



Kubernetes
Community
Days

KCD NEW YORK 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.

In 2021, Cloud Native Computing Foundation supported more than 390 community groups in 75 countries, with greater than 150,000 members.



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 New York 2024

On May 22, 2024, the Kubernetes and Cloud Native community will gather in New York City for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- KCD New York 2024 will be the first and the biggest CNCF event organized in New York City.
- Over 250 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

THE VENUE



CURE 345 , NEW YORK CITY

KCD New York 2024 will be held at Cure 345 located in Manhattan, New York City.

Education and Conference Center is a flexible structure with a variety of arrangements. Each conference room is outfitted with state-of-the-art technology and fully supported by in-house staff team.

[accommodates up to 400 people]

Roof Top Terrace has a modern and incredible view of the city.

[accommodates up to 180 people]

THE VENUE

THE ROOMS

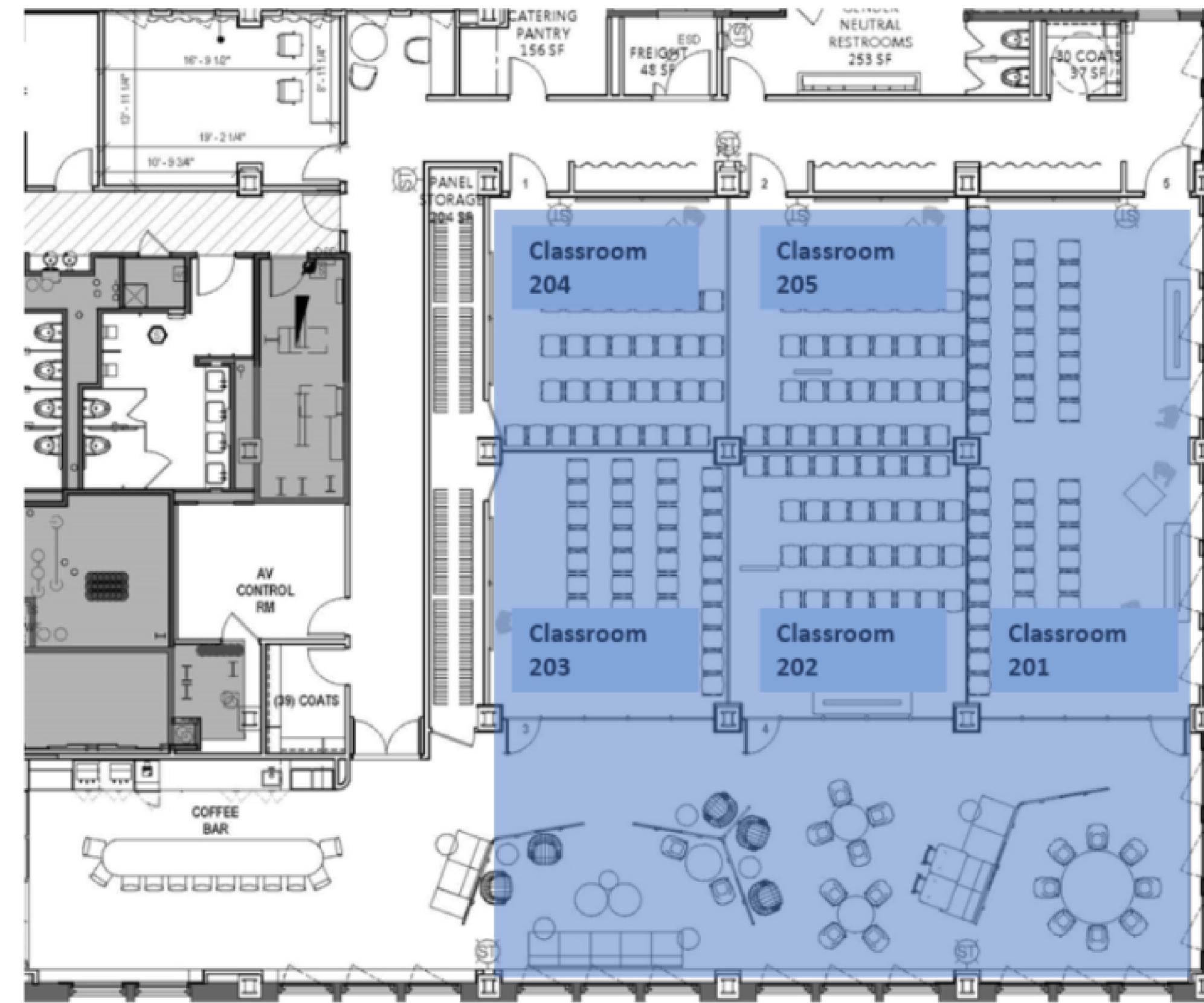
The Event Floor features a dedicated space for a breakfast and Coffee Bar that Attendees can enjoy while connecting with other experts in the space.

The rooms' design is flexible, allowing the entire floor for the opening and keynote, then split into multiple rooms for session tracks.

The Expo will be on a dedicated floor (Roof Top) that will allow attendees to explore and chat with sponsors.



THE LAYOUT (Sessions)



Key Numbers

250
Attendees

20+
Speakers

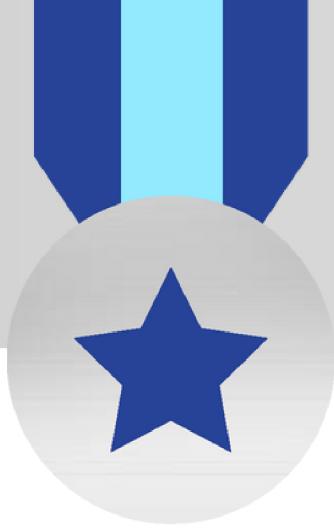
15+
Sessions

2+
Tracks

1
Happy Hour
Event

\$100
Ticket Price
(early bird)





Platinum Sponsorships



PACKAGE PRICE: \$12,000

Platinum sponsors are the ones contributing the most to the conference. They represent companies for which Cloud Native approach is central in implementing their activity.

Platinum sponsors will be offered a [unique presence](#) before, during, and after the event: a very large booth (12ft), a 5-minute speech during the keynote, a break-out session (15-30min), and branding everywhere. They also get a discount code for their guests.

WHAT'S INCLUDED

- Extra Large 12ft booth space*
- Large monitor on back wall available
- 6 complimentary attendee tickets
- Keynote presence on stage (5min)
- Break-out session** (Open source tool or an expert-led presentation).
- Quote in premium KCD press release
- 20% discount code for additional tickets (up to 10)
- Dedicated social media promotional mention
- Branding in all marketing material

* Including standard furniture. Sponsor to provide promotional material.

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



Gold Sponsorships

PACKAGE PRICE: \$9,000

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.

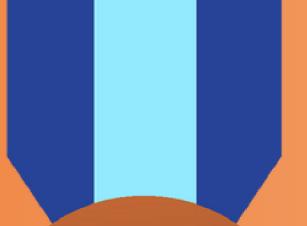
Gold sponsors will be highly visible during and after the event: a large booth (8ft), a break-out session (15-30min), and branding everywhere. They also get a discount code for additional tickets for their guests.

WHAT'S INCLUDED

- Large (8ft) booth space*
- 4 complimentary attendee tickets
- Break-out session** (The talk should be about an open source tool or an expert-led presentation).
- 20% Discount code for guests (6 tickets)
- Dedicated social media promotional mention
- Branding in all marketing material

* Including standard furniture. Sponsor to provide promotional material.

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



Bronze Sponsorships



PACKAGE PRICE: \$6,000

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: booth (6ft) with lead scanner app, branding onsite on common areas and welcome banner, keynote mention, logo on the website. They also get a discount code for additional tickets their guests.

WHAT'S INCLUDED

- Medium (6ft) booth space*
- 2 complimentary attendee tickets
- 20% Discount code for additional tickets (up to 4)
- Branding in all marketing material

* Including standard furniture. Sponsor to provide promotional material.

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

Add-On Opportunities

RECORDING: \$4,000 2 AVAILABLE **

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.
Sponsor recognition slide with logo at the beginning of each video recording

HAPPY HOUR: \$5,000 2 AVAILABLE

Treat attendees to a special experience by co-sponsoring the official Happy Hour! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks.

T-SHIRT: \$3,000 1 AVAILABLE **

Sponsor logo will be placed on one sleeve of the official conference t-shirt that attendees receive onsite. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by KCD Team based on the overall t-shirt design.

LUNCH: \$5,000 1 AVAILABLE

Everyone attending KCD New York in person is invited to join this lunch program featuring discussion. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open-source community.

LANYARDS: \$1,500 1 AVAILABLE **

Showcase your logo on every attendee with the lanyard sponsorship. Logo must be single-color only (no gradient colors). Logo color, size, and placement will be determined by KCD Team based on the overall lanyard design.

COFFEE BAR: \$2,500 1 AVAILABLE

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar located inside the Solutions Showcase.

Community/Media Partner



PACKAGE PRICE: \$1,000

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

- 1 Ticket
- Presence in the community zone: a special place at the venue, surrounding the forum!
- Keynote Mention
- Logo on website

BENEFITS	Platinum	Gold	Bronze
Booth*	12ft	8ft	6ft
Keynote Talk	✓		
Quote in Press Release	✓	✓	
Speaking Slot	✓	✓	
Included Tickets	6 Tickets	4 Tickets	2 Tickets
Branding on common areas, logo on website	✓	✓	✓
Keynote mention	✓	✓	✓
Lead Scanner App	✓	✓	✓
Social Media posts	1 x dedicated post	1 x dedicated post	1 x group post mention
Discount code for additional tickets (20% off)	Up to 10	Up to 6	Up to 4

* Includes standard furniture, sponsor to provide booth materials

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SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	8th January, 2024	135
CFP CLOSES	11th February, 2024	101
CFP NOTIFICATIONS	6th March, 2024	77
SCHEDULE ANNOUNCED	21th March, 2024	62
SPONSOR ASSETS DUE	1st April, 2024	51
EVENT START	22nd May, 2024	Live!





Kubernetes
Community
Days



CLOUD NATIVE
COMPUTING FOUNDATION

COMMUNITY ORGANIZED CNCF SUPPORTED

“

**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

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LET'S GET SOCIAL



@KCDNewyork



[KCD New York](#)