



KCD BUDAPEST 2025

# 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 over 4 years, the Cloud Native Computing Foundation supported more than 93 completed KCD events in 41 countries, and 59 cities.

(December 2024)

4 YEARS GLOBAL IMPACT



41 COUNTRIES / 59 CITIES

and counting...



93 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.

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## KCD BUDAPEST 2025

On April 24, the Kubernetes and Cloud Native community will gather in Budapest, Hungary for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- KCD Budapest 2025 will be the first and the biggest CNCF event organized in Budapest.
- Over 300 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

# The Cloud Native Community in Budapest



## THE VENUE

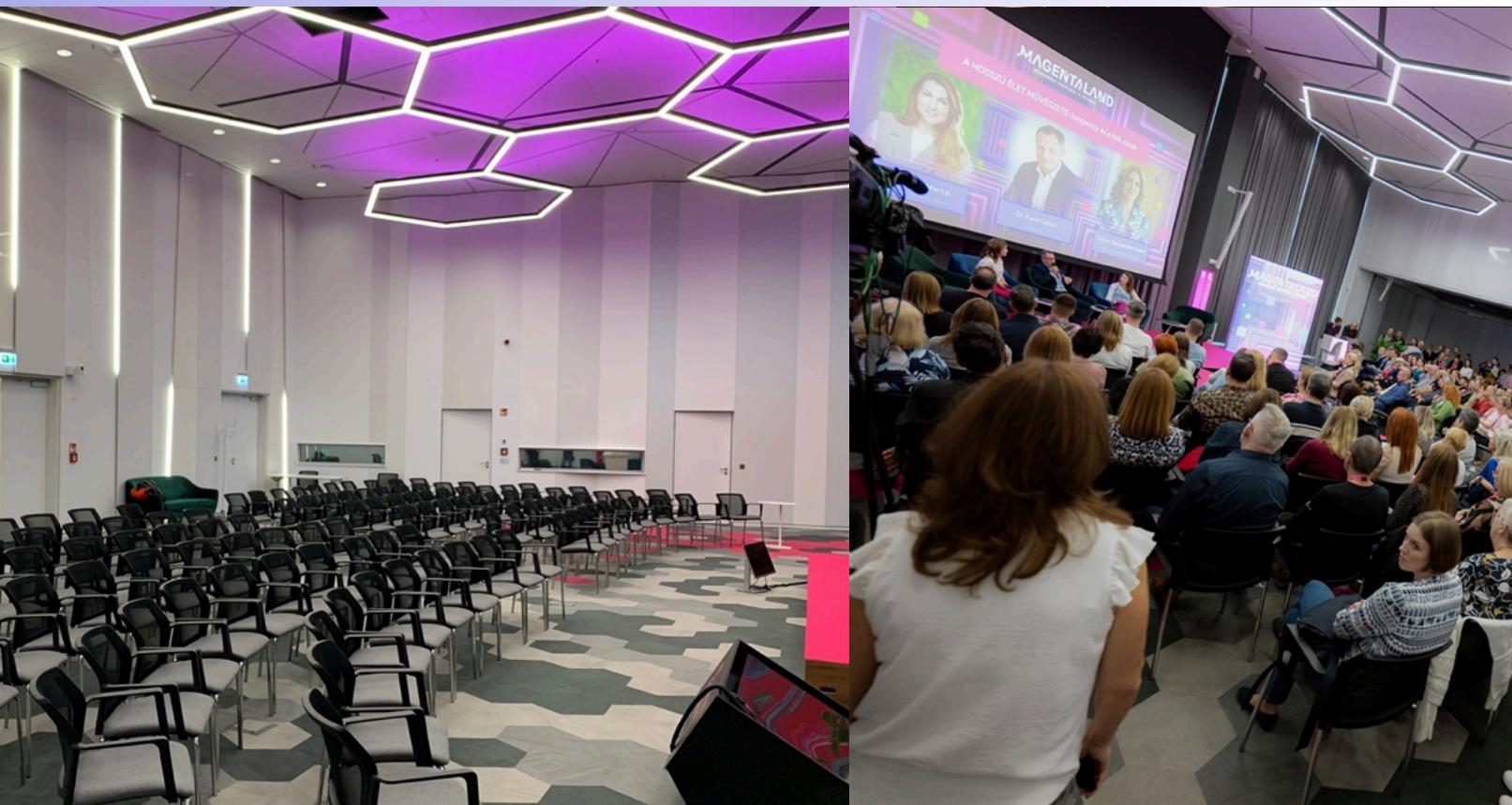


### TELEKOM CAMPUS, BUDAPEST

KCD Budapest 2025 will be held at Telekom Campus located in Budapest.

As one of the largest and most modern office complexes in Hungary, Telekom Campus offers more than just a venue. Alongside state-of-the-art event spaces perfect for deep dives into Cloud Native, you'll find a variety of restaurants and cafes to keep you fueled throughout the day.

## THE VENUE



## THE ROOMS

The venue offers a big auditorium with a capacity of 300 people suitable for keynote sessions and closing remarks.

There are also two smaller rooms available for breakout sessions.

The booth area is right outside the rooms for sponsor exhibitions.



# Key Numbers

**300**

Atendees

**20+**

Speakers

**20**

Sessions

**€79**

Ticket Price  
(early bird)

**2**

Tracks

**1**

Day





# Gold Sponsorships

**PACKAGE PRICE: €6,000**

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 receive exceptional visibility during and after the event, including a spacious 6m<sup>2</sup> booth, extensive branding both onsite and online, and a stage presentation during visitor coordination before breaks (three times). They will also be featured in both the visitor information email and the post-event follow-up email.

## WHAT'S INCLUDED

- Logo display on the website, LCD screens, badges, in the rooms on projector still images
- Sponsor introduction in a few sentences in the visitor information email, post-event follow-up email
- Placement of A4-sized promotional materials on chairs
- 2 x 3 meter stand area / one press wall or an equivalent installation or two 1m wide banners
- Stage presentation during visitor coordination before breaks
- 2 free conference tickets + 1 stand staff member



# Silver Sponsorships



## PACKAGE PRICE: €1,500

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: logos displayed on the website, on-site LCD screens, badges, displays in the event rooms, and sponsor introductions.

## WHAT'S INCLUDED

- Logo display on the website, LCD screens, badges, and projector still images
- Sponsor introduction in visitor info and follow-up emails
- A4-size promotional material on chairs
- One free ticket

# Afterparty Sponsorship



## PACKAGE PRICE: NEGOTIABLE

Be the highlight of the event's social scene by sponsoring the afterparty! This is a prime chance to network, connect, and unwind with attendees in a relaxed setting.

## WHAT'S INCLUDED

- Logo display on the website, LCD screens, badges, and projector still images
- Sponsor introduction in visitor info and follow-up emails
- A4-size promotional material on chairs
- Two free tickets

BENEFITS	Gold	Silver
Booth	✓	
Quote in Press Release	✓	✓
Video presence on forum screen	✓	✓
Logo on all KCD video replays	✓	✓
Branding on common areas, logo on website	✓	✓
Keynote mention	✓	✓
Tickets	3	1

# SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	8th January	75
CFP CLOSES	17th February	66
CFP NOTIFICATIONS	24th February	59
SCHEDULE ANNOUNCED	1st March	54
EVENT START	24th April, 2025	Live!



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

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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

**KCD Budapest Organizer team**  
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#### LET'S GET SOCIAL

 @kcdbudapest

 KCD Budapest