



**KCD**

**UK**

**2024**

# **SPONSORSHIP PROSPECTUS**



**OCT 22 & 23**



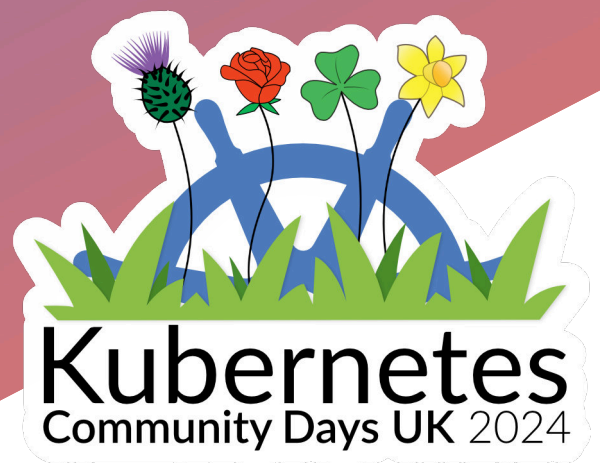
**CODENODE LONDON**



**[HTTPS://KCDUK.IO](https://kcd.uk)**



**KCDUK\_IO**





2024

# SPONSORSHIP PROSPECTUS

## CONFERENCE OVERVIEW



OCTOBER 22  
& 23 2024



CODENODE  
LONDON



250+  
ATTENDEES



KEYNOTES  
2 TALK TRACKS  
WORKSHOPS

## WHO ATTENDS KCD UK?

### Operations & Platform

Platform Engineers, SRE, DevOps

### Developers

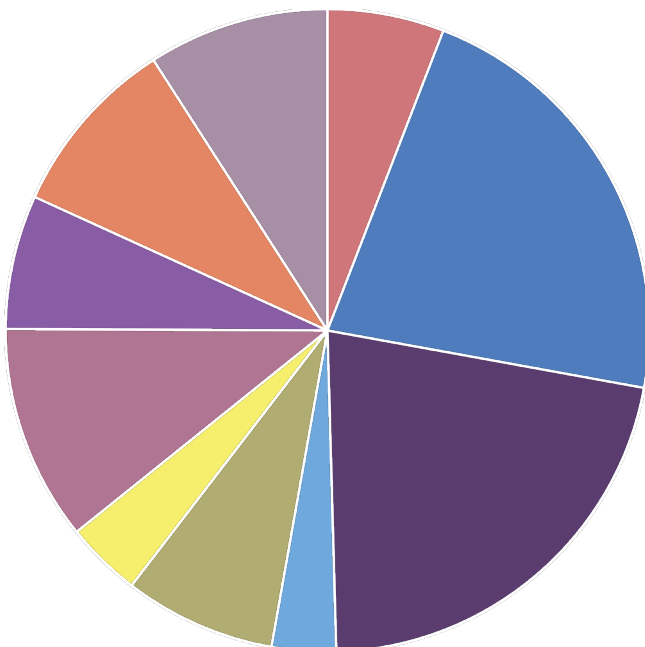
Applications, Developer Tooling, Systems

### Leadership & Community

Executives, Technical Managers,  
Community Managers, Developer Advocates



## JOB FUNCTION DEMOGRAPHIC



- DevOps / Platform / Infrastructure 22%
- Software Engineer 22%
- Architect 10%
- Senior & Executive Leadership 10%
- Other 9%
- Consultant 7%
- Technical Manager 7%
- SRE 6%
- Student 4%
- Developer Advocate 3%



# 2024

# CONFERENCE OVERVIEW


# SPONSORSHIP PROSPECTUS

## WHY SPONSOR KCD UK?

Sponsoring KCD UK gives your company the opportunity to reach a local UK audience of Kubernetes and Cloud Native practitioners in an intimate, community focused conference setting.

KCD UK attendees - including Executives, Technical Managers, and Senior Engineers in the Platform Engineering, SRE, and Developer Tooling spaces - travel from all over the UK to meet in person to connect and learn about the latest industry developments.



-  Increase Brand Recognition
-  Targeted Marketing Opportunities
-  Recruit Local Talent
-  Demonstrate Products & Services
-  Networking and Community

## KEY DATES

**4th March**  
CFP Opens

**2nd June**  
CFP Closes

**29th July**  
CFP Notifications

**5th August**  
Schedule Announced





# 2024

## SPONSORSHIP PROSPECTUS

# PLATINUM PACKAGE

2 AVAILABLE £12,000\*



### MARKETING & PROMOTION

- **Keynote Pitch:** 1 minute on main event stage before opening keynotes.
- **Company logo on event website, and all marketing event marketing material in large size.** Includes opening slides, break slides, and event posters.
- **Social Media Promotion:** Promotion of your sponsorship via the KCD UK X/Twitter and LinkedIn accounts.

### LEAD GENERATION

- **Lead Scanning:** Scan attendee badges (QR Code) via the BadgerScan app for live lead capture.

### ON THE DAY

- **Large Booth:** 2x trestle table booth (150 cm (L) x 50 cm (W) x 74 cm (H) each)
- **Badge Logo:** Logo displayed on the conference badge.
- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks.
- **Large Logo Displays:** Large logo display on event banners throughout the venue.
- **Sponsor Passport:** Take part in the sponsor passport stamp and raffle, driving foot traffic to your booth.

### EVENT TICKETS

- **5 Complimentary Tickets:** Full access attendee tickets.



\*Sponsorship price excl. VAT



# 2024

## SPONSORSHIP PROSPECTUS

### GOLD PACKAGE

12 AVAILABLE £7,500\*

MEDIUM  
BOOTH

3 FREE  
TICKETS

#### MARKETING & PROMOTION

- **Company logo on event website, and all marketing event marketing material in medium size.** Includes opening slides, break slides, and event posters.
- **Social Media Promotion:** Promotion of your sponsorship via the KCD UK X/Twitter and LinkedIn accounts.

#### ON THE DAY

- **Medium Booth:** 1x trestle table booth (150 cm (L) x 50 cm (W) x 74 cm (H))
- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks.
- **Medium Logo Displays:** Medium logo display on event banners throughout the venue.
- **Sponsor Passport:** Take part in the sponsor passport stamp and raffle, driving foot traffic to your booth.

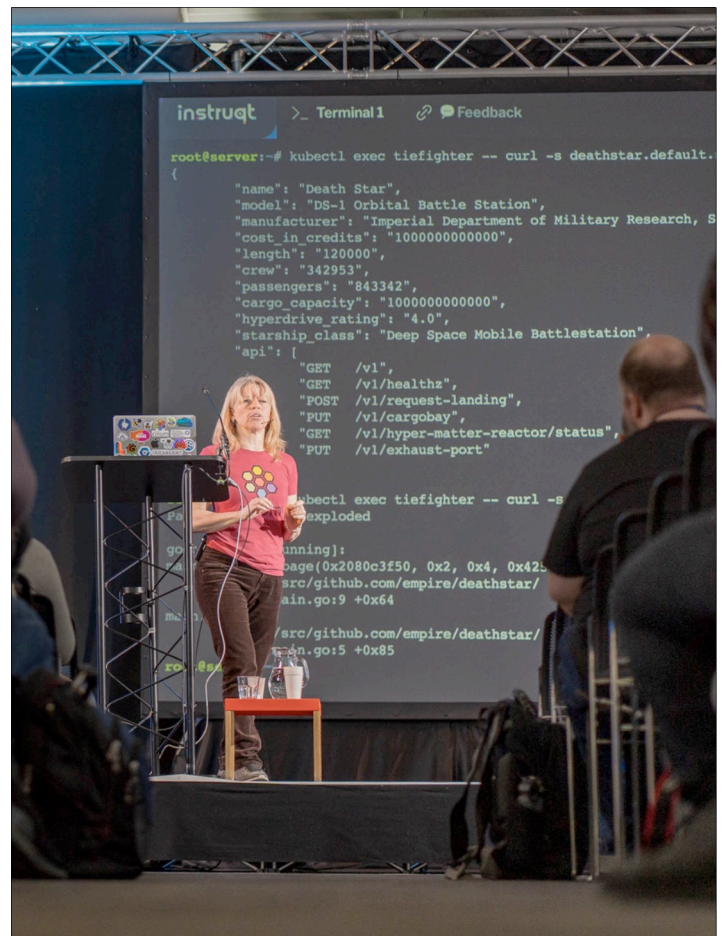


#### EVENT TICKETS

- **3 Complimentary Tickets:** Full access attendee tickets.

#### LEAD GENERATION

- **Lead Scanning:** Scan attendee badges (QR Code) via the BadgerScan app for live lead capture.



\*Sponsorship price excl. VAT





# 2024

## SPONSORSHIP PROSPECTUS

# SILVER PACKAGE

3 AVAILABLE

£4,000\*

2 FREE  
TICKETS

### EVENT TICKETS

- **2 Complimentary Tickets:** Full access attendee tickets.



### MARKETING & PROMOTION

- **Company logo on event website, and all marketing event marketing material in small size.** Includes opening slides, break slides, and event posters.
- **Social Media Promotion:** Promotion of your sponsorship via the KCD UK X/Twitter and LinkedIn accounts.

### ON THE DAY

- **Small High Table & Banner Space:** Small space for popup banner, and table for stickers/flyers and laptop.
- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks.
- **Small Logo Displays:** Small logo display on event banners throughout the venue.



\*Sponsorship price excl. VAT





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# SPONSORSHIP PROSPECTUS

## PAST SPONSORS





2024

# ORGANISER CONTACT

# SPONSORSHIP PROSPECTUS

## WANT TO DISCUSS OTHER SPONSORSHIP OPTIONS?

If you are interested in discussing any other sponsorship opportunities, please contact the organisers via email: [hello@kcduk.io](mailto:hello@kcduk.io)

## WANT TO CONTACT US?

For further details or to become a sponsor, please email the organising team at [hello@kcduk.io](mailto:hello@kcduk.io).

- Adrian Mouat: [adrian@kcduk.io](mailto:adrian@kcduk.io)
- Carla Gaggini: [carla@kcduk.io](mailto:carla@kcduk.io)
- Chris Kranz: [chris@kcduk.io](mailto:chris@kcduk.io)
- Danny Abukalam: [danny@kcduk.io](mailto:danny@kcduk.io)
- Josh Michielsen: [josh@kcduk.io](mailto:josh@kcduk.io)
- Lewis Denham-Parry: [lewis@kcduk.io](mailto:lewis@kcduk.io)
- Matt Jarvis: [matt@kcduk.io](mailto:matt@kcduk.io)
- Nick Jones: [nick@kcduk.io](mailto:nick@kcduk.io)
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