



KCD PUNE 2024

SPONSORSHIP PROSPECTUS

SUPPORTED BY



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 63 completed KCD events in 33 countries, and 45 cities.



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





On 13th April 2024, the Kubernetes and Cloud Native community will gather in Pune India for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- Over 700+, KCD Pune 2024 will be the first and the biggest CNCF event organized in Pune.
- Over 700+ developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

THE VENUE



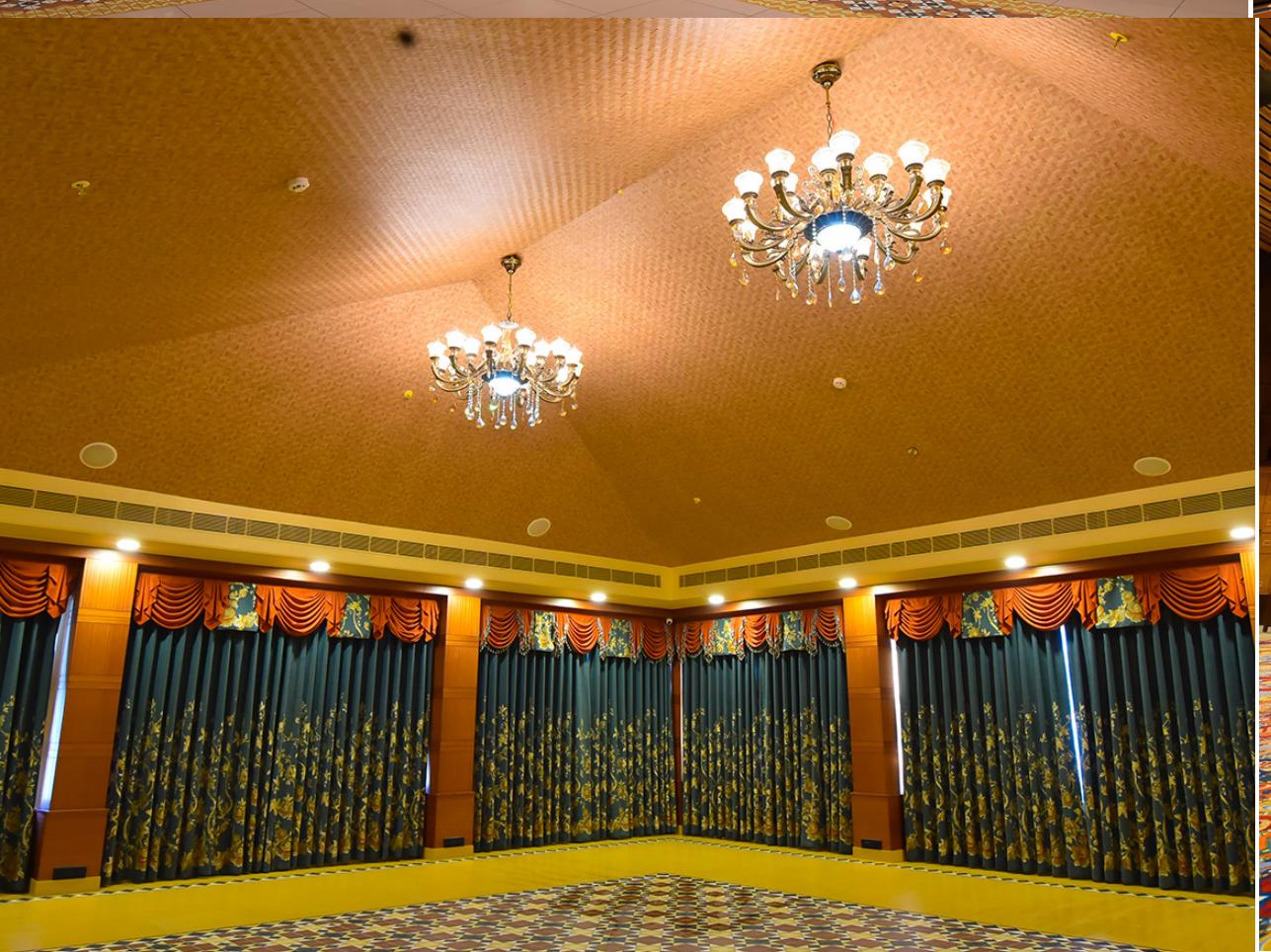
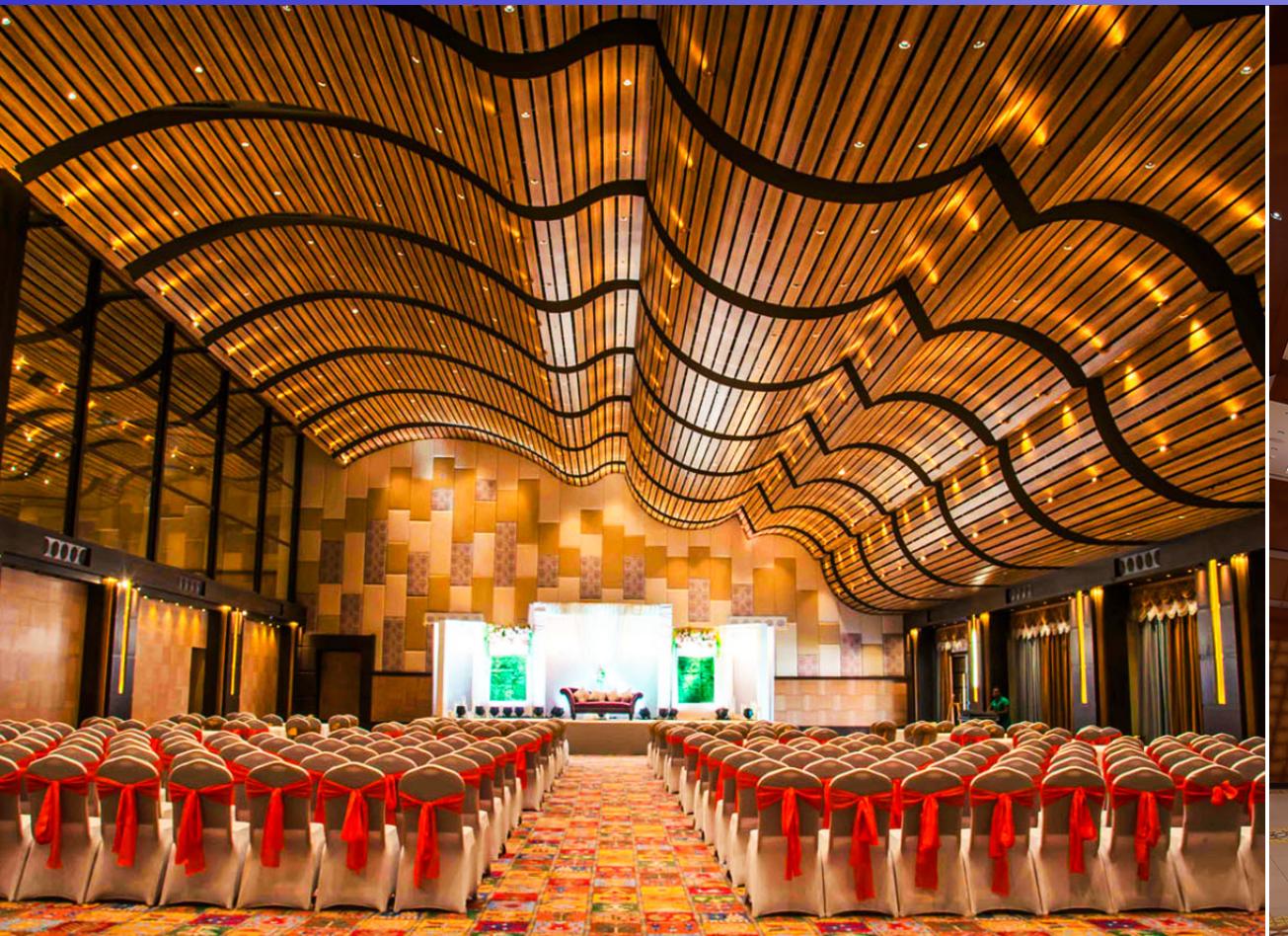
MARIGOLD BANQUETS PUNE

KCD Pune 2024 will be held at [Marigold Banquets and Conventions](#), Pune, India.

The chosen venue for KCD 24 Event features a spacious, well-appointed halls designed for dynamic sessions and interactive workshops. Its substantial capacity ensures a seamless and collaborative environment, complemented by cutting-edge amenities and flexible seating arrangements. This venue underscores our commitment to providing a sophisticated and impactful atmosphere, aligning seamlessly with the professional standards of KCD 24 Event.

MAP LINK

THE VENUE



Key Numbers

700+

Atendees

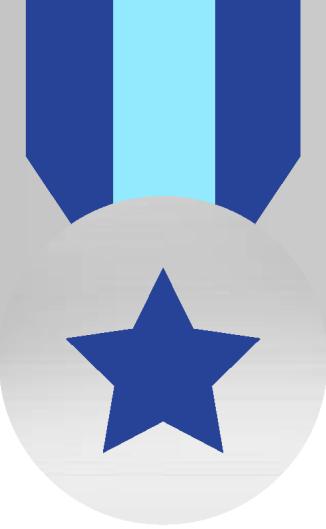
30+

Speakers

20+

Sessions





Title Sponsorships

PACKAGE PRICE: \$6,500

Title sponsors are the ones contributing the most to the conference. It will represent a company for which the Cloud Native approach is central in the way they implement their activity.

Title sponsors will be offered a unique presence before, during, and after the event: a Extra-large booth, a 20-minute speaking session as a keynote Speaker and a 25-30 minute Speaker session, and branding everywhere. They also get a discount code for their guests.

WHAT'S INCLUDED

- 1 Extra-Large booth (2 TVs + Needed Furniture)
- 7 tickets
- Keynote presence on stage (The talk should be feedback or an expert-led presentation- 20min)
- 25-30 Min Speaker session at the event
- Quote in premium KCD press release
- Branding in all swag and marketing material (video website + Venue + Lanyards) along with Social Media Mention
- AV Advertisement during the Event



Gold Sponsorships

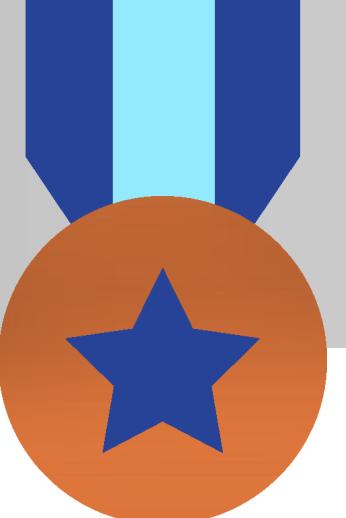
PACKAGE PRICE: \$5,000

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 large booth, a 25-30 minute speaking Session and one workshop slot, and extended branding everywhere. They also get a discount code for their guests.

WHAT'S INCLUDED

- 1 Large booth (1 TV + Needed Furniture)
- 5 tickets
- 25-30 Min Speaker session at the event
- One Workshop Slot
- Quote in premium KCD press release
- Branding in marketing material (website + Venue + Lanyards) along with Social Media Mention
- AV Advertisement during the Event



Silver Sponsorships

PACKAGE PRICE: \$3,500

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: A medium booth, a 25-30 minute speaking Session branding onsite in common areas. They also get a discount code for their guests.

WHAT'S INCLUDED

- 1 Medium booth (1 TV + Needed Furniture)
- 3 tickets
- 25-30 Min Speaker session at the event
- Branding in marketing material (website + Venue) along with Social Media Mention
- AV Advertisement during the event



Bronze Sponsorships

PACKAGE PRICE: \$2,500

Bronze 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!).

Bronze sponsors will be offered strong visibility during the event: a small booth, branding onsite in common areas. They also get a discount code for their guests.

WHAT'S INCLUDED

- 1 Small booth (1 TV + Needed Furniture)
- 3 tickets
- Branding in marketing material (website + Venue) along with Social Media Mention

Swag Sponsorships



PACKAGE PRICE: N/A

The SWAG Sponsors are the epitome of supporting Community driven event by providing the SWAGs to the conference attendees and adding a special flavor to attract the target audience

Showcase your brand's commitment to the Cloud Native community and gain widespread visibility among passionate professionals. Your swag will leave a lasting impression on participants, creating a positive association with your company.

WHAT'S INCLUDED

- 2 tickets
- Company Logo on the Event Swags.
- Branding in marketing material (website + Venue) along with Social Media Mention



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 Tickets
- Presence in the community zone: a special place at the venue, surrounding the forum!
- Logo on website

BENEFITS	TITLE	GOLD	SILVER	BRONZE
Booth	Extra Large	Large	Medium	Small
Sponsorship Amount	\$6,500	\$5,000	\$3,500	\$2,500
Keynote Slot	✓			
Workshop		✓		
Session slot	✓	✓	✓	
Branding on common areas, logo on website	✓	✓	✓	✓
Branding on Lanyards and ID cards	✓	✓		
Mention on KCD Press Release	✓			
AV Advertisement	✓	✓		
Tickets	7	5	3	2
Swag Sponsorships	2 Tickets	Logo on the Event Swags	Branding in marketing material (website + Venue)	Social Media Mention



COMMUNITY ORGANIZED CNCF SUPPORTED

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!

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

CONTACT

kcdpune@gmail.com

**Organizer KCD Pune
Sagar Utekar
Toshal Khawale
Vipul Chaudhary**

LET'S GET SOCIAL

