

Amsterdam 2021



Kubernetes Community Days

Sponsor prospectus | April 8th - 9th



On September 24th-25th, the Kubernetes community will gather in Amsterdam for a two day technical conference loaded with exciting talks and plenty of opportunities to grow and network.

KCDays Amsterdam are aimed at developers, operations people and all other IT professionals with an interest in cloud native technologies.

<https://cloudnative.amsterdam>

What you can expect?

Kubernetes Community Days Amsterdam wants to differentiate itself from the average IT conference while still adopting and embracing the Cloud Native Computing Foundation Code of Conduct and especially the focus on diversity and inclusion.

We focus on creating lasting value from the community and for the community, increase diversity and inclusion by adopting a strict code of conduct to eliminate any discrimination and provide a harassment-free environment.

We will prioritise talks that are technically competent, relevant to the larger community and coming from end-user rather than vendors, to ensure the highest possible quality of sessions and an interesting event for the majority of attendees.



KCD 2019



2019 [photos](#), [videos](#)

As a sponsor..

The value of being part of a community is undeniable and a major part in the strategic marketing of many small and big players in the cloud native space – and it's the right thing to do. Open Source is as much as giving back as it is to enjoy the immense value produced by the largest development team on the planet – the open source community.

With a capacity of 450+ attendees, we want to give an opportunity to local and international businesses to contribute and to share their journey with the Dutch Kubernetes and Cloud Native community.

We strictly require all sponsors to adhere to our code of conduct and privacy policies. We encourage an active participation of all sponsors to the community.



Activity	Date	Days til Event
CFP Opens	February 1 st , 2020	432
CFP Closes	December 15 th , 2020	115
CFP Notifications	1 st January, 2021	98
Sponsor contract / payment deadline	1 st January, 2021	98
Diversity sponsorship awarded	1 st January, 2021	98
Schedule announced	15 th January, 2021	84
Event Start	8 th April, 2021	0!



In a nutshell

- 450+ attendees
- 32 speakers
- 60 sponsors
- 30 diversity tickets
- 30 community tickets
- 1.5 days talks
- Openspaces
- Vegan BBQ and party



The venue: Westerliefde



Gold sponsors are the ones contributing the most. They have unique visibility during the event by hosting a full table in the sponsor area of the venue.

We will mention your company during the opening and expose your brand throughout the conference.

With the table at the sponsor area, you get the chance to attract potential customers and talent and engage in meaningful 1:1 conversations around cloud native technologies.



Gold



Gold package: 8000€ ex VAT

- 4 tickets
- Full size table
- Optional TV screen
- Branding everywhere
- Optional speaker dinner
- 10' Sponsor talk in designated area

Silver



Silver package: 3500€ ex VAT

- 2 tickets
- Half sized table
- Optional TV screen
- Branding everywhere
- Swag/stickers/flyers in shared areas

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

You get 2 tickets (remember, we are confident to sell out!) and your logo on our website, with visibility to the whole Cloud Native community.



Bronze



Bronze sponsors are important contributors to Cloud Native Day with perhaps limited financial resources.

We make sure you have visibility on our website and through a collective mention during the keynote.

Even a small contribution means a lot for the community!

Bronze package 1500€ ex VAT

- 2 tickets
- Branding everywhere
- Swag/stickers/flyers in shared areas

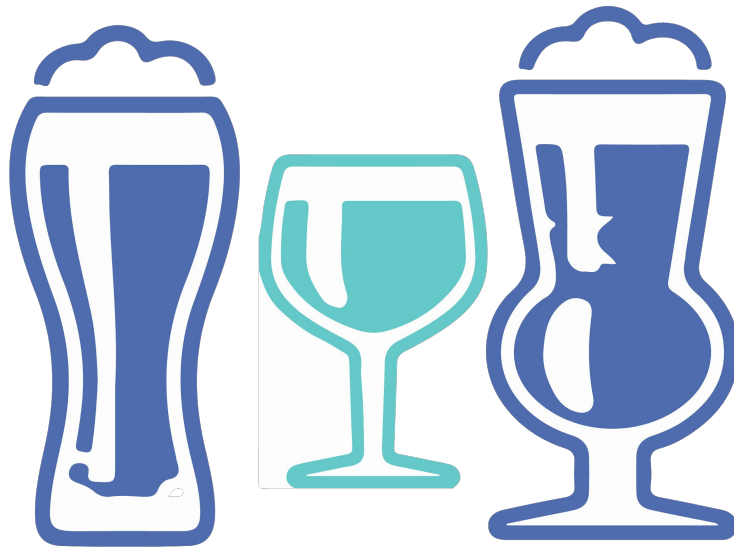


Other sponsoring deals

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

Think of beer/social events, coffee (with branded paper cups), lanyards, mobile charging stations, bbq, kids' corner and more.

Please reach out to define the details of our collaboration.



Community



We aim to give space to as many local communities as possible: feel free to get in touch with us to discuss how we can work together. We are especially looking for diverse communities - meaning also from other sectors than tech.

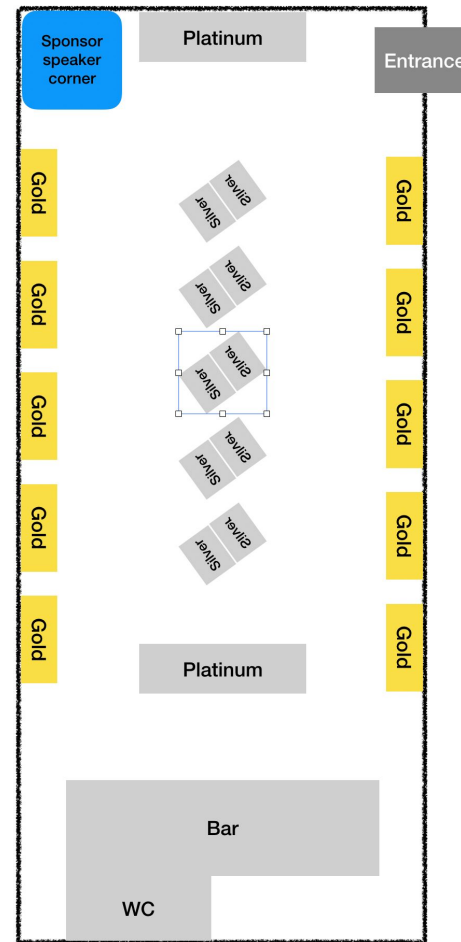

















Sponsor area layout*

- Screens are a paid add-on
- Half tables look like the ones from HashiconfEU
















**preliminary arrangement*



Benefits	Gold (10)	Silver (12)	Bronze (10)	Community
Web/email branding				
Logo on banner				
Sponsor table				
Breakout*				
Keynote mention				
Tickets	3	2	2	0
Price (ex-VAT)	8000€	3500€	1500€	in kind

*subject to availability

Benefits	Coffee (1)	Media (2)	Lanyard (2)	BBQ/Party (2)
Logo on website and email				
Logo on banner				
Table				 **
Breakout*				
Keynote mention				
Tickets	4	4	3	4
Price (ex-VAT)	8000€	8000€	3500€	5000€

*subject to availability, ** at the party

Twitter [@cloudnativeams](https://twitter.com/cloudnativeams)
Instagram [@cloudnativeams](https://www.instagram.com/cloudnativeams)
Facebook [@cloudnativeams](https://www.facebook.com/cloudnativeams)

We will organise meetups around the conference as [Dutch Kubernetes/Cloud Native Meetup](#), official part of the CNCF meetup network. You can submit proposal for talks and venue availability [here](#).

Interested in sponsoring? Reach us over at

- #nl-users channel on kubernetes.slack.io
- email at organizers-amsterdam@kubernetescommunitydays.org
- phone at +31 6 431 977 89.



Kubernetes Community Days

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