

KCD PORTUGAL 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 Kubernetes Community Days (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.

GLOBAL IMPACT



33+ COUNTRIES / 45+ CITIES
and counting...



62+ 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



WHY SPONSOR

Sponsoring KCDs offers companies a unique opportunity to achieve multiple strategic objectives.

05

Anticipating over 350 enthusiastic attendees, our event promises a dynamic networking atmosphere ripe for meaningful connections and collaborations

07

KCD lives from the contributions of its members - from individual contributors to the big players. Helping the event will give your businesses the chance to contribute to the community while sending a strong signal of commitment to Cloud Native technologies

06

Embrace the innovative Un-Conferencing format alongside a variety of tracks, ensuring an immersive and customized experience tailored to your organization's goals

08

Engage with carefully selected technical talks and breakout sessions strategically designed to facilitate interaction with the local community and key industry figures, positioning your business as a contender in the ever-evolving Cloud Native landscape

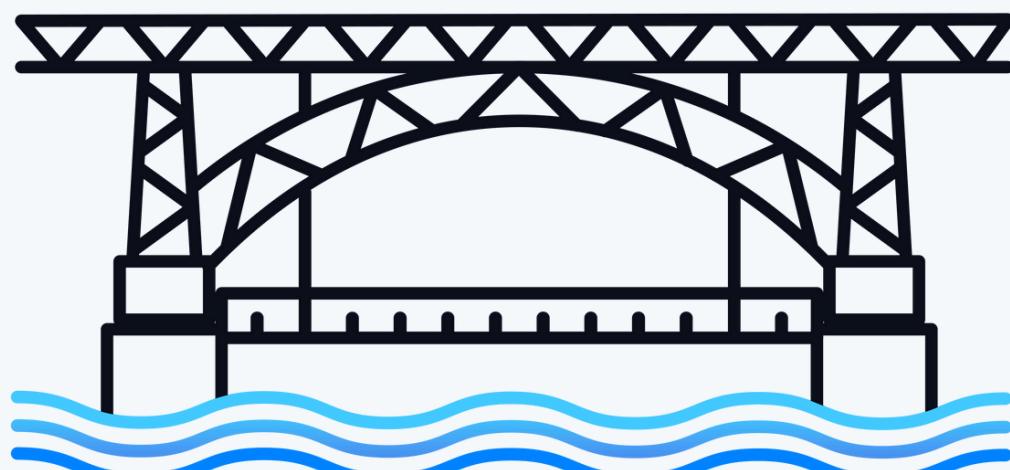
SUPPORTED BY



KCD Porto 2024

On the 27th and 28th of September, Porto (Portugal) will be buzzing with Kubernetes and Cloud Native community, as we come together for a two-day technical conference.

PORTO



GROWING CLOUD NATIVE TOGETHER

WHAT TO EXPECT

KCD Porto 2024 will be the first and the **biggest CNCF event** to ever been organized **in Portugal**.

Focus on creating lasting value from the community and **for the community**. Hence **we prioritise talks** that are technically competent, relevant to the larger community and coming **from end-users** rather than vendors

The event anticipates over **350 attendees**, with a presence of developers, including **platform engineers, DevOps, cloud experts, and infrastructure specialists**. It will also draw **leaders and companies** heavily focused on cloud-native technologies.

This event reflects the city's increasing investment in technology, with numerous tech events and communities.

THE VENUE

ALFANDEGA CONGRESS CENTER

KCD Portugal 2024 will be held at Alfândega do Porto located in Porto

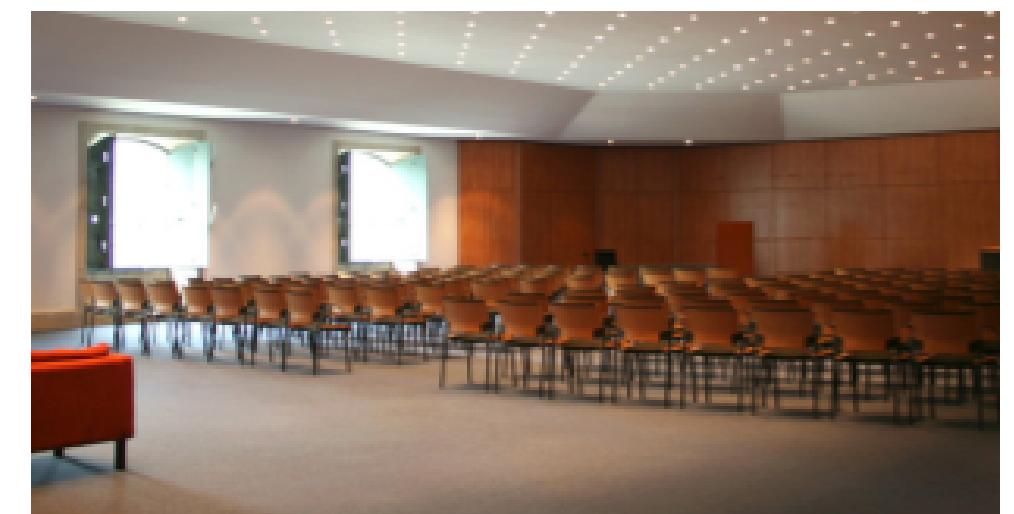


FACILITIES:

- Alongside conference areas, it offers leisure zones such as the grand hall and “cais”, where lunch and post-event with sunset will take place.
- Parking lot available, with limited capacity
- Security at the event hours
- Suitable for reduced mobility attendees

LOCATION:

- The venue, situated in one of the most beautiful buildings in the northern region of the country, is nestled along the picturesque riverside of Porto
- Positioned along the riverbank, offering a stunning view and ambience to enjoy the conference to its fullest.

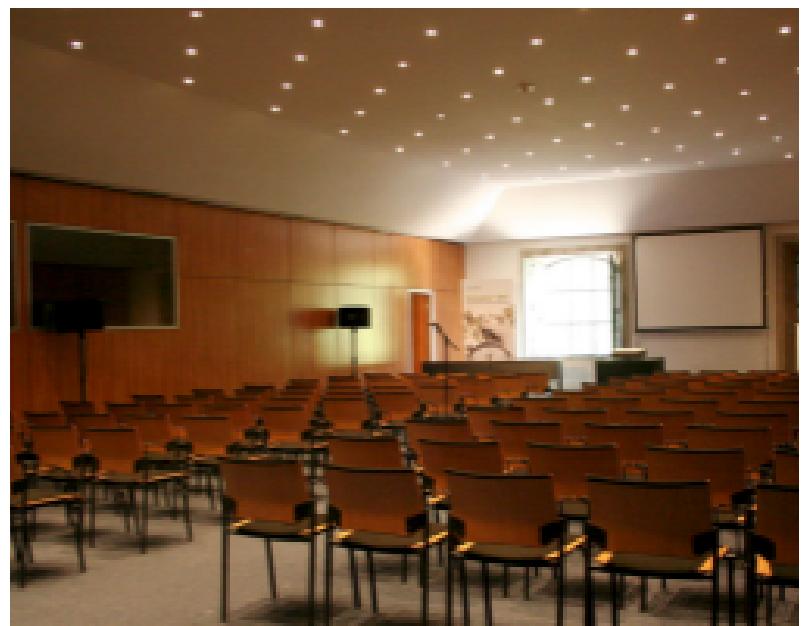
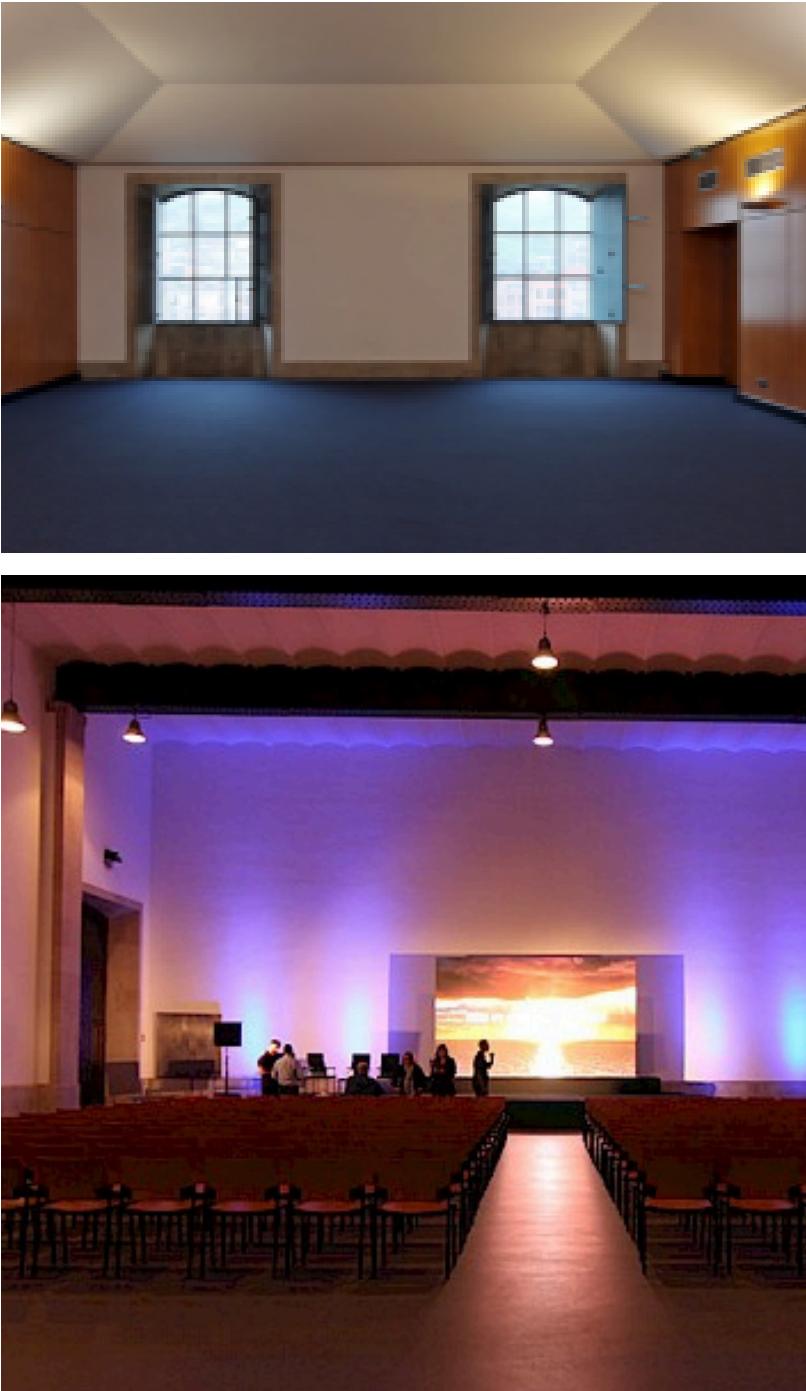


THE VENUE

THE ROOMS

For KCD Porto, we will have several conference rooms available:

- 1 Room with a capacity of 400 for the first day for keynotes and dinner;
- 3 Rooms for plenary and parallel sessions (350 and 100 people, respectively);
- 2 Rooms for exhibitors and sponsors, along with a corridor;
- 1 Room for meals and networking.



KEY NUMBERS

+350
Atendees

+40
Speakers

+30
Sessions

100€
Ticket Price
(early bird)

150€
Normal
Ticket Price

100€
Discount
Tickets

1
Keynote
Speaker

3
Invited
Speakers

- Talks; Lightning Talks and Community Chosen Talks
- Other Dynamics: Lunch; Dinner; Sunset





Bronze Sponsorships

WHAT'S INCLUDED

PACKAGE PRICE: 3000€

Bronze booth space during the second day in the sponsor rooms (1 square meter of space (1px)).

Logo on the event website.

Logo on the conference main conference banner

Mentions in event promotion on social media and other channels as sponsor

2 complimentary tickets for the event

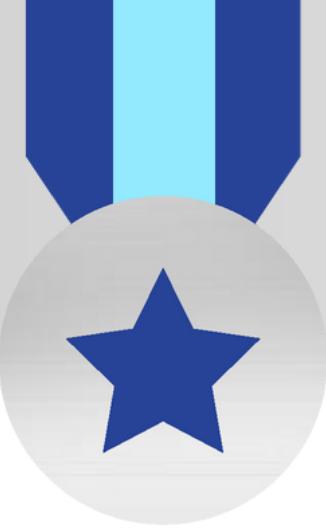
Option to provide 1 item of swag for attendees (to be included in the welcome kit)

Logo on video content, from recordings to other event videos.

Logo on the main stages between sessions.

* Including standard furniture

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



Silver Sponsorships

WHAT'S INCLUDED

PACKAGE PRICE: 5000€

**All the benefits from
the Bronze level
sponsorship (except
booth conditions)
PLUS:**

2-minute pitch
during event's
official agenda.

Silver booth
space during the
second day in the
sponsor rooms
(with prominent
highlighting
(2mx2m) (2px)).

Logo highlighted
(in terms of size
and position) on
the conference
poster, main
screen, and
website

Roll-up in the main
stage rooms.

4 complimentary
tickets for the event

* Including standard furniture

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



Gold Sponsorships

WHAT'S INCLUDED

PACKAGE PRICE: 7000€

**All the benefits from
the Silver level
sponsorship (except
booth conditions)
PLUS:**

6 complimentary
tickets for the
event

Gold booth space
during the second
day in the
sponsor rooms
(with prominent
highlighting
(3mx3m) (3px)).

30-minute
Speaker slot in
the official event
agenda (the talks
need to be
validated by the
organization)

Logo highlighted (in
terms of size and
position) in the
conference poster,
main screen and
website

Logo on the badge

* Including standard furniture

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

BENEFITS	 Gold (7,000€)	 Silver (5,000€)	 Bronze (3,000€)
Booth*	Gold booth space during the second day between the two sponsor rooms where it is a mandatory passage area (3mx3m) (3px)	Silver booth space during the second day in one of the sponsor rooms with prominent highlighting (2mx2m) (2px)	Bronze booth space during the second day in one of the sponsor rooms (back), comprising 1 table with 1 square meter of space (1px)
Max Sponsors	2 <small>SOLD OUT</small>	8 (6 left)	4 (3 left)
Free Tickets	6	4	2
Booth Pass	3	2	1
Logo featured on the event page, conference roll-up/poster displayed at the registration area and main room	✓	✓	✓
Logo showcased on video recordings and main screen between sessions	✓	✓	✓
Option to provide swag for attendees (Welcome kit)	✓	✓	✓
Mention in advertising on social media and other channels as sponsor - KCD Porto and CNCF	✓	✓	✓
First-day dinner with Keynote speaker and attendees (limited tickets);	✓	✓	✓
2-minute pitch to the full audience during primetime	✓	✓	
Roll-up in the main room	✓ (on the stage)	✓ (side of the stage)	
Logo on the badge	✓		
Speaker slot in one of the tracks - 1 x 60 minutes or 2 x 30 minutes (provided the topics align with the tracks - Submit the content for validation)	✓		



Other Sponsoring Packages

OTHER OPTIONS...

No package fitting your needs?
No problem! There are various other means of supporting KCD Porto.

Think of beer / social events, coffee, lunch, lanyards, room sponsors and more.

Silver Package but without a Booth (3500€) - Want to have a presence like a Silver sponsor but without a booth? No problem, you get the same benefits as the Silver package, just without a booth

Lanyard Sponsor (1000€): Add your logo to the event Lanyards

Main Stage Sponsor (1250€): Name the room for Opening/Closing Sessions and Keynote Speakers after your company

Side Stage Sponsor (750€): Name one of our two rooms for parallel sessions and workshops after your company

Sponsor Room Naming (1000€): Name one of our two rooms for sponsors after your company

First Day Event Sponsor (2000€): Name the room after your company and sponsor of the dinner of the 27th. This includes having a small stand at the dinner.

Coffee Break and Lunch Sponsor (4000€): We will acknowledge your sponsorship during the coffee break and/or lunch.

Sunset Sponsor (1250€): Host the sunset after your company and have a small stand during the sunset

Your Own Idea: Contact Us, we're happy to hear your ideas and make them happen!

SCHEDULE

	DATE
CFP OPENS	Open!
CFP CLOSES	15th July, 2024
CFP NOTIFICATIONS	15th August, 2024
SCHEDULE ANNOUNCED	1st September, 2024
FEES & LOGO ASSETS DUE	1st September, 2024
EVENT START	27th September, 2024





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

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!

CONTACT

**Fábio Sampaio
Ricardo Castro
Organizers and Sponsors Point of Contact**

KCD Portugal

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mccricardo@gmail.com
sponsors@kcdportugal.com

LET'S GET SOCIAL



[Twitter handle]



[title of LinkedIn page]

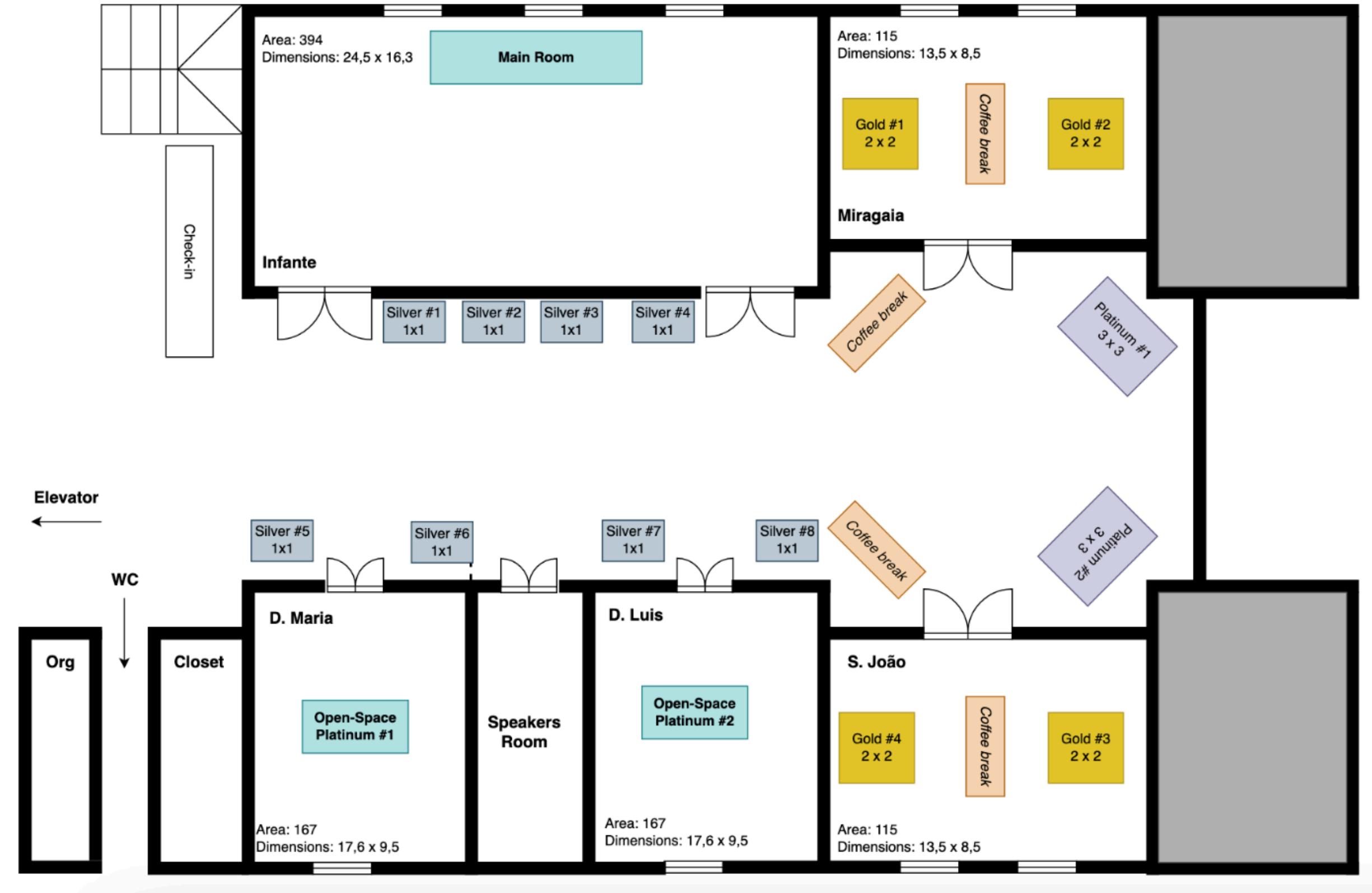


[title of Instagram name]



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THE LAYOUT



LAST YEAR DEMOGRAPHICS

GENDER

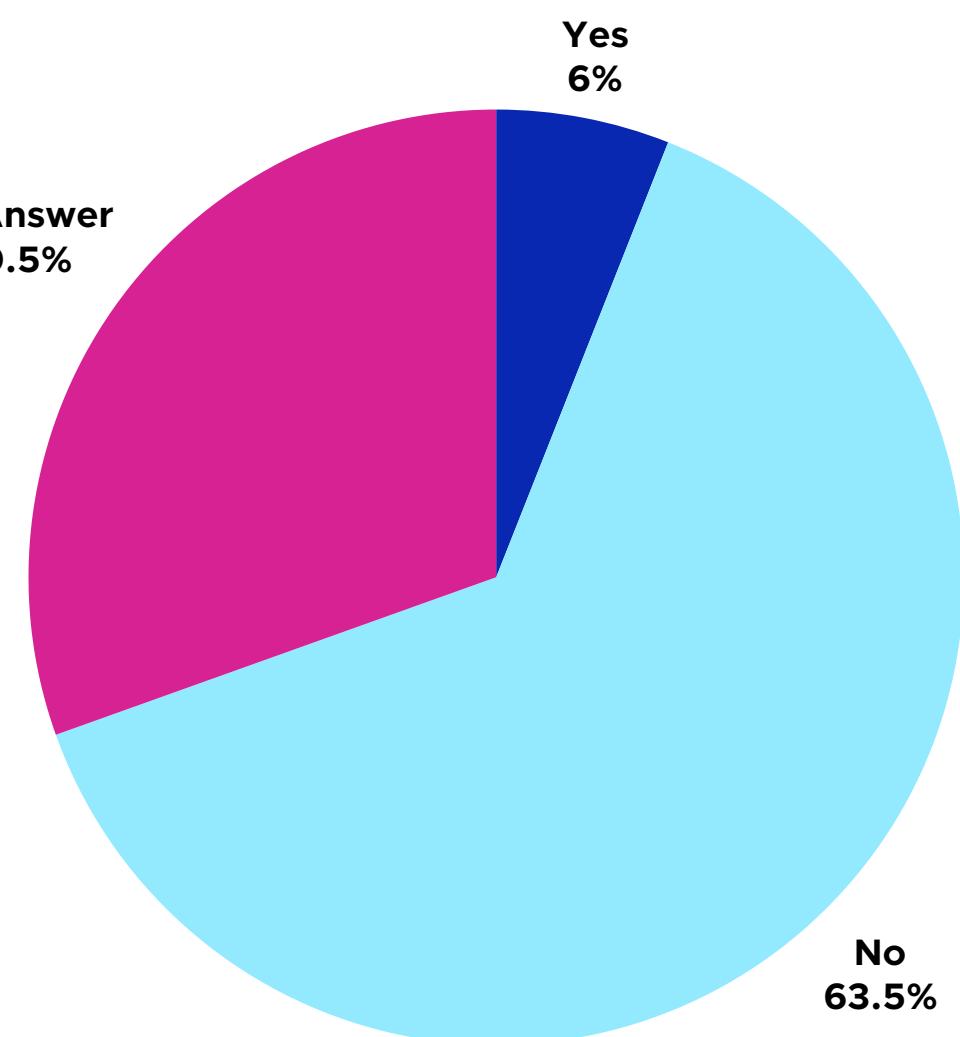
Male

72.1%

Non-Male

10.8%

DO YOU IDENTIFY AS A PERSON OF COLOUR?



GEOGRAPHICS



78%



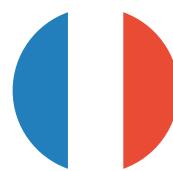
5%



2%



1%



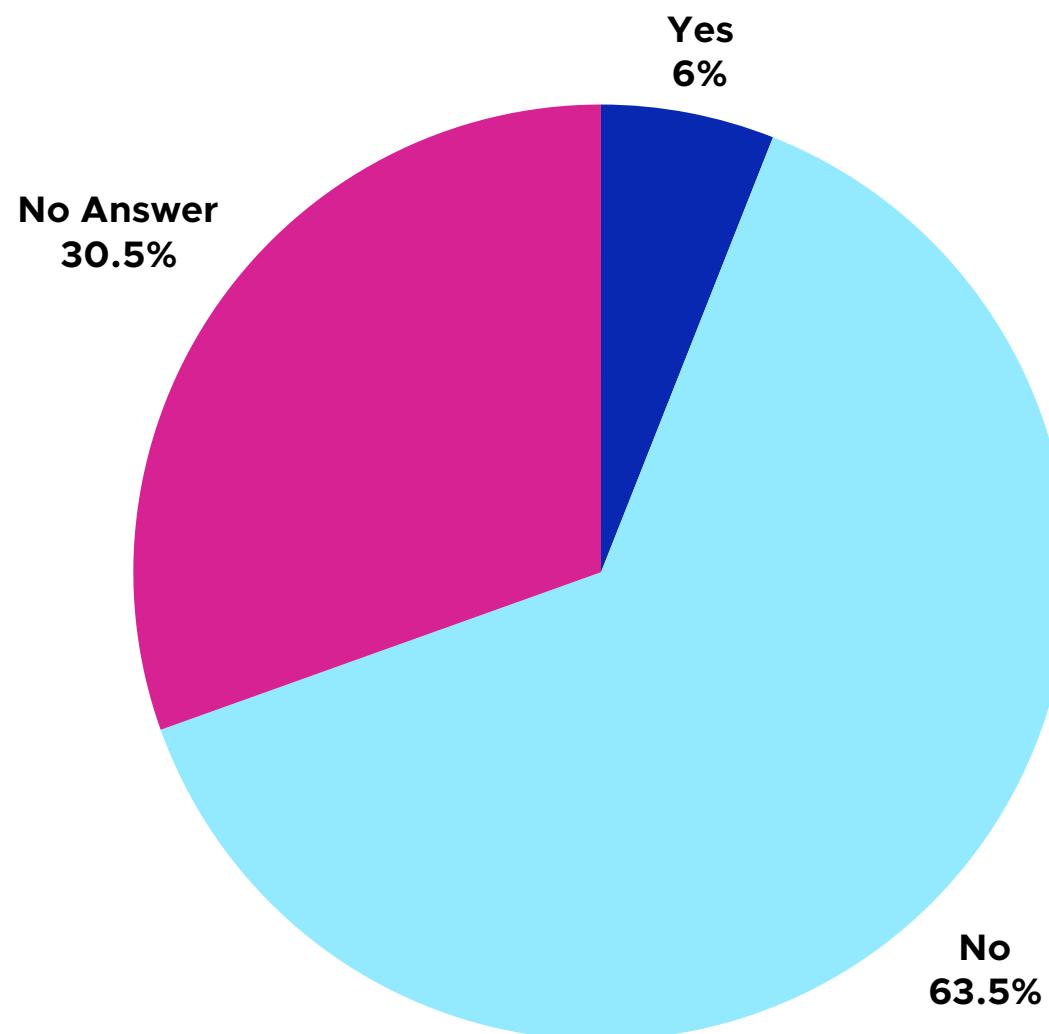
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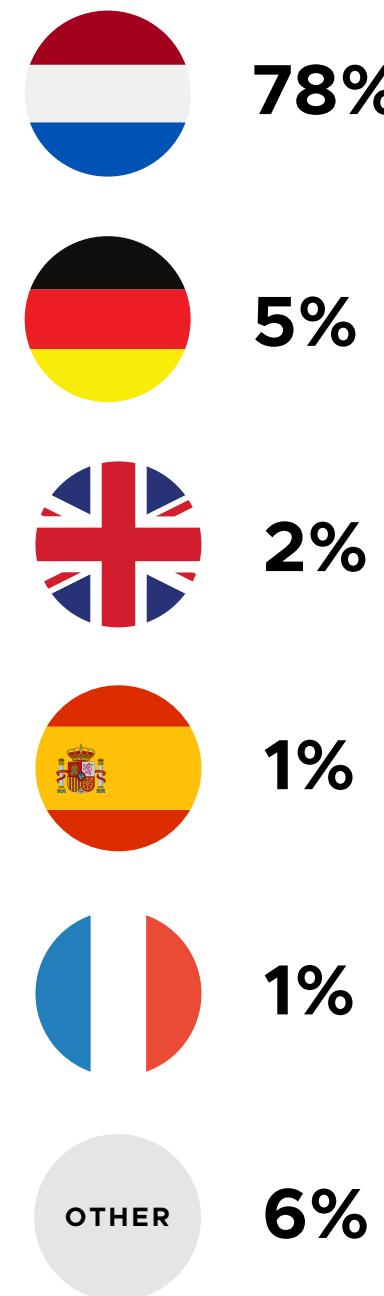
6%

LAST YEAR DEMOGRAPHICS

DO YOU IDENTIFY AS A PERSON OF COLOUR?

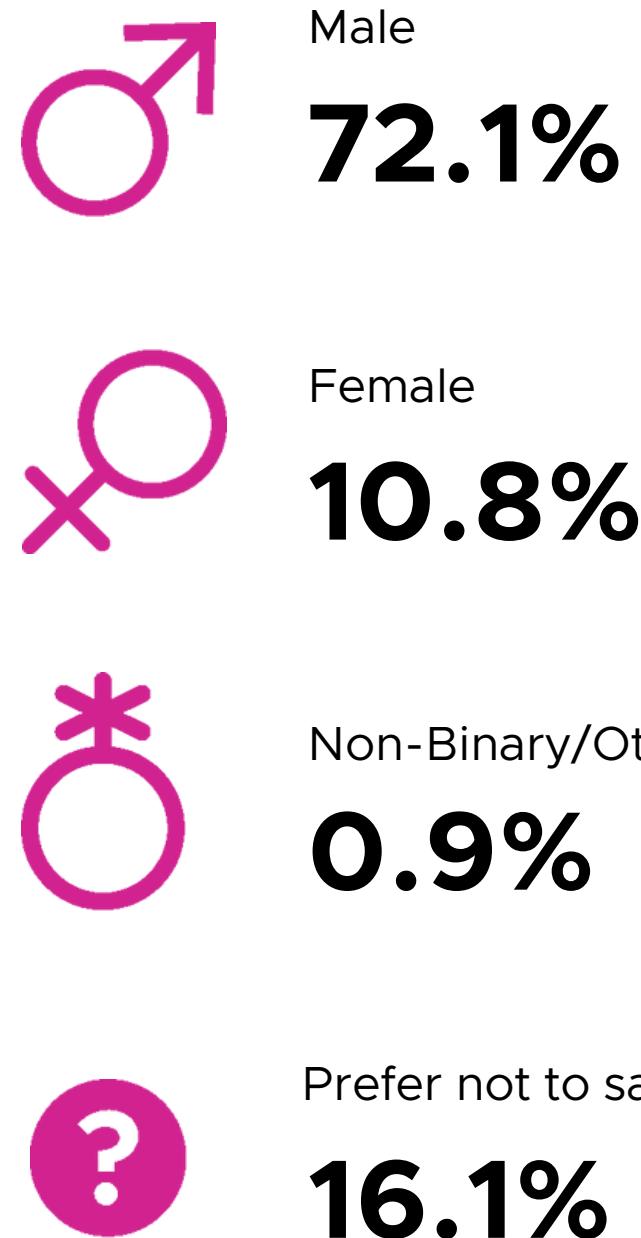


GEOGRAPHICS

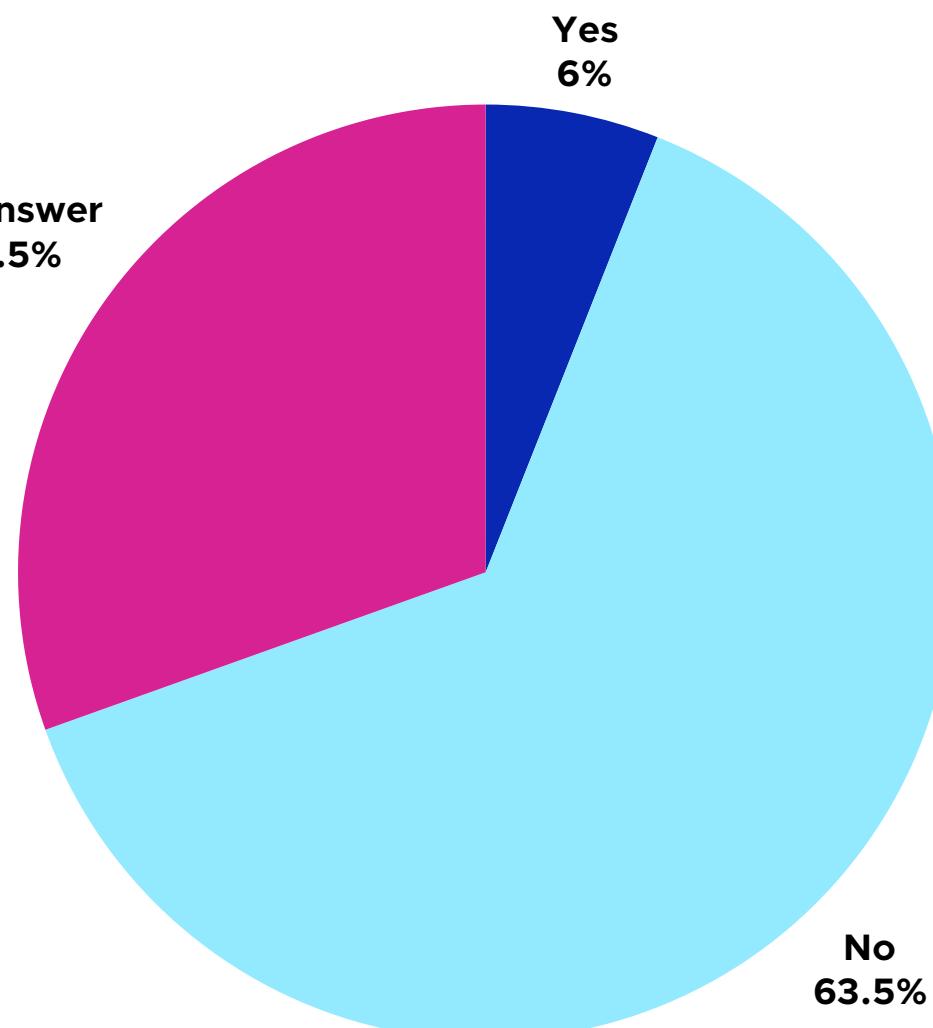


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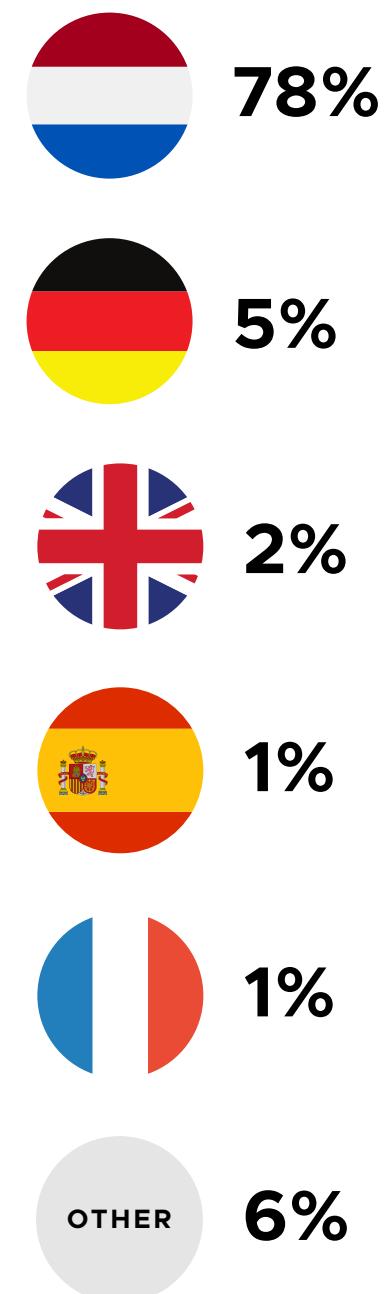
GENDER



DO YOU IDENTIFY AS A PERSON OF COLOUR?



GEOGRAPHICS



KCD [INSERT CITY] 2023

