



**KCD**  
GROWING CLOUD NATIVE TOGETHER

KCD ISTANBUL 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 60 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.

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.

SUPPORTED BY



# KCD ISTANBUL 2024



On May 15-16, 2024, the Kubernetes and Cloud Native community will gather in Istanbul, Turkey for a 2-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- After a successful 2023 edition, KCD Istanbul 2024 will be the biggest CNCF event organized in Istanbul and in Turkey.
- Over 400 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

# LAST YEAR DEMOGRAPHICS

## GENDER

Male

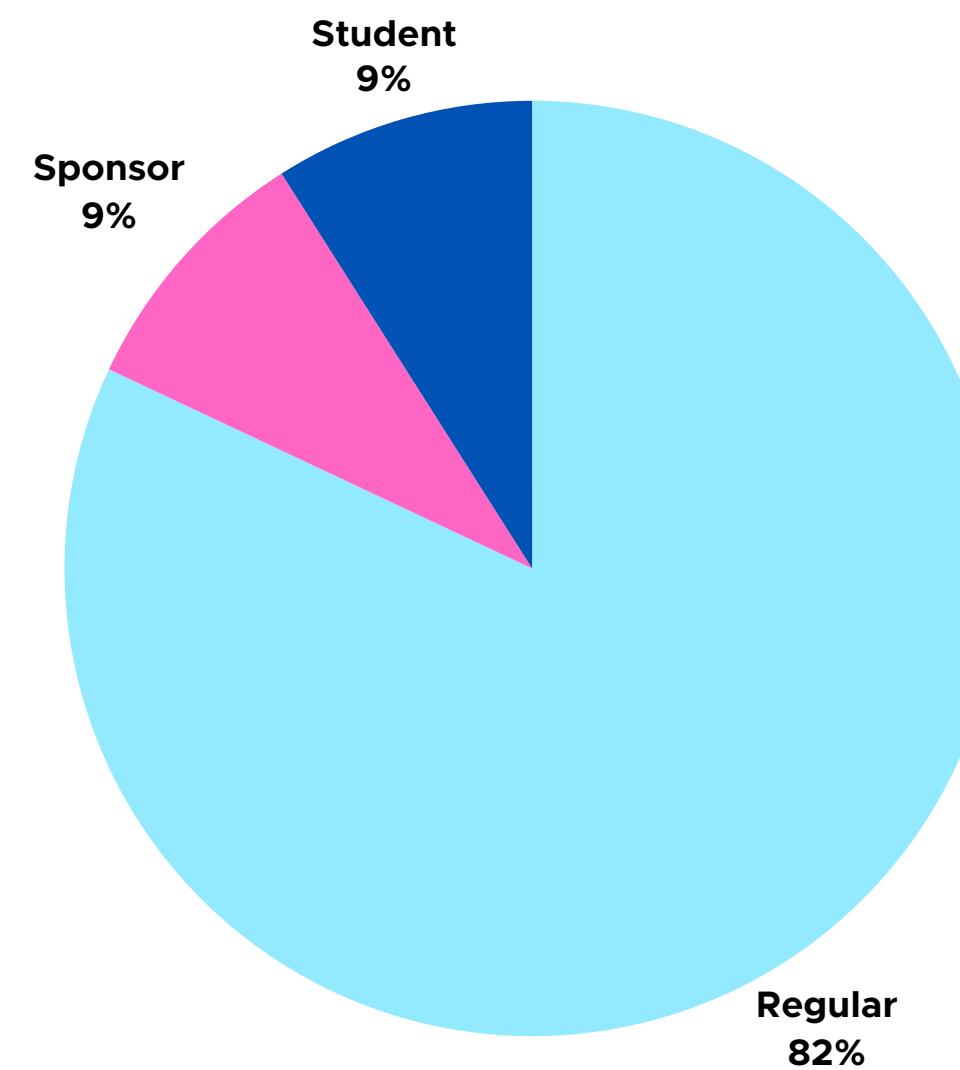
**67%**

Non-Male

**33%**

## ATTENDEES

**570**



# LAST EDITION



# Key Numbers

**2**

Days

**400+**

Attendees

**25+**

Speakers

**4**

Keynotes

**25+**

Sessions

**10+**

Workshops





# Platinum Sponsorships

## PACKAGE PRICE: \$15,000

Platinum 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 presence](#) before, during and after the event: a large booth area, 1 long break-out session\* (30min), 1 workshop\* (90min), branding everywhere.

## WHAT'S INCLUDED

- Large booth area
- 7 tickets
- 30 min break-out session\* (The talk should be feedback or an expert-led presentation).
- 90 min workshop\* (The workshop should be an expert-led workshop).
- Branding in all marketing material
- Large logo on the website
- Social media post from event account
- Large logo in special banner

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



# Gold Sponsorships

## PACKAGE PRICE: \$10,000

Gold 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 medium-size booth area, 1 regular break-out session\* (15min), 1 workshop\* (60min), extended branding both onsite and offsite.

## WHAT'S INCLUDED

- Medium-size booth area
- 5 tickets
- 15 min break-out session\* (The talk should be feedback or an expert-led presentation).
- 60 min workshop\* (The workshop should be an expert-led workshop).
- Branding in marketing material
- Logo on the website
- Social media post from event account

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



# Silver Sponsorships

## PACKAGE PRICE: \$5,000

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: small-size booth area, 1 workshop\* (30min), branding onsite on common areas and welcome banner, logo on the website.

## WHAT'S INCLUDED

- Small-size booth area
- 2 tickets
- 30 min workshop\* (The workshop should be an expert-led workshop).
- Branding in marketing material
- Logo on the website

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



# 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

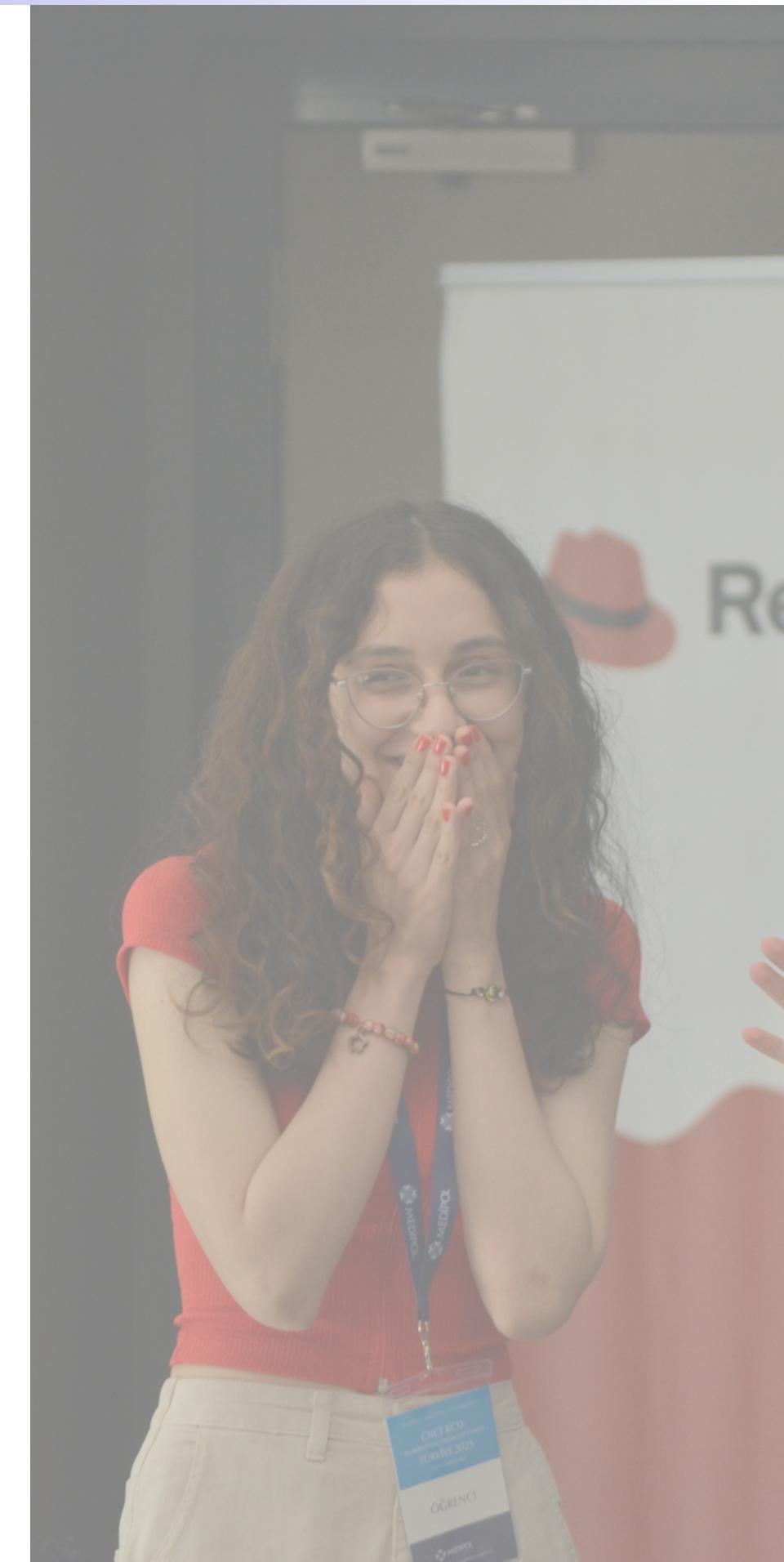
- 2 Ticket
- Keynote Mention
- Logo on website

BENEFITS	PLATINUM	GOLD	SILVER
Booth	L	M	S
Slot for break-out session*	30min	15min	
Workshop*	90min	60min	30min
Branding on common areas, logo on website	L	M	S
Presence on event hall image ads	✓	✓	✓
Opening note mention	✓	✓	✓
Social media post	✓	✓	
Logo in event hall special banner	✓		
Tickets	7	5	2

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

# SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	1st December, 2023	166
CFP CLOSES	31st January, 2024	105
CFP NOTIFICATIONS	29th February, 2024	77
SCHEDULE ANNOUNCED	1st April, 2024	44
FEES & LOGO ASSETS DUE	15th April, 2024	30
EVENT START	15th May, 2024	Live!





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## 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!**

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### CONTACT

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### LET'S GET SOCIAL

