

Several stylized white line-art clouds are scattered across the upper half of the purple gradient background.

SYDNEY



SPONSORSHIP PROSPECTUS

KCD Sydney

5 - 6 SEPTEMBER 2024

International Convention Centre,
Sydney - Pyrmont Theatre





LETTER FROM THE ORGANISERS

“Kubernetes was born in a cauldron of fire, battle-tested and ready for massive workloads”

Swapnil Bhartiya, opensource.com

Kubernetes continues to create industry buzz. As an orchestration system, Kubernetes is a critical management system that auto-scales and improves app performance.

As the popularity of Kubernetes grows, so does the community of users and contributors. As organisers of KCD Sydney, we are deeply committed to the success of our community, from CNCF Ambassadors to maintainers to first-time contributors. No matter the goals, we support the cloud native journey through education and thought leadership. Bringing together the Kubernetes community in 2024, we are hosting KCD Sydney at International Convention Centre, Sydney on 5 & 6 September. This event is a platform for industry experts, thought leaders and professionals to connect and learn. There will be ample time to share stories of cutting-edge organisations that are powering the future of business by embracing the broad, innovative developments in technology to accelerate Kubernetes. But most importantly, it helps arm attending professionals with the tools they need to become the leaders of today and tomorrow.

Join us to meet and interact with Kubernetes developers, DevOps engineers, IT professionals, and decision-makers, showcasing your synergy in the field and reaching new tech alliances that provide opportunities to sell your solutions.

Our partner relationships are extremely important, and we understand that decisions like this don't come easy. If there's anything our team can do to help as you consider this investment, please don't hesitate to ask.

We appreciate your consideration in sponsoring KCD Sydney 2024 and look forward to partnering with you this year and beyond.

**Brendon Thwaites | Matthew Flannery | Brad McCoy |
Sharlene Tee | Adam Gardner | BMK Lakshminarayanan**

CONTACT US

For all sponsorship queries, or for any conference matter, please email us at Organizers@KCDAustralia.onmicrosoft.com



WHO ATTENDS?

2023 Stats:

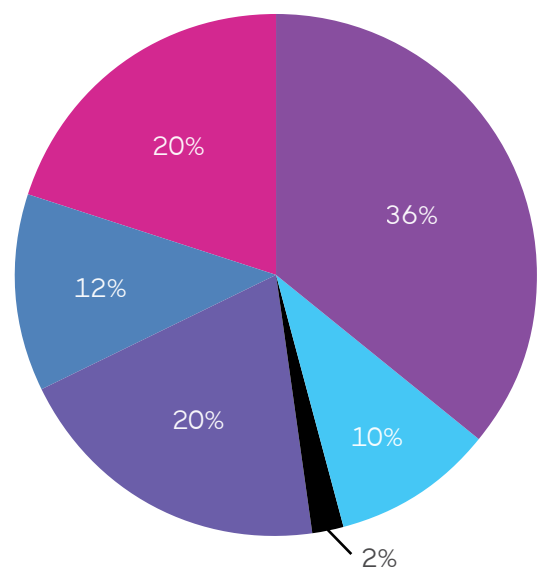
Registrations | 412 community members

Event Attendees | 352 community members

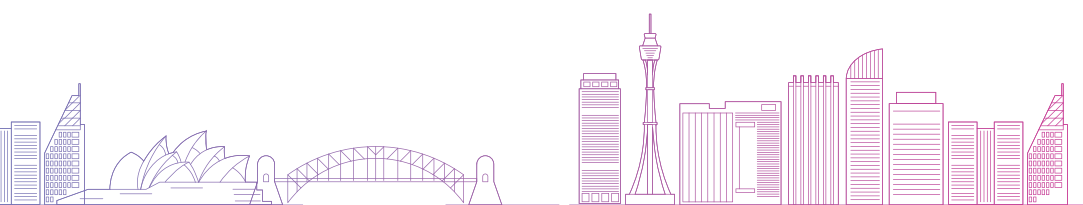
Sponsors | 11 organisations

Speakers | 20 thought-leaders

**The expected registrations in 2024
is 600 community members.**



● Enterprise
 ● Vendors
 ● Unknown
 ● Speakers
 ● Partners
 ● ISV



SPONSORING A KUBERNETES COMMUNITY DAY CAN BE HIGHLY BENEFICIAL FOR SEVERAL REASONS:

1. **Educate the Market:** By providing valuable educational content, companies position themselves as thought leaders in their industry. This not only helps build trust with consumers but also sets them apart from competitors.
2. **Visibility and Brand Exposure:** Kubernetes Community Days attract a diverse audience of developers, DevOps engineers, IT professionals, and decision-makers interested in Kubernetes and cloud-native technologies. By sponsoring the event, your brand gains exposure to this targeted audience, increasing brand visibility within the Kubernetes community.
3. **Networking Opportunities:** These events provide an excellent platform for networking with industry experts, thought leaders, potential customers, and partners. Sponsoring allows your team to engage directly with attendees, fostering meaningful connections that can lead to future collaborations or business opportunities.
4. **Recruitment Opportunities:** Kubernetes Community Days attract top talent in the field of cloud-native computing. Sponsoring the event can help enhance your employer brand and attract skilled professionals who are passionate about Kubernetes and related technologies.
5. **Demonstrate Thought Leadership:** By sponsoring sessions or workshops, you can showcase your expertise and thought leadership in the Kubernetes ecosystem. This positions your company as a knowledgeable and innovative leader in the field, which can help build credibility and trust among potential customers and partners.
6. **Product or Service Promotion:** Community Days provide a platform to showcase your products or services directly to a relevant audience. Whether you offer Kubernetes-related tools, platforms, consulting services, or training programs, sponsoring the event allows you to demonstrate the value proposition of your offerings and generate leads.
7. **Supporting the Community:** Sponsoring Kubernetes Community Days demonstrates your commitment to supporting the open-source community and advancing the adoption of Kubernetes and cloud-native technologies. This can enhance your company's reputation as a responsible corporate citizen and strengthen relationships within the community.
8. **Access to Insights and Trends:** Attending sessions and workshops as a Sponsor provides valuable insights into emerging trends, best practices, and challenges in the Kubernetes ecosystem. This knowledge can inform your product development roadmap, marketing strategies, and business decisions.



Overall, sponsoring KCD Sydney 2024 offers a unique opportunity to connect with key stakeholders, promote your brand, and contribute to the growth and success of the Kubernetes community.

DAY 1 - 5 SEPTEMBER 2024

Diamond and Platinum Sponsor Workshops

Each Diamond and Platinum Sponsor will be offered a 2.5-hour pre-conference workshop for up to 90 registered attendees.

DIAMOND Sponsor Workshop	DIAMOND Sponsor Workshop	PLATINUM Sponsor Workshop	PLATINUM Sponsor Workshop
9:30 am - 12 pm	1:30 pm - 4 pm	9:30 am - 12 pm	1:30 pm - 4 pm
Networking Lunch for all Delegates and Sponsors 12:00 pm – 1:30 pm			
<ul style="list-style-type: none"> • Tea and Coffee on arrival • Morning Tea served at 10:45 am for 15 minutes 	<ul style="list-style-type: none"> • Tea and Coffee on arrival • Afternoon Tea served at 2:45 pm for 15 minutes 	<ul style="list-style-type: none"> • Tea and Coffee on arrival • Morning Tea served at 10:45 am for 15 minutes 	<ul style="list-style-type: none"> • Tea and Coffee on arrival • Afternoon Tea served at 2:45 pm for 15 minutes

Agenda subject to change.



DAY 2 - 6 SEPTEMBER 2024

Exhibition and KCD Sydney 2024 Conference

7:00 am – 8:00 am	Sponsor Bump In	1:30 pm – 3:15 pm	Conference Sessions
8:30 am – 9:30 am	Registration and Networking Located in the Solutions Showcase	3:15 pm – 3:45 pm	Morning Tea Located in the Solutions Showcase
9:30 am – 10:00 am	Welcome and Keynote	3:45 pm – 4:30 pm	Conference Sessions
10:00 am – 11:00 am	Conference Sessions	4:30 pm – 5:00 pm	Prize Draw & Closing Comments
11:00 am – 11:30 am	Morning Tea Located in the Solutions Showcase	5:00 pm – 6:00 pm	Networking Drinks Located in the Solutions Showcase
11:30 am – 12:30 pm	Conference Sessions	6:00 pm	Event Concludes
12:30 pm – 1:30 pm	Lunch Located in the Solutions Showcase	6:00 pm - 7:00 pm	Sponsor Bump Out

Agenda subject to change.



OPPORTUNITIES	ADDITIONAL SPONSORSHIP OPPORTUNITY	DIAMOND 2 SPONSORSHIPS AVAILABLE	PLATINUM 2 SPONSORSHIPS AVAILABLE	GOLD 4 SPONSORSHIPS AVAILABLE	STARTUP 2 SPONSORSHIPS AVAILABLE
Sponsorship cost		\$25,000 AUD	\$20,000 AUD	\$15,000 AUD	\$7,000 AUD
Sponsor attendees: number of your company representative tickets available		8	5	3	2
Branding: logo on event registration site, presentations, and onsite signage		✓	✓	✓	✓
Pre-conference workshop and networking lunch on 5 September 2024: 2.5-hour duration workshop		✓	✓		
Exhibition stand: Pixlip LED wall and hard shell Pixlip LED counter – Graphic Design for stand to be supplied by sponsor		2m w space includes one 2m w x 2m h wall and two 1m x 1m counters	2m w space includes one 2m w x 2m h wall and two 1m x 1m counters	1m w space includes one 1m w x 2m h wall and one 1m x 1m counter	1m w space includes one 1m w x 2m h wall and one 1m x 1m counter
Speaking opportunity		10 minutes	5 minutes		
Pre-event dinner (location TBC) signage		✓	✓	✓	✓
Pre-event dinner attendees: number of your company representative invited		5	4	3	2
Lead sharing of event attendees (GDPR compliant – opt-in leads)		✓	✓		
Lead capture app – requires use of Sponsor's device		✓	✓	✓	✓
Participation in lucky draw – Sponsor to provide prize		✓	✓	✓	✓



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Coffee Cart Sponsorship – includes branding on coffee cart Branded coffee cups to be supplied by sponsor	\$5,000 AUD
KCD and Sponsor co-branded lanyards	\$5,000 AUD
KCD Sydney 2024 and Sponsor co-branded drink bottle for every attendee	\$10,000 AUD
KCD Sydney 2024 t-shirt with Sponsor logo on sleeve, gift for every attendee	\$15,000 AUD





Summary of Agreement: ("Sponsor") is providing KCD Sydney incorporated ("Event Operator") with funds for a _____ level of sponsorship of the KCD Sydney 2024 event.

Term: From the date last signed below until the completion of the KCD Sydney 2024.

Confidentiality: Neither party may disclose the specific dollar amounts of this agreement to anyone without the specific written authorisation from the other party.

Sponsorship Benefits and Privileges: in exchange for their sponsorship and payment of AUD \$ _____, and subject to the terms of this agreement, Sponsor will receive the benefits indicated here in the summary table on page 7.

Financial Obligation: Sponsor will pay Event Operator AUD \$ _____ an invoice will be submitted to Sponsor by Event Operator. Unless otherwise directed by Sponsor, all po(s), invoices and payments will be issued through the designated invoice and payment system of Sponsor, which Event Operator will use reasonable efforts to use; provided, that Event Operator shall not be required to accept any requirements not specified in this agreement in connection with such system, and Event Operator may require the use of an alternative invoice and payment process in its discretion. Sponsor may make payment by wire transfer or check or by alternative method if approved by Event Operator.

Payment Terms: Sponsor will pay the full balance of their sponsorship within next 30 days of receipt of the invoice. Should funds fail to be paid to Event Operator within such time and without Event Operator's express agreement otherwise, or should Sponsor otherwise breach this agreement and fail to cure such breach, event operator may in its discretion remove logos from the website, and Sponsor will lose the opportunity to receive the other sponsorship benefits listed above.

Sponsor Obligations and Deadlines: Sponsor agrees to adhere to all event rules and regulations that will either be made available by the Event Operator or communicated by event staff & subcontracted event management suppliers. Sponsor is responsible for submitting deliverables on time within the deadlines communicated by event staff. Event operator shall be excused from providing the sponsorship benefits if deliverables required from the Sponsor are received past the deadlines set in the Sponsor portal and/or communicated by event staff.

Disclaimer: Event operator makes no express or implied warranties with respect to the sponsorship, the events, or this agreement, either to Sponsor or to any third party, including but not limited to the warranties of merchantability, fitness for a particular purpose, title, or non-infringement of any third-party intellectual property rights.

Force Majeure: Neither party will be liable for inadequate performance to the extent caused by a condition (for example, natural disaster, act of war or terrorism, riot, labor condition, governmental action, and internet disturbance) that was beyond the party's reasonable control.

Limitation of Liability: Neither party shall be liable for (1) any indirect, special, consequential, exemplary or punitive damages, or (2) any damages in an amount exceeding the amounts payable by Sponsor hereunder, in each case where arising out of or relating to this agreement and the subject matter hereof. To the maximum extent permitted by law, the total liability of Event Operator to Sponsor and all other parties relating to or arising from this agreement, including without limitation the expense of any indemnification or similar obligation, shall not exceed the amount insured and actually paid out under the general commercial insurance policy of Event Operator. The foregoing limitations of liability are an essential basis of the decision of Event Operator to offer the event sponsorship and shall apply regardless of the legal theory upon which damages may be claimed; regardless of whether a party knew or should have known of the possibility of such damages; and regardless of whether the foregoing limitations of liability cause any remedy to fail in its essential purpose.

(Invoicing instructions and signature blocks follow on next page.)



SPONSOR CONFIRMATION FORM

Please confirm your sponsorship by 30 May 2024.

To confirm your sponsorship package, please fill the details below and email to: Organizers@KCDAustralia.onmicrosoft.com

Total Sponsorship Amount

Invoicing Details:

Company Name

Contact Person

Position / Title

Email

Company Address

Suburb

State

Postcode

Country

Sponsorships are accepted on a first-come, first-served basis, executed as an agreement by both parties:

Signature

Date

Printed Name

Sponsor

Signature

Date

Printed Name

Brendon Thwaites

Event Organiser

KCD Sydney Incorporated

ABN

68 448 030 754

