



KCD PANAMA 2026

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 almost 5 years, the Cloud Native Computing Foundation supported more than 117 completed KCD events in 46 countries, and 68 cities.

(November 2025)



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 PANAMA 2026

In April 2026, the Kubernetes and Cloud Native community will gather in Panama for a comprehensive three-day immersive experience.

Far beyond a standard conference, this year's edition offers a curated journey through executive strategy, deep-dive technical workshops, and high-impact networking.

- The Region's Premier Event: KCD Panama 2026 establishes itself as the first and largest CNCF-backed gathering in the country.
- Three Days of Impact: An intensive agenda featuring an exclusive Executive Forum (Day 1), Hands-on Technical Workshops (Day 2), and a massive Main Conference (Day 3).
- An Expanded Audience: Over 200 attendees expected, spanning from C-Level decision-makers to Senior Engineers and IT Professionals.
- A Vibrant Ecosystem: A diverse community of local and international experts coming together to shape the future of cloud native in the region.

THE VENUE



CENTRO DE CONVENCIONES DE CIUDAD DEL SABER, PANAMA

KCD Panama 2026 will be held at Centro de Convenciones de Ciudad del Saber located in Panama

Strategic Location & Ecosystem More than just a building, the Convention Center is the heart of Ciudad del Saber (City of Knowledge), a transformed military base that now serves as Panama's premier hub for innovation, science, and technology.

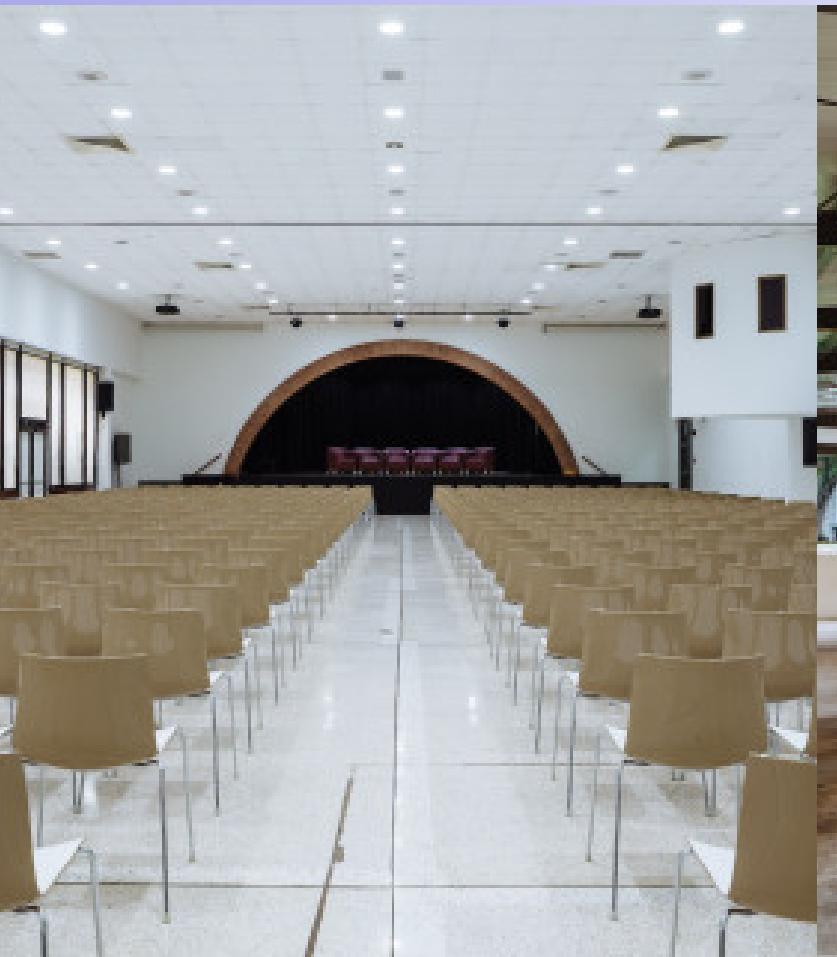
Located just minutes from the famous Panama Canal Miraflores Locks, this 120-hectare campus is home to the United Nations regional headquarters, leading tech startups, and academic institutions.

THE VENUE

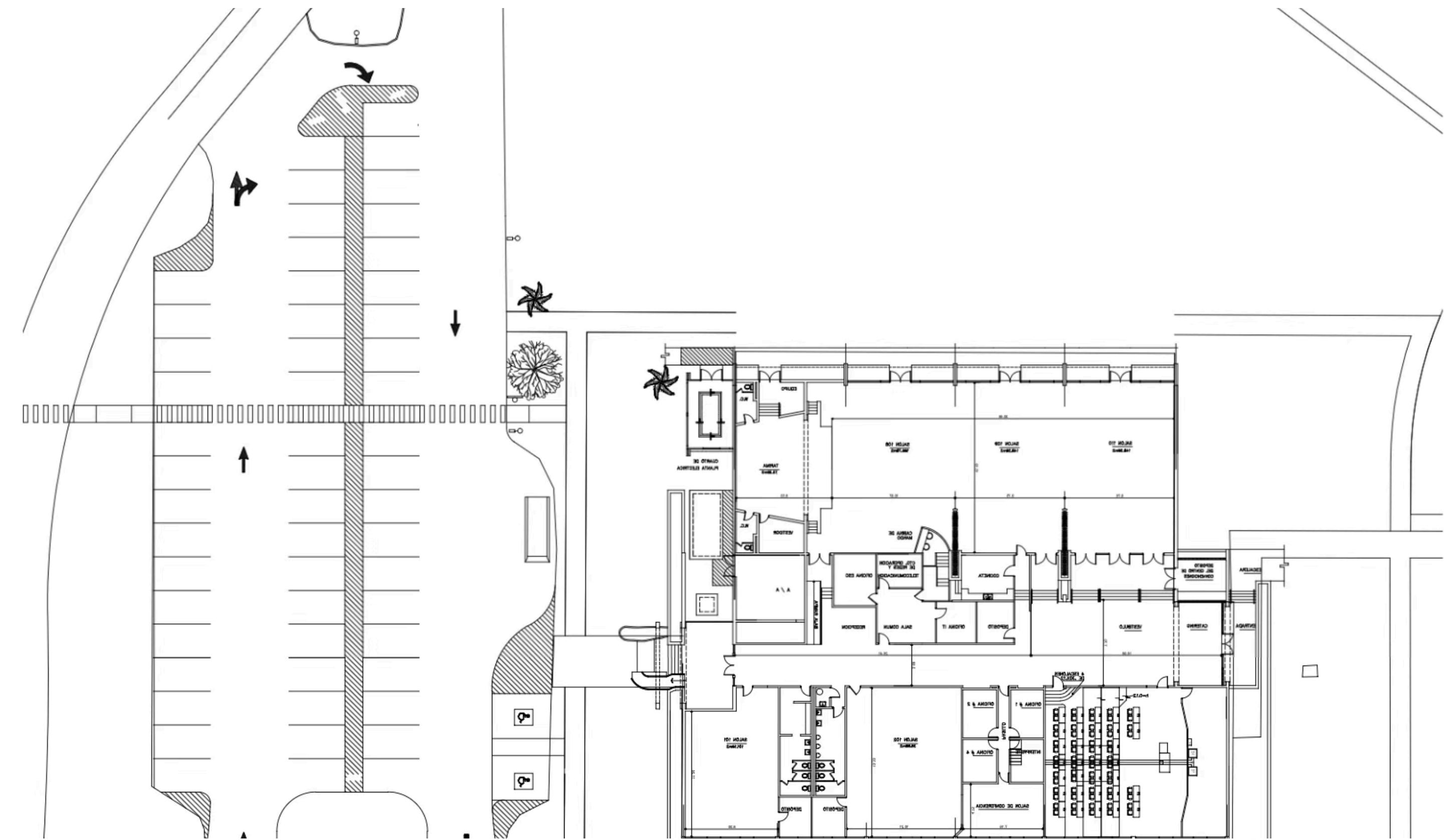
THE SPACE

The venue offers exceptional operational flexibility that aligns seamlessly with our multi-day agenda, featuring modular forums with sliding walls that allow us to combine rooms into a massive central stage geared with top-tier AV.

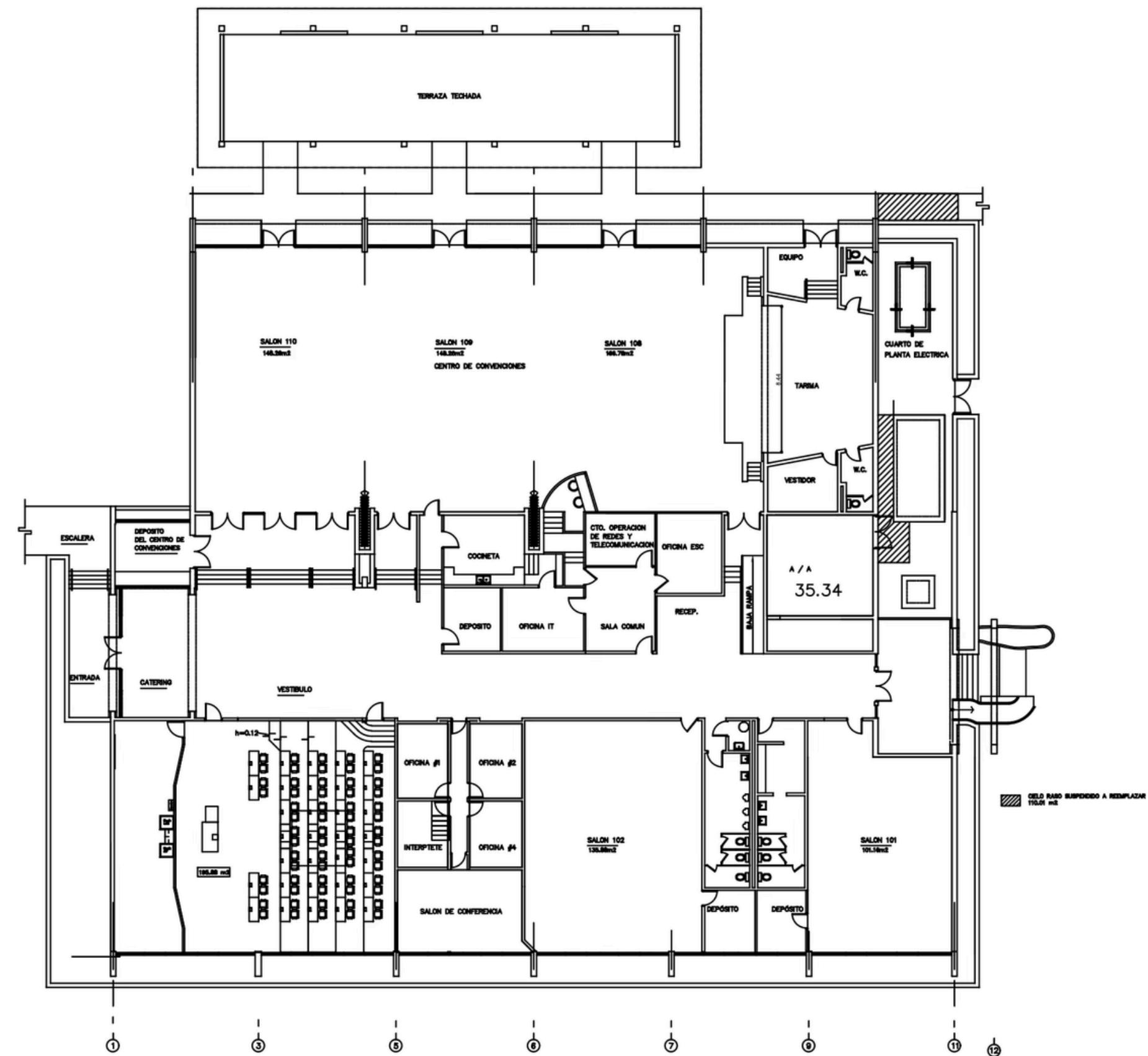
This is complemented by diverse breakout spaces, ranging from intimate rooms ideal for executive roundtables and private VIP meetings to a specialized tiered lecture hall perfectly suited for deep-dive technical workshops.



THE LAYOUT



THE LAYOUT



Key Numbers

200+
Atendees

\$50
Ticket Price
(early bird)

30+
Speakers

\$100
Normal
Ticket Price

30+
Sessions *

- Largest CNCF event in Panama in 2026
- Connect with local community

*Talks; Lightning Talks and Community Chosen Talks.



The 3-Day Experience



DAY 1: EXECUTIVE FORUM (Tue, Apr 21)



Strategy & Leadership

Invite-only C-Level sessions & VIP networking (Rooms 101, 102, 105).



DAY 2: DEEP-DIVE WORKSHOPS (Wed, Apr 22)



Hands-on Learning

Intensive technical workshops & demos (Tiered Room 107).



DAY 3: MAIN CONFERENCE & EXPO (Thu, Apr 23)



Community & Scale

Keynotes, tracks, and massive partner expo (Main Stage 108-110, Expo Foyer/Terraza).

FROM STRATEGY → TO SKILLS → TO SCALE. A COMPLETE CLOUD NATIVE EXPERIENCE.

Official Venue Partner

PACKAGE PRICE: IN KIND

The Official Venue Partner is the cornerstone of the KCD Panama experience. This exclusive partnership is reserved for the institution providing the infrastructure where our community connects.

Beyond just a location, this partner is recognized as the strategic host, playing a pivotal role in fostering the environment for innovation and networking throughout the 3-day event.

WHAT'S INCLUDED

- Hosted by Branding Visibility (Premium logo placement on the Main Stage screen, Website, and Registration Area as the Official Host).
- Official Welcome Remarks (Day 3) (5-minute slot on the Main Stage to welcome attendees).
- 6 Main Conference Tickets.
- Recognition during Opening Remarks (Special acknowledgment as the Official Venue Partner on Day 1 & Day 3).
- Distribution of Marketing Material.

Harpy Eagle Sponsorships



PACKAGE PRICE: \$5,000+

Harpy Eagle sponsors are the ones contributing the most to the conference. They represent companies for which Cloud Native approach is central in the way they implement their activity.

Harpy Eagle sponsors are offered unmatched visibility across the entire 3-day experience: Opening Remarks at the Executive Forum (Day 1) and a Keynote on the Main Stage (Day 3). They receive the highest priority in branding, booth placement, and exclusive networking access.

WHAT'S INCLUDED

- Extra Large booth (20m²)*.
- 10 Main Conference Tickets + 3 Corporate Tickets (includes exclusive access to Day 3 Happy Hour).
- Keynote Address on Main Stage (30 min)(Day 3 - High visibility slot)**.
- Exclusive Access & Opening Remarks at Day 1 Executive Forum (5 min).
- Quote in premium KCD press release.
- 20% Discount code for guests (Unlimited).
- Premier Branding on all swag, lanyards, and marketing material.

* Space only (Bring your own booth/furniture)

** Subject to validation by the KCD program committee



Jaguar Sponsorships

PACKAGE PRICE: \$2,500+

Jaguar 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.

Jaguar sponsors are offered definitive ownership of the technical conversation: they secure a specialized Hands-on Workshop Slot on Day 2, allowing for deep engagement with engineers and architects, alongside high-visibility branding in the exhibition area.

* Space only (Bring your own booth/furniture)

** Subject to validation by the KCD program committee

WHAT'S INCLUDED

- Large booth (3x3m)*.
- 6 Main Conference Tickets.
- Exclusive Workshop Slot (Day 2) (45-60 min Deep Dive / Hands-on session in a dedicated room).
- Break-out session** (The talk should be a “black-belt” presentation).
- 15% Discount code for guests (Unlimited).
- Branding in all swag and marketing material.
- Logo on Website and Welcome Banner.



Golden Frog Sponsorships



PACKAGE PRICE: \$1,500+

Golden Frog 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!).

Golden Frog sponsors are offered strong visibility during the event, including a Standard Booth, branding in common areas, and explicit recognition during the main stage sessions.

WHAT'S INCLUDED

- Standard booth (2x2m)*.
- 3 Main Conference Tickets.
- Recognition during Opening/Closing Remarks(Logo on screen during Keynote sessions).
- 10% Discount code for guests (Unlimited).
- Branding in all swag and marketing material.
- Logo on Website and Welcome Banner.

* Space only (Bring your own booth/furniture)



Toucan Community Partner

PACKAGE PRICE: IN KIND

Toucan Community Partners represent the heartbeat of the ecosystem. This tier is exclusively designed for non-profit tech communities, open-source project maintainers, and educational groups.

These partners play a vital role in activating the event atmosphere. In exchange for active promotion and community engagement, they receive a dedicated presence to connect with attendees and showcase their initiatives.

WHAT'S INCLUDED

- Dedicated Table in the Community Zone.
- 2 Main Conference Tickets.
- Recognition during Opening/Closing Remarks.
- 10% Discount code for guests (Unlimited).
- Branding in all swag and marketing material.
- Logo on Website and Welcome Banner.

Strategic Partner

PACKAGE PRICE: IN KIND

Strategic Partners are the companies that help us elevate the KCD Panama experience.

This tier is designed for organizations that contribute essential goods or services, ranging from catering and beverages to logistics and accommodation.

By supporting the event operations, Strategic Partners gain direct exposure to our audience of tech professionals in a relaxed and positive environment.

WHAT'S INCLUDED

- Product Placement / Activation Station.
- 2 Main Conference Tickets.
- Logo on Website and Event Signage
- Opportunity for Swag Bag Inserts.
- Social Media Shout-out.

BENEFITS	 Harpy Eagle (Limit 2)	 Jaguar (Limit 3)	 Golden Frog (Limit 10)
Booth*	20m2	3x3m	2x2m
Keynote Presence	✓		
Quote in Press Release	✓		
Slot for Talk	Guaranteed Breakout (30') + Opening Day 1	Exclusive Workshop (2h)	
Video presence on forum screen	High Frequency	Standard Frequency	
Logo on all KCD video replays	Yes (Intro/Outro)	Yes (Outro)	
Discount Code for Guests	20%	15%	10%
Branding on common areas, logo on website	Top Tier (Size XL)	Large (Size L)	Medium (Size M)
Keynote mention	Special Acknowledgment	3 Min Mention	Group Mention
Lead Scanner App	✓	✓	✓
Tickets	10 Main Conference Tickets (+3 Corporate Tickets)	6 Main Conference Tickets	3 Main Conference Tickets

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

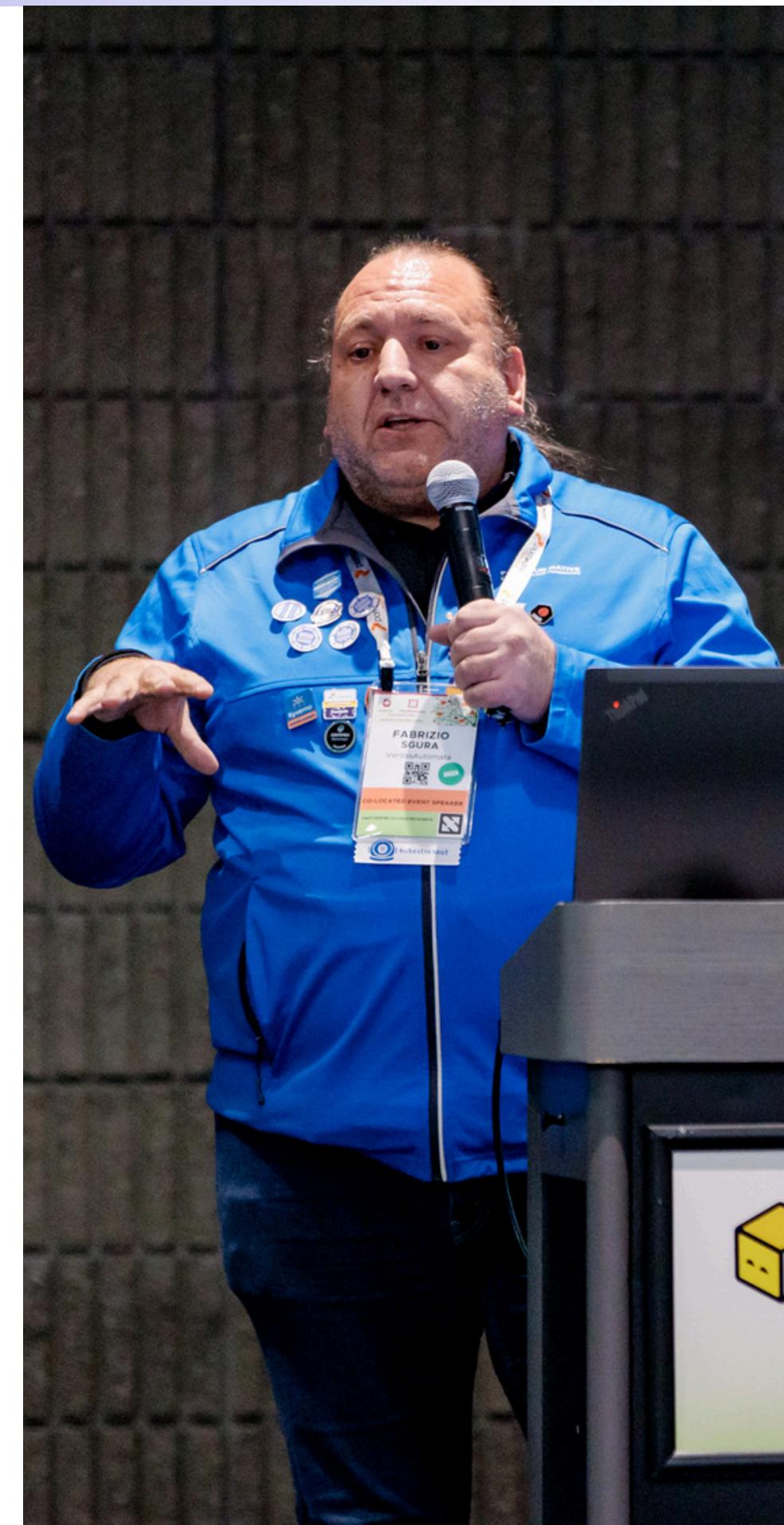
Add-On Opportunities

ADD-ON	PRICE (USD)	DESCRIPTION	LIMIT
NETWORKING PARTY HOST	\$5,000	Exclusive branding & speech at the official networking event.	1
VIDEO RECORDING SPONSOR	\$3,500	Logo on all session recordings & post-event video platform.	2
LANYARD SPONSOR	\$2,500	Logo exclusively on all attendee lanyards.	1
COFFEE BREAK SPONSOR	\$2,000	Branded napkins, cups, and signage during breaks.	3 per day
COMMUNITY SCHOLARSHIP FUND	\$1,000	Sponsor tickets for underrepresented groups (logo on website).	Unlimited

* Only confirmed level sponsors of KCD Panama 2026 are eligible for this opportunity.

SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	3rd January, 2026	107
CFP CLOSES	3rd March, 2026	48
CFP NOTIFICATIONS	4th March, 2026	47
SCHEDULE ANNOUNCED	10th March, 2026	41
FEES & LOGO ASSETS DUE	16th March, 2026	35
EVENT START	20th April, 2026	Live!





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Panama connects the world, and KCD connects the cloud native ecosystem. There is no better place to position your brand at the intersection of business, innovation, and community.

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

KCD Panama

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LET'S GET SOCIAL



Kubernetes Community Days Panama



Cloud Native Community Group Panama



Cloud Native Community Group Panama