



KCD MADRID 2024

SPONSORSHIP PROSPECTUS

SUPPORTED BY



CLOUD NATIVE
COMPUTING FOUNDATION



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 62 completed KCD events in 33 countries, and 45 cities

3 YEAR GLOBAL IMPACT



33 COUNTRIES / 45 CITIES
and counting...



62 completed KCDs
worldwide

WHY SPONSOR

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

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.

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

SUPPORTED BY



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.

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



On October 10th, the Kubernetes and Cloud Native community will gather in Madrid for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- KCD Madrid 2024 will be the first and the biggest CNCF event organized in Madrid.
- Over 300 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

THE VENUE - CEU Universidad San Pablo - Montepríncipe Campus



KCD Madrid 2024 is set to take place at the CEU Politécnica Montepríncipe Campus, situated in Boadilla del Monte, Madrid. Metro and Bus stations are available and it is well-connected to the center of Madrid via the M-50 and M-501 highways, ensuring convenient access for attendees.

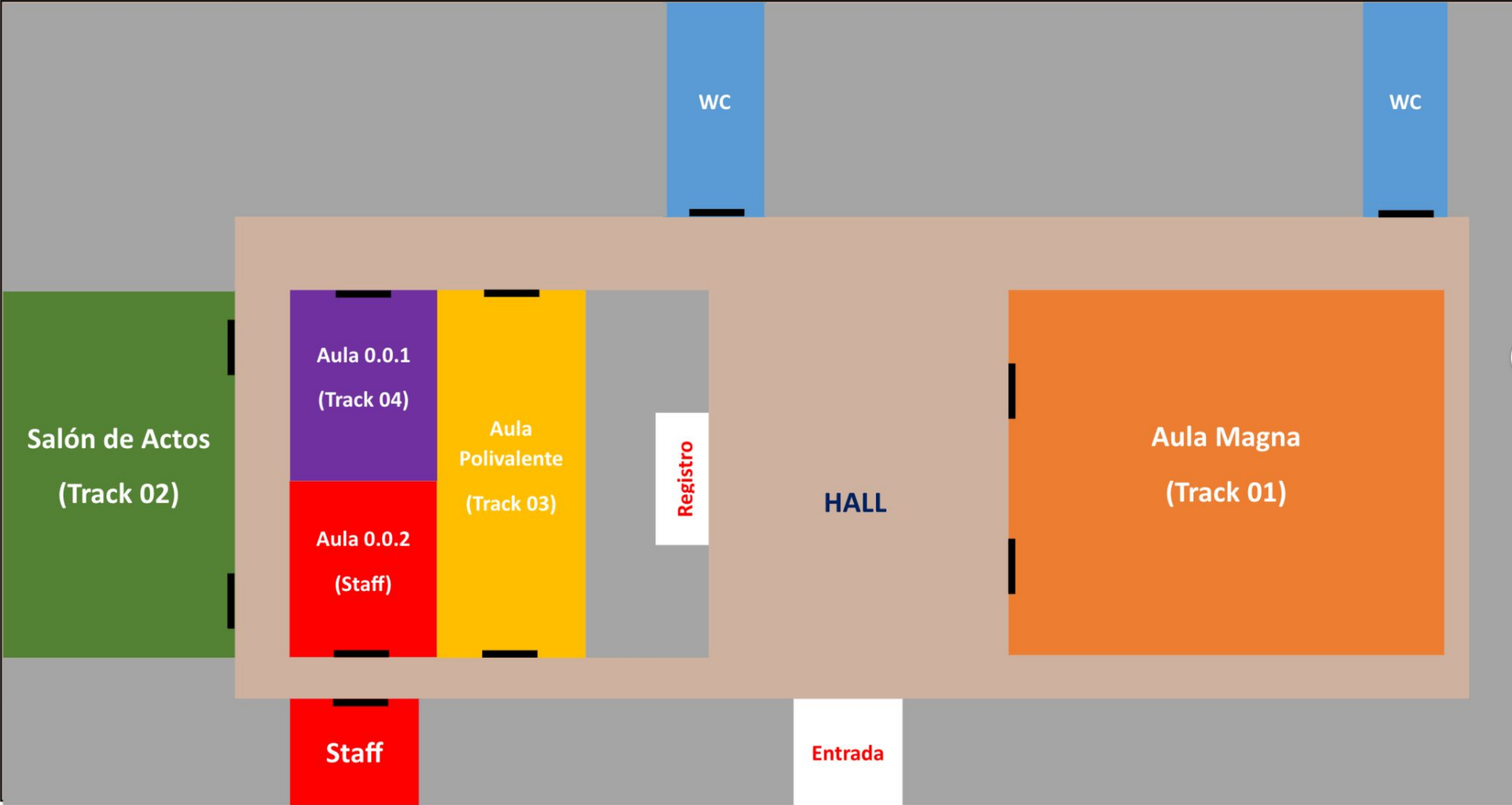
The campus boasts two auditoriums with seating capacities of 500 and 280, alongside multiple conference rooms.

This setup supports the hosting of three or more tracks concurrently. Additionally, there's a covered outdoor area that can be utilized for lunch and activities following the event.

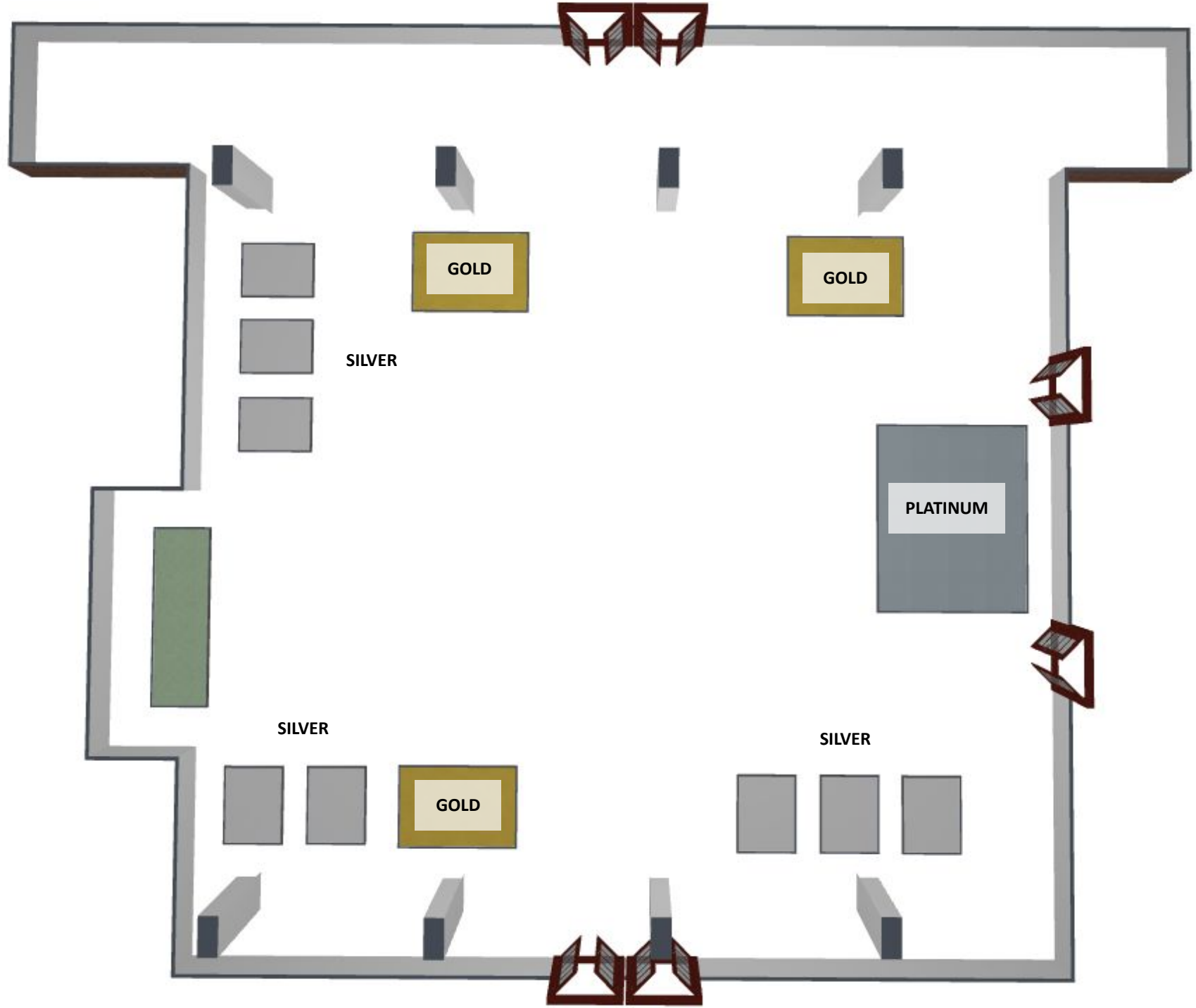
THE VENUE THE ROOMS

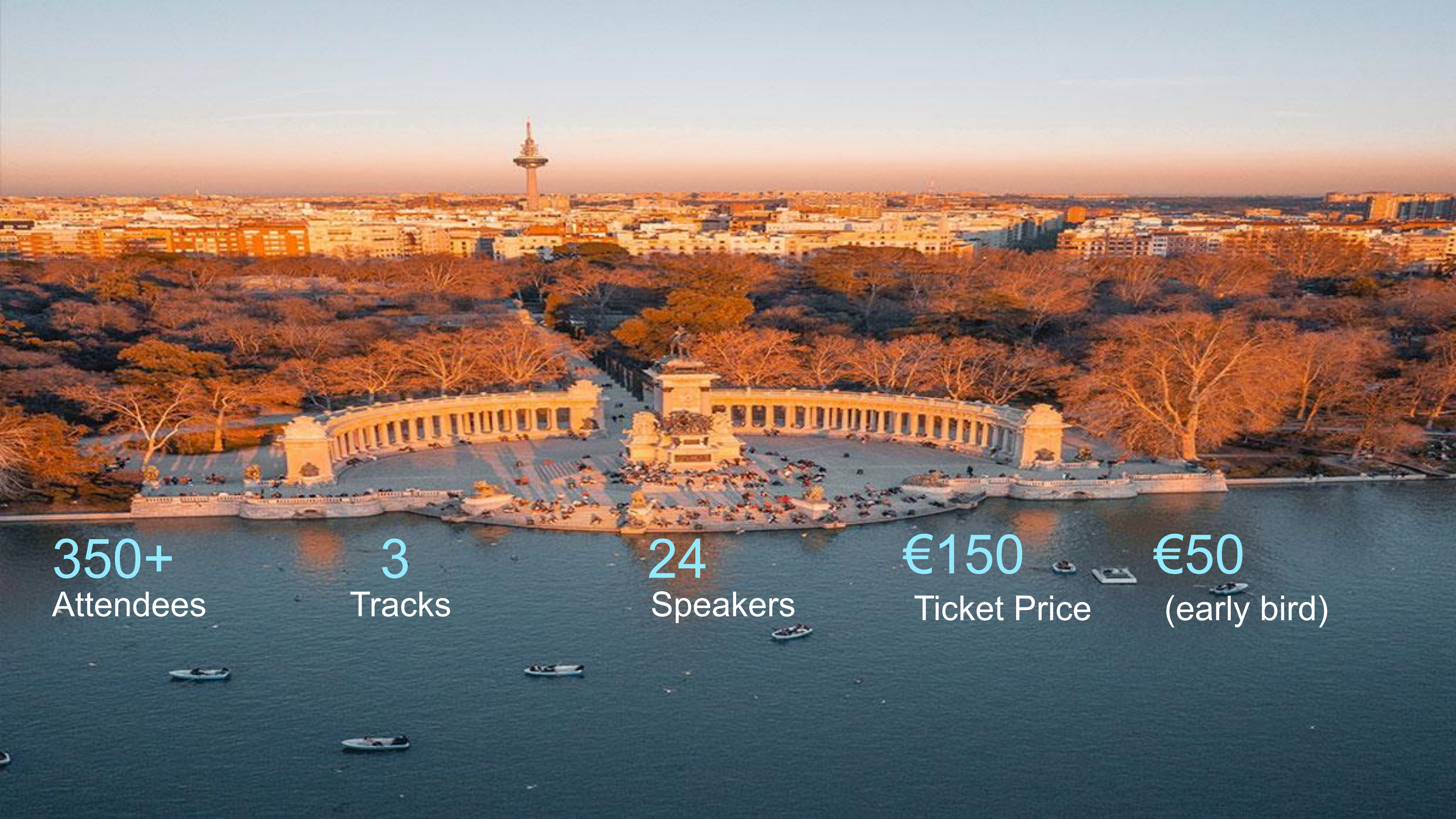


Layout - First Floor



Exhibitor room at First Floor Hall





350+
Attendees

3
Tracks

24
Speakers

€150
Ticket Price

€50
(early bird)



Platinum Sponsorships

PACKAGE PRICE: \$10,000

Sponsors are the ones contributing the most to the conference. They represent companies for which Cloud Native approach is central in the way they implement their activity.

Platinum sponsors will be offered a **unique central presence** before, during and after the event: a very large booth (20m2), 5 min speech during the keynote, 1 long break-out session (30 min), branding everywhere. They also get a discount code for their guests.

* Including standard furniture

** Subject to validation by the KCD program committee (High quality. No promotion)

WHAT'S INCLUDED

- Extra Large booth* (20m2)
- 10 tickets
- Keynote presence on stage (5 min)
- Break-out session** (The talk should be an expert-led presentation).
- Quote in premium KCD press release
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material



Gold Sponsorships

PACKAGE PRICE: \$8,000

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

Gold sponsors will be offered very strong visibility during and after the event: a large booth (7m2), a lightning talk slot (10 min), extended branding both onsite and offsite, and welcome banner, keynote mention, logo on the website. They also get a discount code for their guests.

* Including standard furniture

** Subject to validation by the KCD program committee (High quality. No promotion)

WHAT'S INCLUDED

- Large booth* (7m2)
- 8 tickets
- Keynote presence on stage (5 min)
- Lightning talk slot** (The talk should be a “black-belt” presentation).
- Quote in premium KCD press release
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material



Silver Sponsorships

PACKAGE PRICE: \$6,000

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

Silver sponsors will be offered strong visibility during the event: booth (3m2), branding onsite on common areas and welcome banner, keynote mention, logo on the website. They also get a discount code for their guests.

* Including standard furniture

** Subject to validation by the KCD program committee (High quality. No promotion)

WHAT'S INCLUDED

- Kiosk* (3m2)
- 6 tickets
- Quote in premium KCD press release
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material



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

- 2 Ticket
- Presence in the community zone: a special place at the venue, surrounding the forum!
- Keynote Mention
- Logo on website

Other Sponsorship Deals



We have other means of sponsoring and supporting Kubernetes Community Days Madrid.

Think of beer/social events, coffee (with branded paper cups), lanyards, mobile charging stations, workshops, welcome pack and more.

Please reach out to define the details of our collaboration.



BENEFITS	<div>    </div>		
	PLATINUM	GOLD	SILVER
Booth*	20m2	7m2	3m2
Keynote Presence	✓	✓	
Quote in Press Release	✓	✓	
Slot for Talk	Black-belt** (30')	Lightning** (10')	
Video presence on forum screen	✓	✓	✓
Logo on all KCD video replays	✓	✓	✓
Discount code for your guests (30%)	10 Tickets	8 Tickets	6 Tickets
Branding on common areas, logo on website	✓	✓	✓
Keynote mention	✓	✓	✓
Lead Scanner App	✓	✓	✓
Tickets	8	6	6

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 ** Subject to validation by the KCD program committee (High quality. No promotion)

SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	26th April, 2024	167
CFP CLOSES	23th June, 2024	109
CFP NOTIFICATIONS	14th July, 2024	88
SCHEDULE ANNOUNCED	26th August, 2024	45
FEES & LOGO ASSETS DUE	1st July, 2024	101
EVENT START	10th October, 2024	Live!



“

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

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!

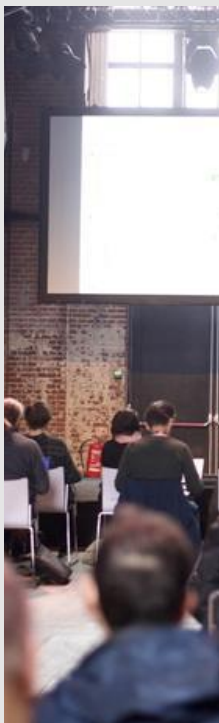
CONTACT

Marketing and Communication Team

KCD Madrid

marketing@kcdmadrid.org

KCD [INSERT CITY] 2024



SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	15th September	173
CFP CLOSES	31st October, 2022	127
CFP NOTIFICATIONS	19th December, 2022	78
SCHEDULE ANNOUNCED	17th January, 2023	49
FEES & LOGO ASSETS DUE	07th February, 2023	30
EVENT START	07th March, 2023	Live!



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CONTACT

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LET'S GET SOCIAL

 [Twitter handle] [title of LinkedIn page] [title of Instagram name] [title of Facebook name]

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The diagram illustrates the layout of the exhibition stand. It consists of two main views: a top-down view and a side view.

Top-down view: A rectangular stand with a width of 2.00 m and a depth of 3.00 m. The stand is divided into two sections: a "Sponsors Silver compartment" on the left and a "Sponsors Silver compartment" on the right. The text "Sponsors Silver compartment" is written vertically on the left side of the stand.

Side view: A rectangular stand with a height of 2.00 m and a width of 3.00 m. The stand is divided into two sections: a "Sponsors Silver compartment" on the left and a "Sponsors Silver compartment" on the right. The text "Sponsors Silver compartment" is written vertically on the left side of the stand.

