

# 18 September 2025

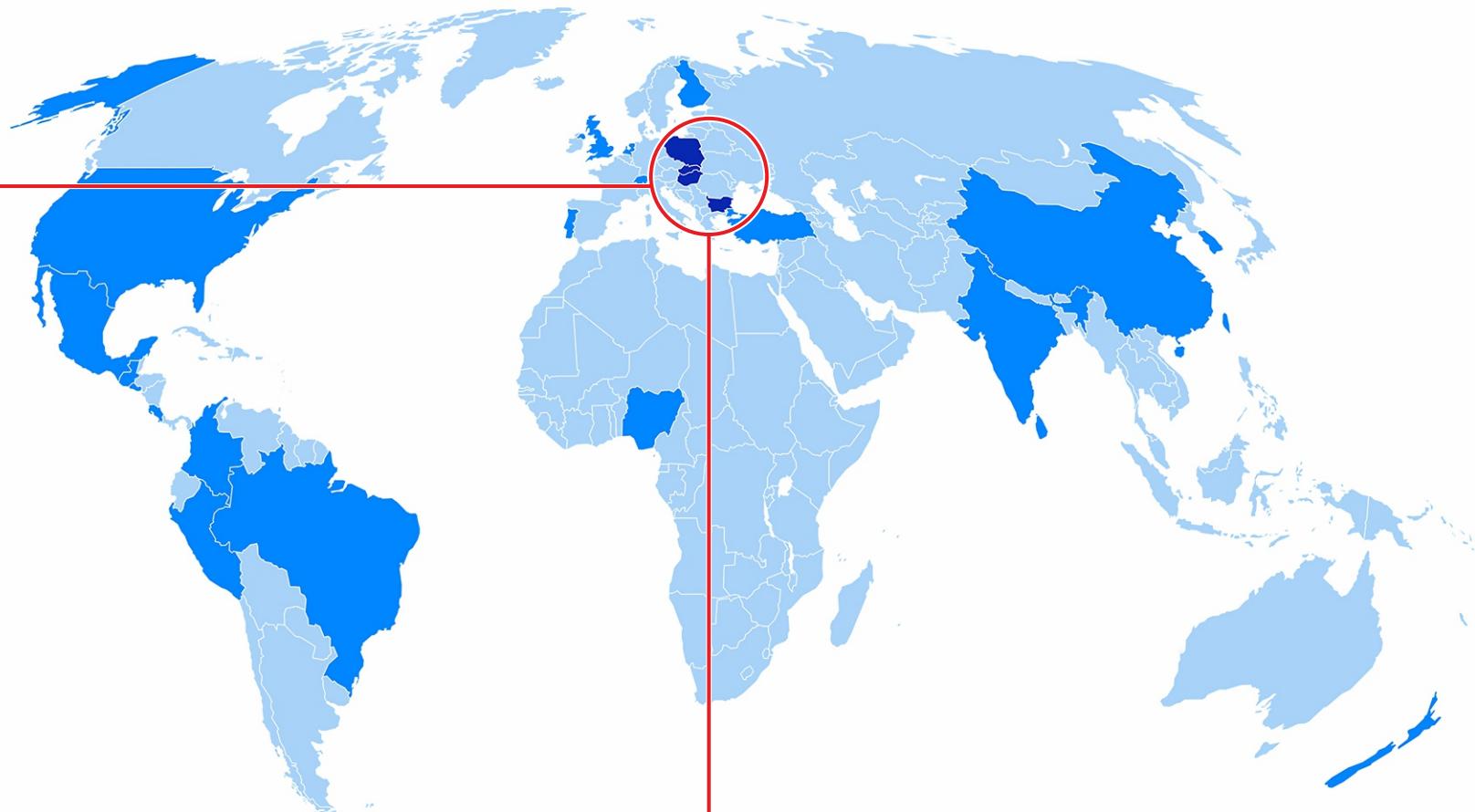
Sofia, Bulgaria | Sofia Event Center

Supported by:



# About the event

- **Kubernetes Community Days (KCD) Sofia, Bulgaria**, is among only nine KCD events in Europe and one of **just four in Eastern Europe**, showcasing its vital role in connecting the cloud-native community in this part of the world.
- KCDs are an extraordinary series of events that play a vital role in fostering the global community of engineers, developers and cloud-native enthusiasts. The event will attract participants not only from Bulgaria but also from neighboring countries.
- As the adoption of Kubernetes and cloud-native technologies continues to surge, KCDs have emerged as premier platforms for connecting like-minded professionals. These professionals are shaping the future of digital infrastructure.



**30** KCD hosts  
in the world

**9** KCD events  
in Europe

**4** KCD events  
in Eastern Europe



# WHAT is KCD?

- **Kubernetes Community Days (KCDs)** are community-organized events that bring together adopters and technologists from open source and cloud-native communities. These events focus on education, collaboration, and networking.
- Supported by the **Cloud Native Computing Foundation (CNCF)**, KCDs are fun, locally-driven gatherings designed to grow and sustain Kubernetes and other cloud-native communities.



# WHY are we organizing a KCD?

- KCD represents the next step in the evolution of the **Bulgarian Cloud Native Community**.
- What started back in 2018 as a small meetup with just 30 attendees has grown into a thriving community. Today, we have a Meetup group of **over 2,000 members**, with consistent attendance of more than 100 participants at every event.

2018    30 attendees

2025    over 2,000 members

# WHAT can you expect from KCD?

- By joining the first and only official **Cloud Native Computing Foundation event in Bulgaria**, you'll gain access to some of the most passionate and skilled cloud-native engineers and leaders in the country.
- This event will unite the community, providing you with exceptional opportunities **to promote your products, showcase your solutions, and highlight your company culture**.
- KCD is not just an event - it's a platform **to connect, collaborate, and grow**.



# Who Will Attend

(450+ attendees)

- Kubernetes Community Days (KCDs) draw a diverse audience, offering sponsors a chance to engage with professionals across all organizational levels. Here's who you can reach:

## ➤ Technical Practitioners

## ➤ Mid-Level Management

## ➤ Executives

- Whether you're looking to promote your products, recruit top talent, or establish your brand as a leader in cloud-native technologies, KCDs provide unparalleled access to a targeted, high-value audience from all levels of the tech hierarchy.

# WHO

Developers, DevOps Engineers, System Administrators, and Architects focused on building and optimizing cloud-native applications.

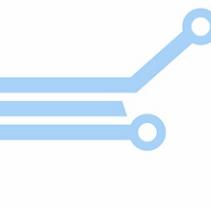
To gain practical skills, explore cutting-edge tools, and implement best practices.

IT Managers, Project Leads, and Team Leaders driving tech adoption and team collaboration.

To learn strategies for boosting efficiency and discover cost-saving solutions.

CTOs, CIOs, and VPs shaping cloud-native strategies and business growth.

To gain insights on scaling, innovation, and networking with industry leaders.



# WHY Become a Partner?



- Partnering with **Kubernetes Community Days (KCDs)** is your opportunity to stand out as a leader in the fast-evolving cloud-native and Kubernetes ecosystems. Here's why you should join us:



## ➤ Unparalleled Brand Visibility

Connect your company with a highly engaged audience of developers, system engineers, architects, and technical leaders. KCDs offer you the chance to position your brand at the heart of one of the fastest-growing technology communities in the world.

## ➤ Expand Your Network

Gain access to exceptional networking opportunities with a targeted audience of professionals and decision-makers. Use KCDs as a platform to showcase your product, build meaningful partnerships, and engage with top talent from a diverse and skilled pool of professionals.

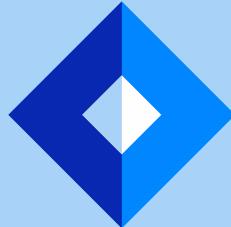
## ➤ Showcase Your Commitment to Innovation

By associating your brand with KCDs, you demonstrate your dedication to community growth and the advancement of cutting-edge cloud-native technologies. Inspire confidence in your brand by showcasing your active role in shaping the future of this ecosystem.

## ➤ Strengthen Your Credibility

Supporting KCDs elevates your brand by establishing it as a prominent and trusted voice in the cloud-native space. Enhance your reputation as an influential player and showcase your leadership in the technologies that define tomorrow's infrastructure.





# Trailblazer Partner (Limited to 10 Partners)

## Pre-Event Campaign

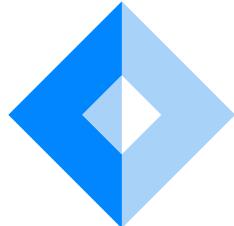
- A placement of your logo on the conference website with a direct link to your webpage.
- Announcement of your sponsorship on Facebook and LinkedIn.
- One personalized post for your company on Facebook and LinkedIn.

➤ Package Price:  
**15,000 BGN (excl. VAT)**

## On-site Positioning

- A dedicated 2x2.5 meter booth in the exhibition space for interaction with attendees, product demonstrations, or sharing information (includes production costs for booth design in line with the conference theme).
- Your logo featured on the event stage.
- Promo video (30 seconds) during breaks in the conference hall.
- Product/special gift included in the conference goody bag.
- Logo printed on participants' badges.
- Your logo is featured on the conference bag.
- Complimentary passes for 10 participants.
- 20% discount on additional tickets purchased at the regular price.





# Community Partner (Unlimited)

## Pre-Event Campaign

- A placement of your logo on the conference website with a direct link to your webpage.
- Announcement of your sponsorship on Facebook and LinkedIn.

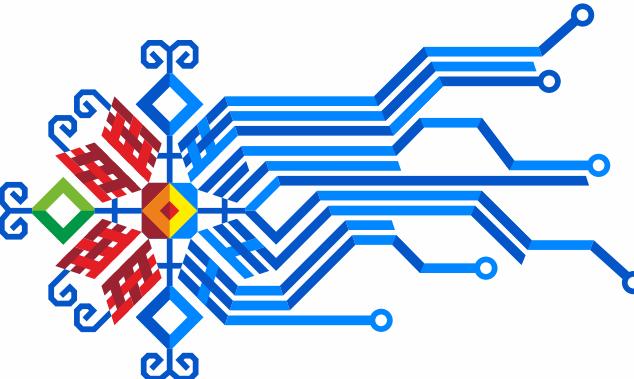
➤ Package Price:  
**5,000 BGN (excl. VAT)**

## On-site Positioning

- Promo video (30 seconds) during breaks in the conference hall.
- Product/special gift included in the conference goody bag.
- Complimentary passes for 2 participants.
- 5% discount on additional tickets purchased at the regular price.

Feature	Trailblazer Partner	Community Partner
Logo on Website	✓	✓
Social Media Announcement	✓	✓
Personalized Social Media Post	✓	
Dedicated Booth	2x2.5 m	
Logo on Event Stage	✓	
Promo Video (30 seconds)	✓	✓
Product in Goody Bag	✓	✓
Logo on Badges	✓	
Logo on Conference Bag	✓	
Complimentary Passes	10	2
Ticket Discount	20%	5%
Package Price (BGN excl. VAT)	15,000	5,000





Contact us for more information  
on partnership packages and how  
to be a part of our exciting journey!

**CORE TEAM:**  
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