



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.

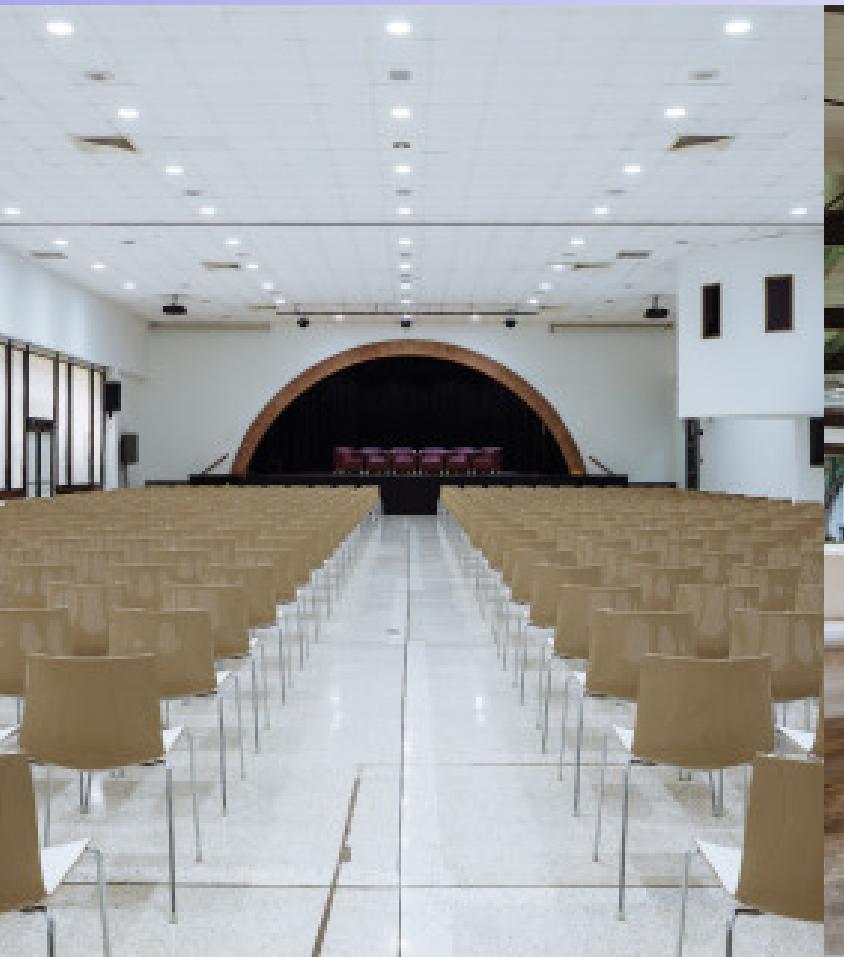
Located just minutes from the famous Panama Canal Miraflores Locks, this 120-hectare campus is home to the United Nations regional headquarters, leading tech startups, and academic institutions.

THE VENUE

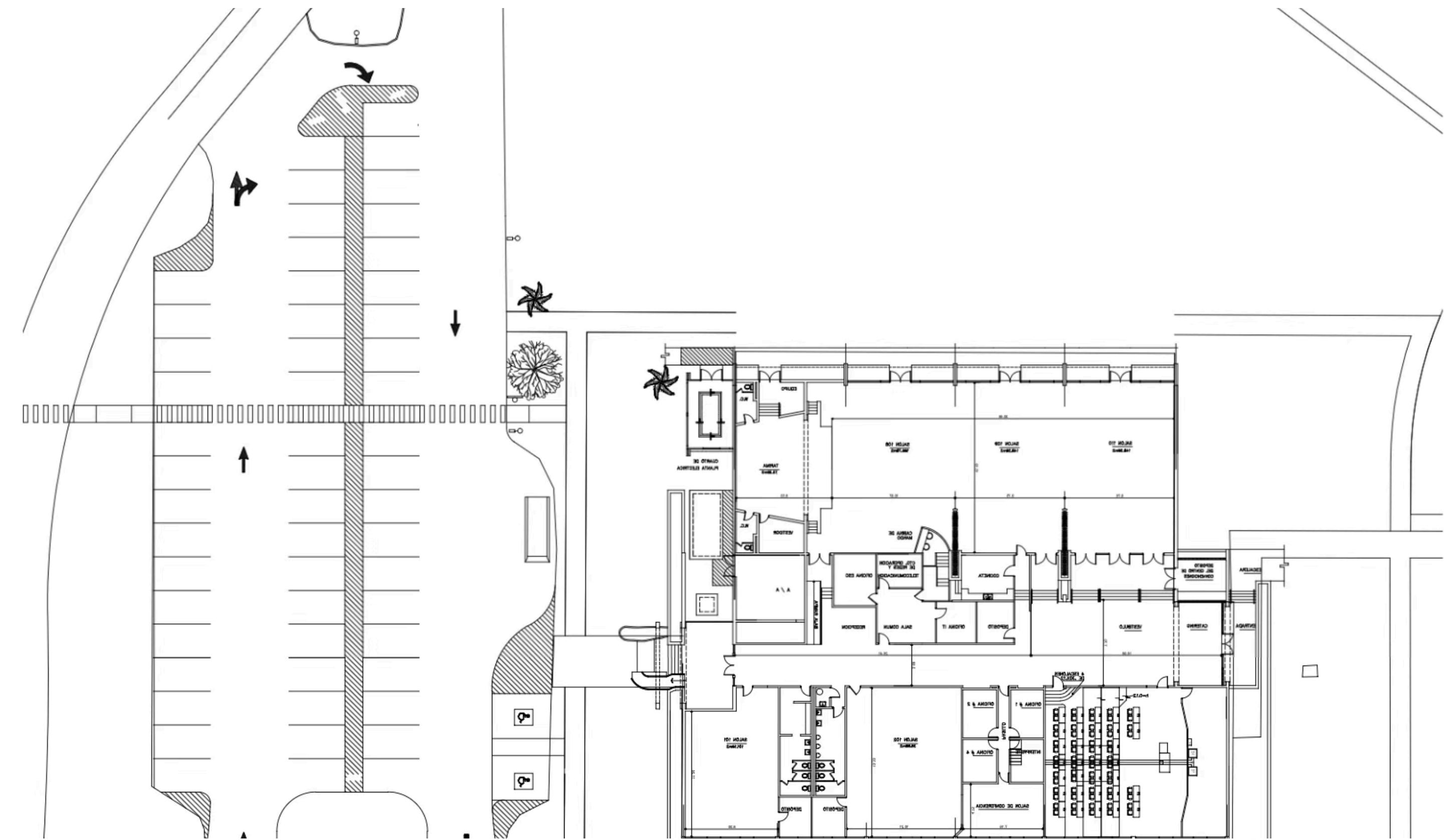
THE SPACE

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.

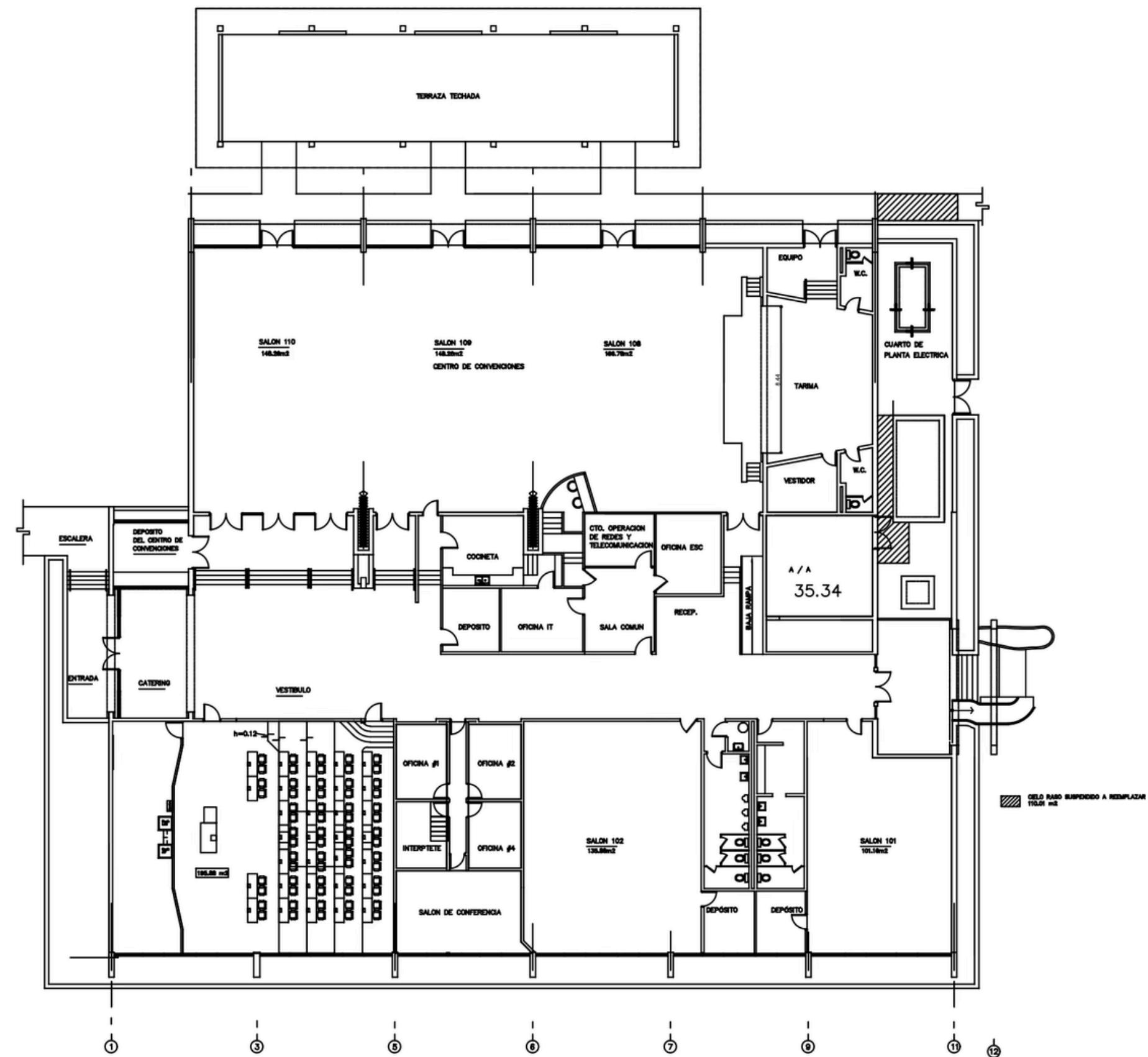
This is complemented by diverse breakout spaces, ranging from intimate rooms ideal for executive roundtables and private VIP meetings to a specialized tiered lecture hall perfectly suited for deep-dive technical workshops.



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).



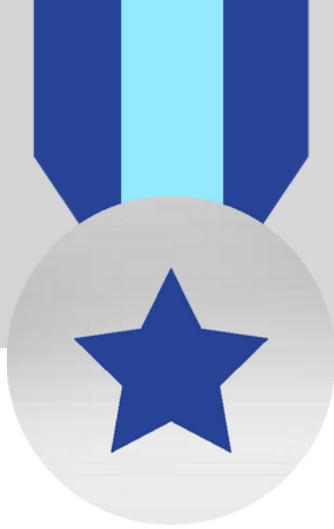
DAY 3: MAIN CONFERENCE & EXPO (Thu, Apr 23)



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.



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 will be offered a [unique presence](#) before, during and after the event: Prime Booth area with priority placement, Opening Remarks at the Executive Forum (Day 1) plus a Keynote on the Main Stage (Day 3), a guaranteed 30-minute breakout session, exclusive access to the VIP Lounge, and branding everywhere. They also get a discount code for their guests.

* Including standard furniture

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

WHAT'S INCLUDED

- Extra Large booth (20m²)*
- 10 Full Conference Tickets + 3 VIP Executive Invites
- Keynote presence on stage (5min)
- Break-out session** (The talk should be an expert-led presentation).
- Exclusive access to Day 1 Executive Forum
- Quote in premium KCD press release
- 20% Discount code for guests (Unlimited)
- Branding in all swag and marketing material



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 will be offered very strong visibility during and after the event: ownership of a specialized Workshop slot on Day 2, a guaranteed technical breakout session on Day 3, a large booth, and extended branding both onsite and offsite. They also get a discount code for their guests.

WHAT'S INCLUDED

- Large booth (3x3m)*
- 6 Full Conference Tickets
- Exclusive Workshop Slot (Day 2)
- Break-out session** (The talk should be a “black-belt” presentation).
- Quote in premium KCD press release
- 15% Discount code for guests (Unlimited)
- Branding in all swag and marketing material

* Including standard furniture

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



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!).

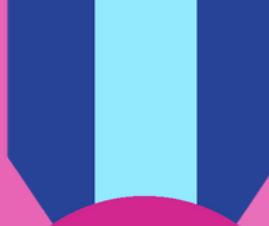
Golden Frog sponsors will be offered strong visibility during the event: booth with lead scanner app, branding onsite on common areas and welcome banner, keynote mention, logo on the website. They also get a discount code for their guests.

WHAT'S INCLUDED

- Standard booth (2x2m)*
- 3 Full Conference Tickets
- Quote in premium KCD press release
- 10% Discount code for guests (Unlimited)
- Branding in all swag and marketing material

* Including standard furniture

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



Toucan Community Partner



PACKAGE PRICE: IN KIND

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

- 2 Full Conference Tickets
- Presence in the community zone: a special place at the venue, surrounding the forum!
- Keynote Mention
- Logo on website

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) + Breakout (30')	
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 (+3 VIP Exec Invites)	6 Full Pass	3 Full Pass

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

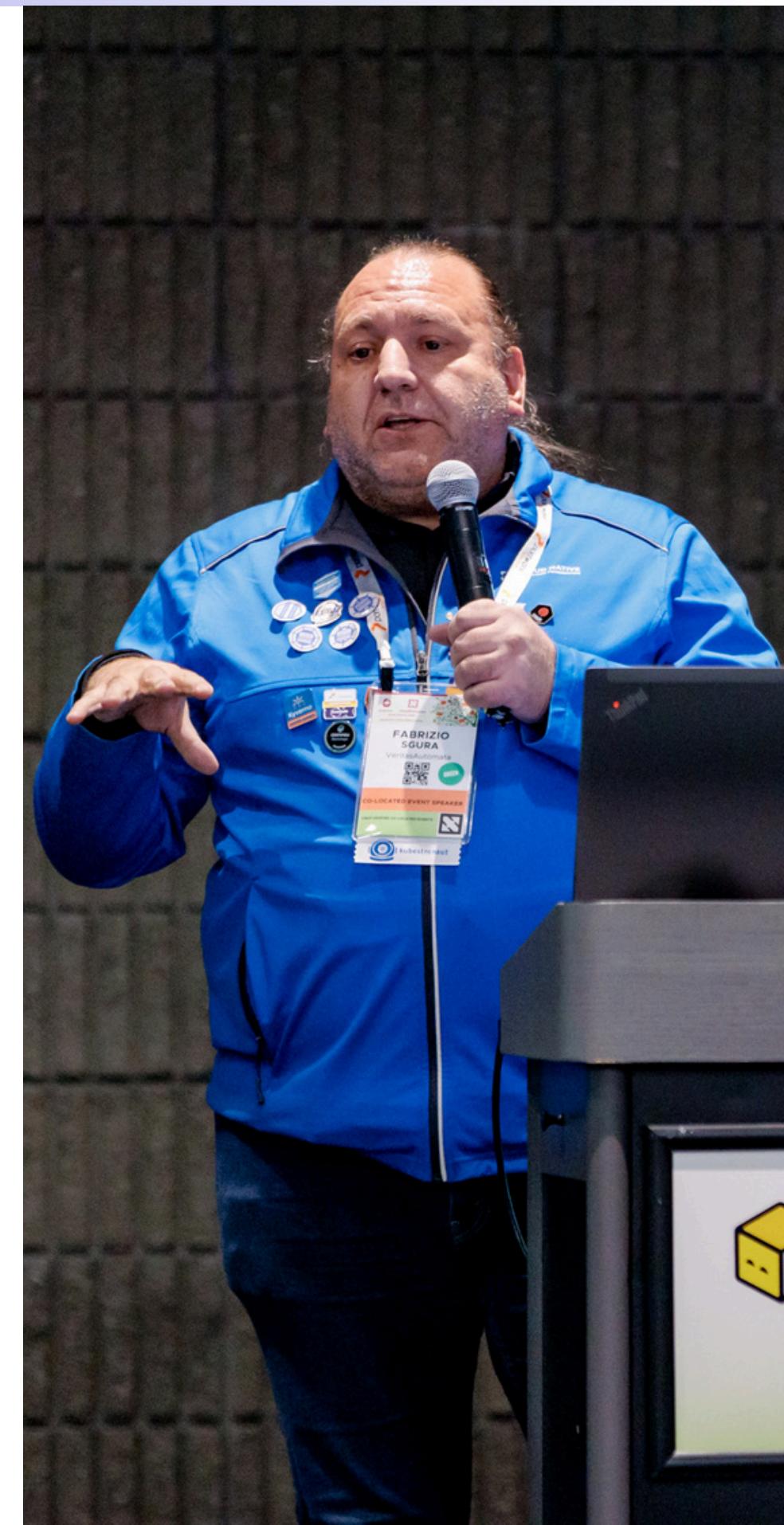
Add-On Opportunities

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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KCD Panama

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LET'S GET SOCIAL



Kubernetes Community Days Panama



Cloud Native Community Group Panama



Cloud Native Community Group Panama