highly engaged developers, system engineers, architects & technical leaders.

02
Gain access to networking opportunities with quality, targeted attendees, and leverage KCDs as a powerful platform to promote your product and recruit top talent from a diverse pool of skilled professionals.

03
Associate your brand with one of the fastest-growing technology communities and demonstrates your commitment to community growth and development.

04
By supporting KCDs, your brand will enhance its credibility by establishing itself as a prominent and influential player in Cloud Native technology.

Startups Hub

240 funded startups, supported by **550+ domestic and international investors**, resulting in a total funding of **$2.6 Bn between January 2014 and August 2023**

Workforce

13% of India's total digital tech talent pool in **Hyderabad - NASSCOM**

900,000+ people working in IT/ITES in Hyderabad alone

On **22nd June**, the Kubernetes and Cloud Native community will gather in Hyderabad for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking.
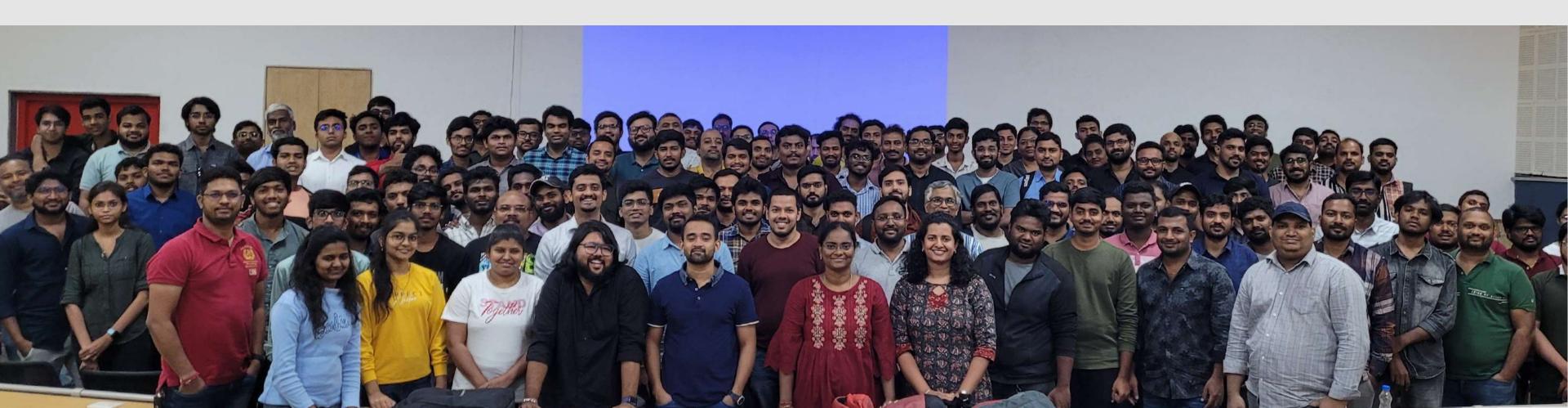
400
Atendees

25+
Speakers

20
Sessions

With over **400+ attendees**, KCD Hyderabad 2024 will be the first and the biggest CNCF event organised in the City of Pearls, Hyderabad.

Attendees include **developers, system engineers**, and **IT professionals** along with key **decision-makers** who will be attending this event making it a **diverse and vibrant community**.

A **diverse and vibrant community** of local and international attendees.

Cloud Native Hyderabad Community
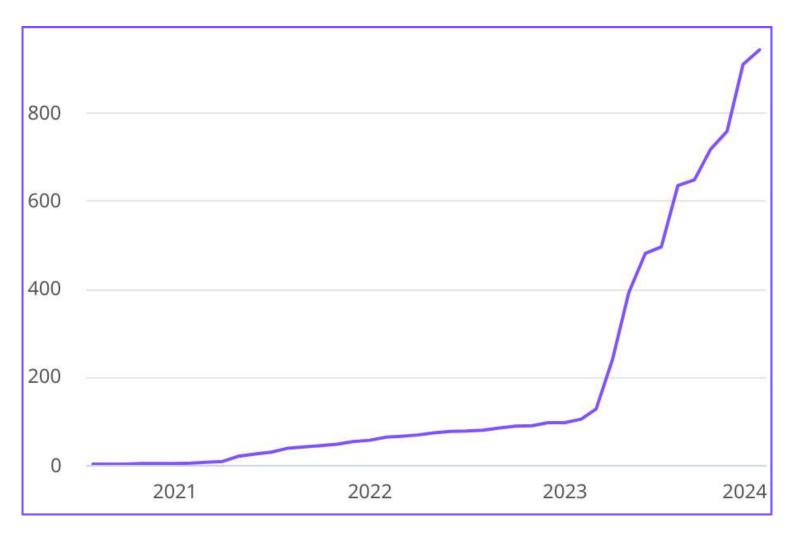
2023 MEETUP STATS

MEETUPS

9

ATTENDEES

1507

ATTENDEES/MEETUP

110

COMMUNITY GROWTH OVER TIME

LinkedIn **700**   Twitter **600**   **1000**

2023 SPEAKER PROFILE

INTERNATIONAL SPEAKERS

5

FIRST TIMERS

11

Atulpriya Sharma

Sr. Developer Advocate,
InfraCloud Technologies
CNCF Ambassador

Rohith Kumar Reddy Gopu

Co-Founder, CTO
TYNYBAY

Vineeth Pothulapati

Product Manager,
Timescale
CNCF Ambassador
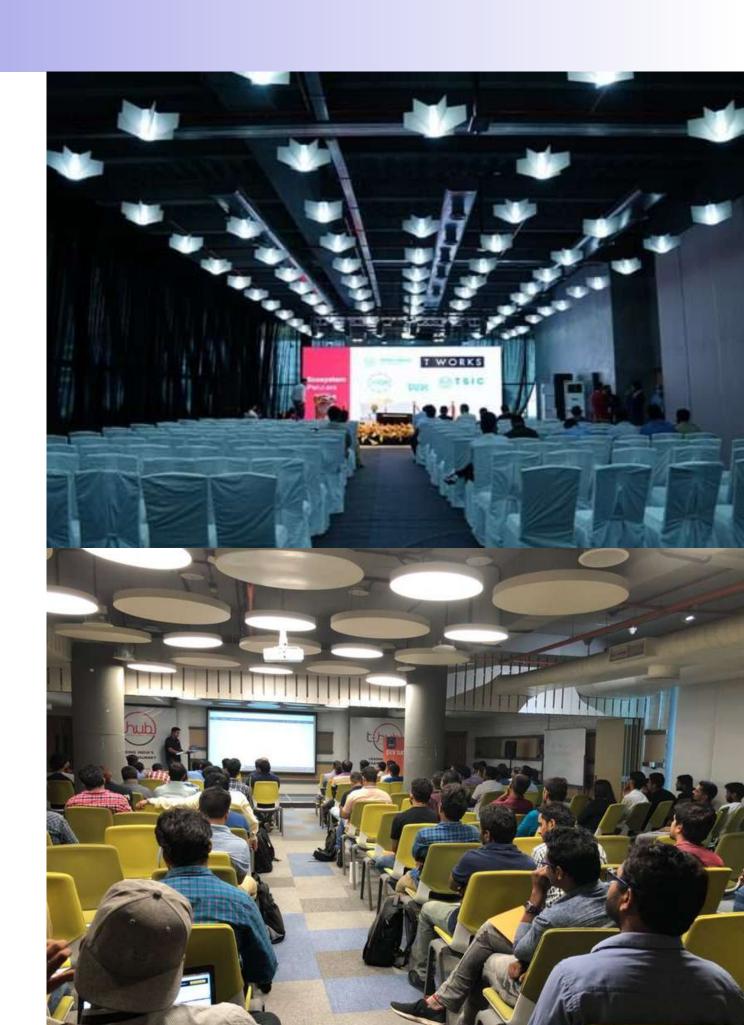
Kapil Dutta

Lead Solution Architect,
Minfy Tech

T-HUB HYDERABAD

The T-shaped facility is the world's largest technology incubator, the second largest being Station F based in France.

THE ROOMS

T-Hub is a landmark destination in Hyderabad and is a hub for innovation and home to a lot of startups. We have a large conference room along with access to an outdoor balcony with a good view of Hi-Tech City.

The rooms are fully equipped with state-of-the-art AV and sound systems promising a good experience for KCD Hyderabad.

Nizami Platinum Sponsorship - Title Sponsor

PACKAGE PRICE: $7250 / INR 6,00,000

The Nizami sponsor will be the title sponsor for KCD Hyderabad. It's an exclusive sponsorship opportunity. They represent companies for which Cloud Native approach is central in the way they implement their activity.

The sponsor will be offered a unique presence before, during and after the event: the largest booth, a 15-minute speech during the keynote, and title sponsor branding everywhere.

They also get a discount code for their guests.

WHAT'S INCLUDED

- Exclusive Title Sponsorship
- Extra Large booth* (8x10 feet)
- 10 complimentary tickets
- Keynote Speech - 15 min
- Keynote mention
- 25% discount for up to 10 guests
- Branding in all swags, event website, and marketing material
- Mention in pre and post event newsletter
- Listed as sponsor for the entire 1 year for CNCF Hyderabad and shout-outs in every monthly meet-up

* Including standard furniture - 2 chairs, 1 branded table - sizes are approximate and exact sizes will be published soon

Charminar Gold Sponsorship - 2 Slots

PACKAGE PRICE: $4350 / INR 3,60,000

Charminar Gold Sponsors form the backbone of the conference backers. They represent companies that believe the strongest in the Cloud Native movement and have the willingness to support it.

The sponsor will be offered prominent visibility during and after the event: a large booth, a lightning talk slot, and extended branding in swags and marketing materials.

They also get a discount code for their guests.

WHAT'S INCLUDED

- Large booth* (6x8 feet)
- 05 complimentary tickets
- Keynote Speech - 10 min
- Keynote mention
- 20% discount for up to 10 guests
- Mention in pre and post event newsletter
- Branding in all swags, event website, and marketing material
- 1 social mention

* Including standard furniture - 2 chairs, 1 branded table - sizes are approximate and exact sizes will be published soon

Golconda Bronze Sponsor - 4 Slots

PACKAGE PRICE: $2000 / INR 1,65,000

Golconda Bronze Associate sponsors are important contributors to the conference. They represent companies who believe in cloud native technologies and experience daily its benefits for their software and platforms (or those from their customers!).

The sponsors will be offered visibility during the event: booth, branding onsite on common areas and welcome banner, and extended branding in swags and marketing materials.

They also get a discount code for their guests.

WHAT'S INCLUDED

- Spacious booth* (6x6 feet)
- 02 complimentary tickets
- Keynote mention
- 10% discount for up to 10 guests
- Logo on event website and 1 social mention

* Including standard furniture - 2 chairs, 1 branded table - sizes are approximate and exact sizes will be published soon

Startup Sponsor - 6 Slots

PACKAGE PRICE: $725 / INR 60,000

Our startup sponsors are vital contributors to our conference, highlighting their commitment to cloud native technologies.

This special package offers visibility during the event and an opportunity to showcase your brand to the Cloud Native community and gain widespread visibility among passionate professionals.

Your presence will leave a lasting impression on participants, creating a positive association with your growing startup.

WHAT'S INCLUDED

- Dedicated interaction area*
- 01 complimentary ticket
- Logo on event website
- 1 combined social mention

* Including standard furniture - 2 chairs, 1 branded table - sizes are approximate and exact sizes will be published soon

Community Partner

PACKAGE PRICE: IN KIND

Community partners, such as cloud native project maintainers, tech community leaders in Open Source, DevOps, or Cloud Native technologies, and Open Source Evangelists, play a unique role as central contributors to our KCD event.

They have the opportunity to contribute to our community zone in a dedicated area of the venue. Even small contributions from these partners, such as event promotion, attendee education and networking, and creative ideas for our community zone, can make a significant impact.

WHAT'S INCLUDED

- Exclusive 30% discount coupon for the community
- Keynote Mention
- Logo on website

BENEFITS	Nizami Platinum	Charminar Gold	Golconda Bronze	Startup
Booth *	6 x 12 feet	6 x 8 feet	6 x 6 feet	Interaction Area
Amount	$ 7250 / INR 6,00,000	$4350 / INR 3,60,000	$2000 / INR 1,65,000	$725 / INR 60,000
Title Sponsorship	✓	-	-	-
CNCF Hyderabad Meetup Sponsor for 1 Year	✓	-	-	-
Keynote Slot	✓ 15 mins	✓ 10 mins	-	-
Keynote Mention	✓	✓	✓	-
Branding in all swags, event website, and marketing material	✓	✓	Logo on event website	Logo on event website
Mention in pre and post newsletter	✓	✓	-	-
Discount code for 10 guests	25%	20%	10%	-
Social Mention	✓ 1 Dedicated	✓ 1 Dedicated	✓ 1 Dedicated	✓ Combined
Complimentary Tickets	10	5	2	1

* Includes standard furniture - 1 branded table and 2 chairs, branding designs to be provided by the sponsor. 1 standing table for startup sponsors.

SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	10th March 2024	103
CFP CLOSES	15th April 2024	68
CFP NOTIFICATIONS	25th April, 2024	58
SCHEDULE ANNOUNCED	1st May 2024	52
LOGO / ASSETS DUE	22nd May 2024	30
EVENT START	22nd June 2024	Live!

INTERESTED IN BECOMING A SPONSOR?

By becoming a sponsor, you will have the opportunity to connect with a diverse audience of industry professionals, showcase your brand, and contribute to the growth and success of our community.

Contact us for more information on sponsorship packages and how to be a part of our exciting journey!

"

It was very engaging and as a sponsor there was lots of opportunity to engage with potential customers.

CONTACT

Rohith Reddy Gopu

Lead Organizer
KCD HYDERABAD

sponsors@kcdhyd.in

LET'S GET SOCIAL

kcdhyderabad

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