



SUPPORTED BY



KCD WASHINGTON DC 2024

SPONSORSHIP PROSPECTUS





KCD Washington DC 2024



KCDs are supported by the Cloud Native Computing Foundation (CNCF). These fun, locally-defined events help grow and sustain the Kubernetes community.

Our 2024 rendition will be proudly co-located at American Red Cross national headquarters alongside the 2024 session of DevOpsDays DC.

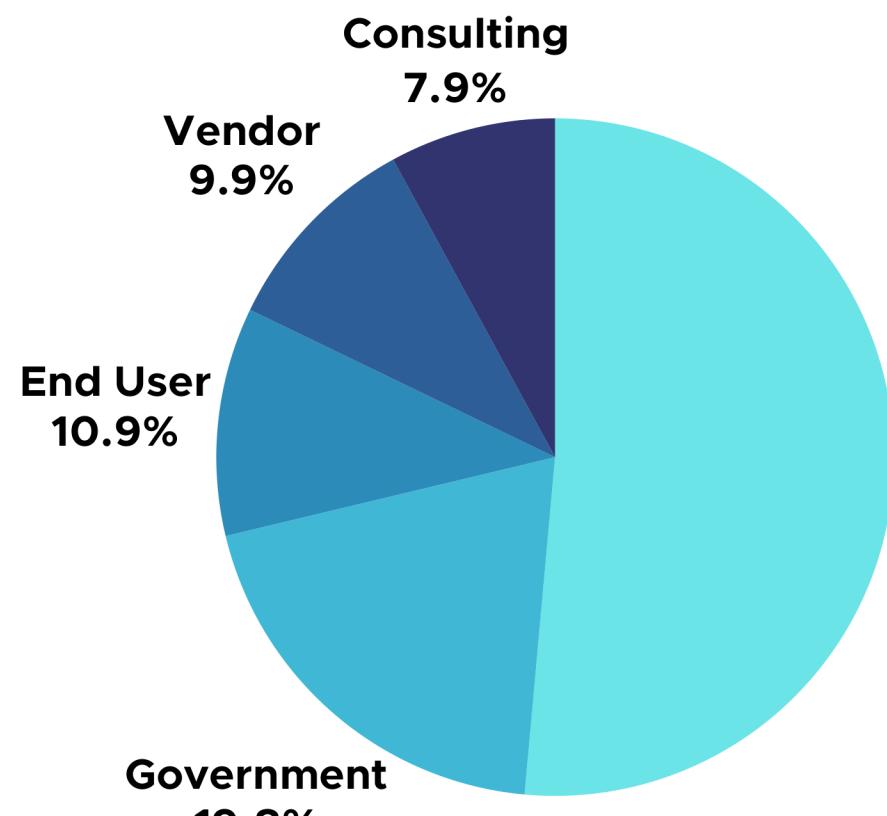
Projected Attendance

	Registrations	Attendees
KCD Washington DC	200	170
DevOpsDays DC	365	300
Totals	565	470

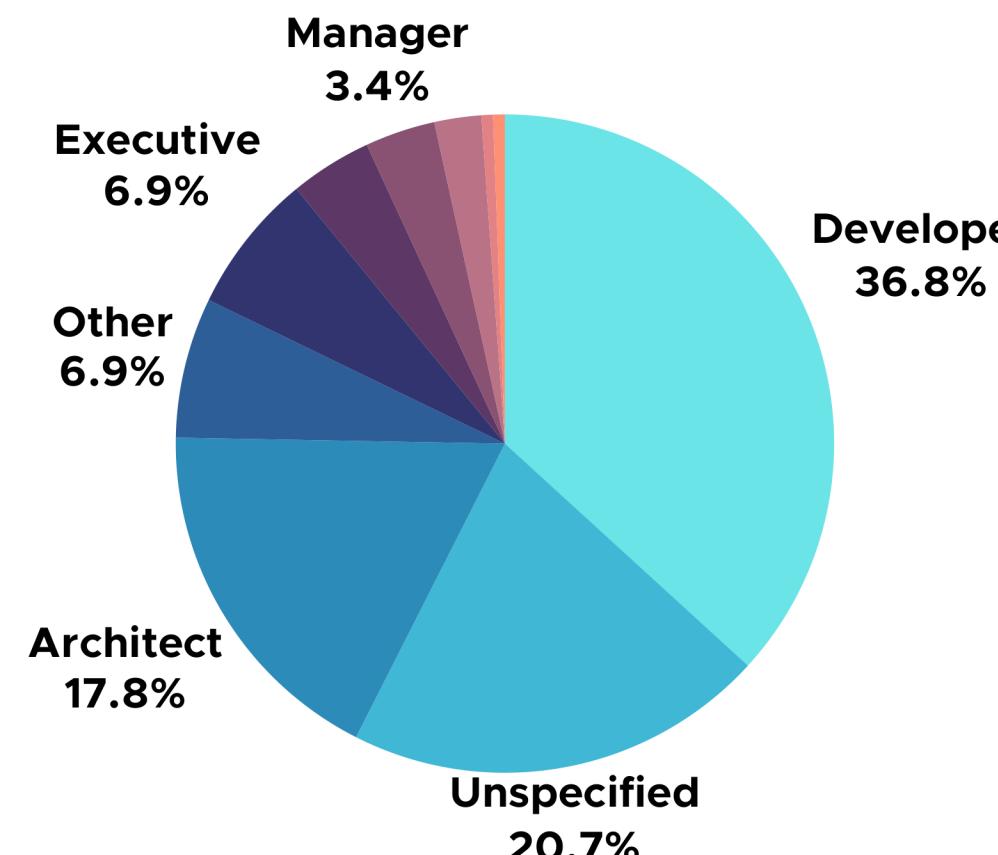
WHO ATTENDS?

Three-year cumulative event data, 2021 - 2023

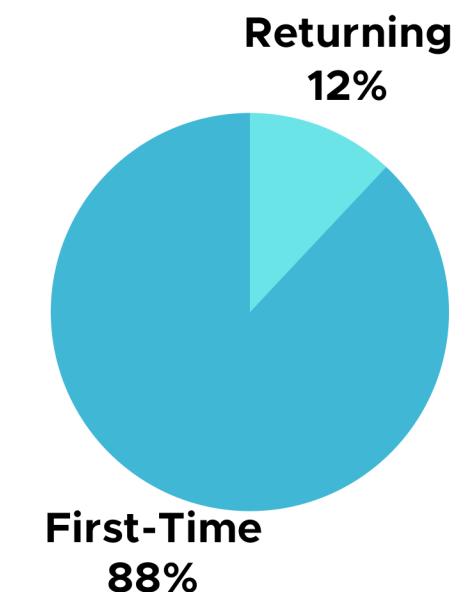
ORGANIZATIONS



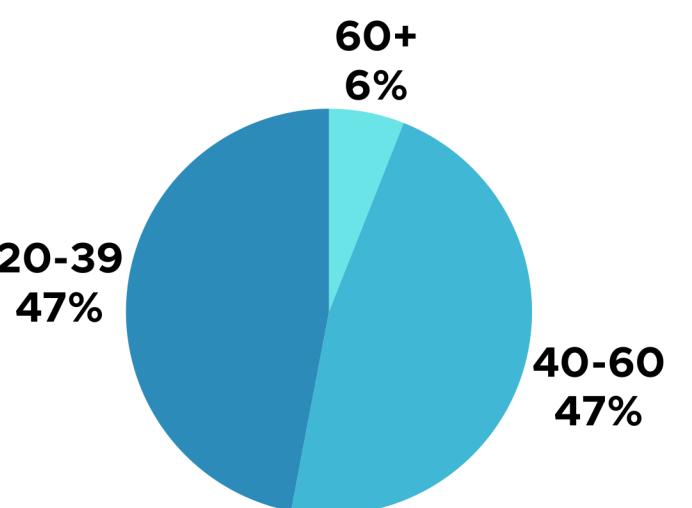
JOB ROLE



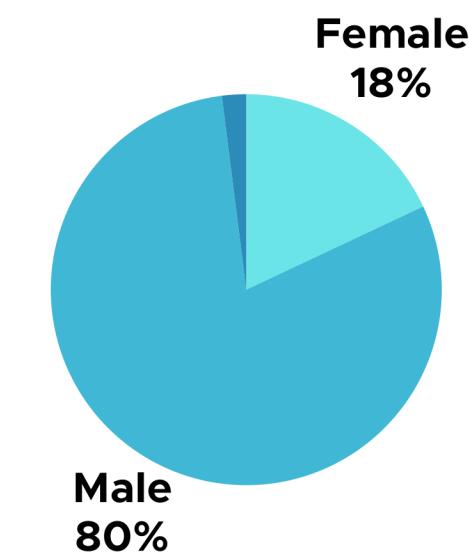
LOYALTY



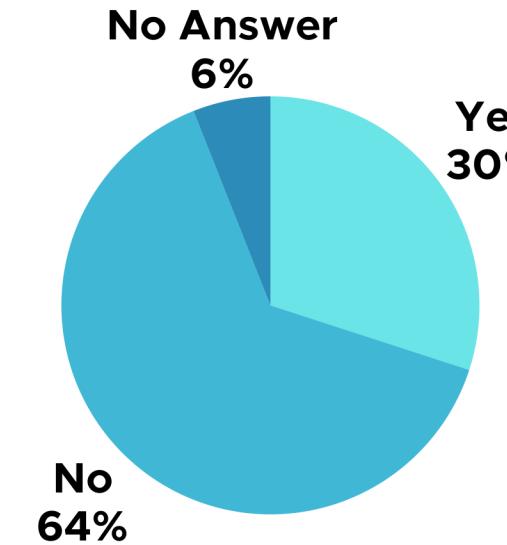
AGE RANGE



GENDER



PERSON OF COLOR



OVERALL SATISFACTION 4.3 ★★★★½

BOOK ONLINE TODAY

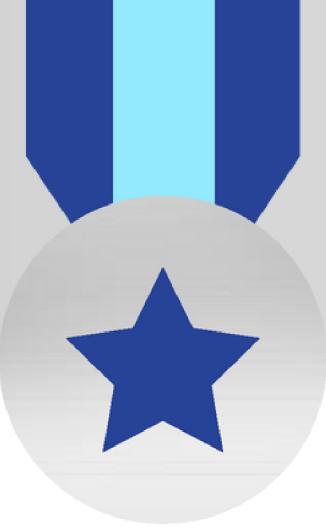
<https://bit.ly/49xd4oc>



SPONSORSHIP BENEFITS AT-A-GLANCE

	PLATINUM	GOLD	SILVER	BRONZE
# Available	2	4	6	unlimited
30-second pre-event video feature shared on social channels	✓			
1-minute sponsor pitch at KCD DC	✓	✓		
6ft display table in exhibit hall during KCD DC	✓	✓	✓	
Recognition in event promotional emails (logo + link) ~3000+ followers	✓	✓	✓	✓
Logo recognition on-site KCD DC	✓	✓	✓	✓
Logo recognition on KCD DC website (logo + bio + link)	✓	✓	✓	✓
Logo recognition on KCD DC event wrap-up website (logo + bio + link)	✓	✓	✓	✓
Complementary full-day pass KCD DC	5	3	2	1
Unlimited Early Bird pricing on additional full-day passes	✓	✓	✓	✓
Twitter posts from official @KubeDaysDC (~500 followers)	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet
INVESTMENT	\$5,000	\$3,000	\$2,500	\$1,500

KCD Washington DC reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.



Platinum Sponsorships



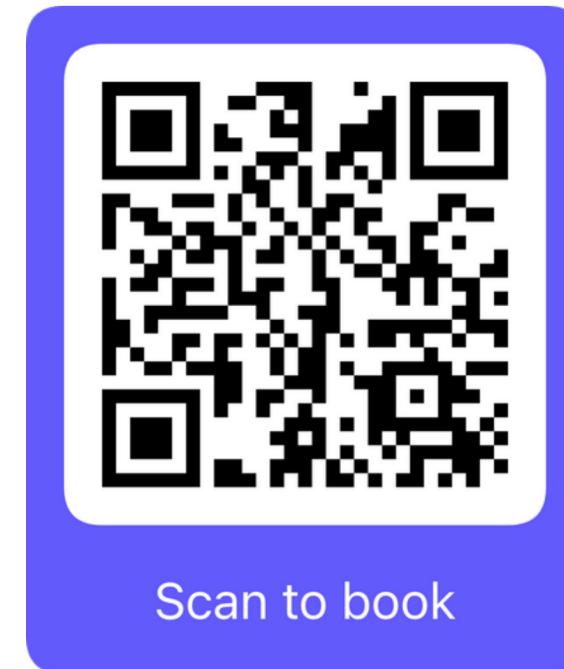
PLATINUM INVESTMENT: \$5,000

Platinum 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.

Platinum Sponsors enjoy maximum exposure to our followers before, during and after the event with unique opportunities for connecting via social and email promotion, on-site presence, in-event pitch and additional meeting room reservations for private receptions.

* Including standard furniture

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



WHAT'S INCLUDED

- 30-second pre-event video feature shared on social channels
- 1-minute sponsor pitch at KCD DC
- 6ft display table in exhibit hall during KCD DC
- Recognition in event promotional emails (logo + link) ~3000+ followers
- Logo recognition on-site KCD DC
- Logo recognition on KCD DC website (logo + bio + link)
- Logo recognition on KCD DC event wrap-up website (logo + bio + link)
- 5 Complementary full-day pass KCD DC
- Unlimited Early Bird pricing on additional full-day passes
- (1) pre-event standalone tweet with social card and (1) customizable news spotlight during event



Gold Sponsorships

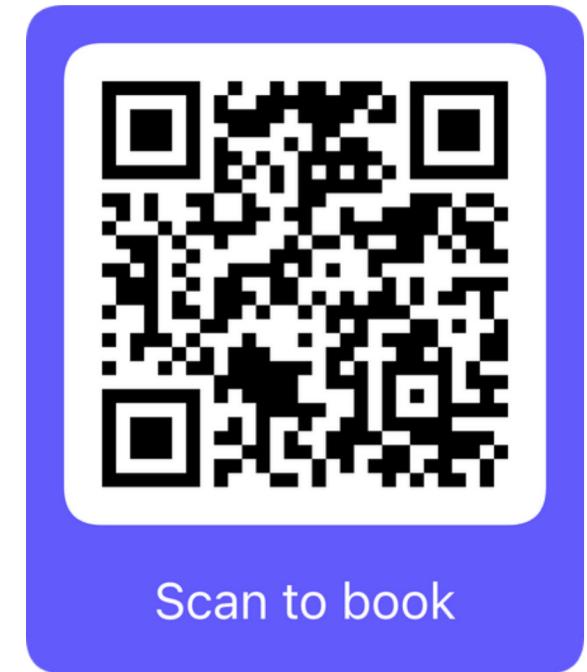
GOLD INVESTMENT: \$3,000

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 enjoy exceptional exposure to our followers before, during and after the event with unique opportunities for connecting via social and email promotion, on-site presence, in-event pitch and additional meeting room reservations for private receptions.

* Including standard furniture

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



WHAT'S INCLUDED

- 1-minute sponsor pitch at KCD DC
- 6ft display table in exhibit hall during KCD DC
- Recognition in event promotional emails (logo + link) ~3000+ followers
- Logo recognition on-site KCD DC
- Logo recognition on KCD DC website (logo + bio + link)
- Logo recognition on KCD DC event wrap-up website (logo + bio + link)
- 3 Complementary full-day pass KCD DC
- Unlimited Early Bird pricing on additional full-day passes
- (2) pre-event group tweets and (1) group tweet during event





Silver Sponsorships

SILVER INVESTMENT: \$2,500

Silver 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.

Silver Sponsors enjoy valuable exposure to our followers before, during and after the event with unique opportunities for connecting via social and email promotion and on-site presence.

* Including standard furniture

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



WHAT'S INCLUDED

- 6ft display table in exhibit hall during KCD DC
- Recognition in event promotional emails (logo + link)
~3000+ followers
- Logo recognition on-site KCD DC
- Logo recognition on KCD DC website (logo + bio + link)
- Logo recognition on KCD DC event wrap-up website (logo + bio + link)
- 2 Complementary full-day pass KCD DC
- Unlimited Early Bird pricing on additional full-day passes
- (1) pre-event group tweet and (1) group tweet during event



Bronze Sponsorships

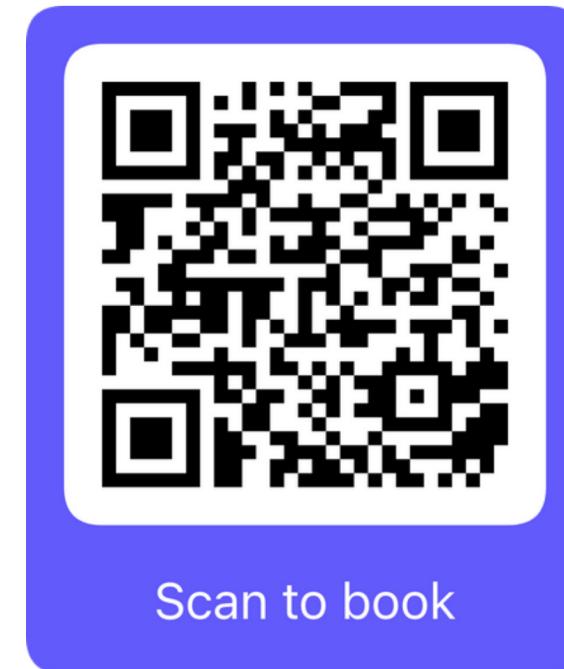
BRONZE INVESTMENT: \$1,500

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 enjoy strong visibility with our followers via social and email promotion and on-site logo recognition. Upgrade to Silver or higher for an on-site presence with an exhibitor booth.

* Including standard furniture

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



WHAT'S INCLUDED

- Recognition in event promotional emails (logo + link) ~3000+ followers
- Logo recognition on-site KCD DC
- Logo recognition on KCD DC website (logo + bio + link)
- Logo recognition on KCD DC event wrap-up website (logo + bio + link)
- 1 Complementary full-day pass KCD DC
- Unlimited Early Bird pricing on additional full-day passes
- (1) pre-event group tweet



Add-ons for top sponsors

**Private meeting room
Large \$1,000**

Prerequisite: Sponsorship at **Platinum** level or above

**Private meeting room
Medium/Small \$500**

Prerequisite: Sponsorship at **Gold** level or above

Exclusive use of a private conference room directly adjacent to the refreshment bar one floor below the main stage for use as a product demo area, client meeting space, or private reception area (no food or drink, please)

Choice of rooms granted on first-come-first-choice basis.



Additional sponsorship opportunities

Can be purchased separately from Platinum, Gold, Silver or Bronze sponsorships - either in addition to those or as stand-alone investments.

A/V & Recording (1) \$5,000

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.

T-Shirt Sponsor (1) \$4,000

Single-color sponsor logo placed on the sleeve of t-shirts gifted to all attendees. Final placement, size and color subject to approval by KCD Washington DC organizers.

Lanyard Sponsor (1) \$3,000

Placement of sponsor logo on lanyard. Single color logo. Final placement, size and color subject to approval by KCD Washington DC organizers.

Food Sponsor (3) \$2,000 each

Prominent placement of sponsor logo at lunch and refreshment bar.

BOOK YOUR SPONSORSHIP ONLINE TODAY
<https://bit.ly/49xd4oc>



CO-LOCATED EVENTS

KCDs are community-organized events that gather adopters and technologists from open source and cloud native communities for education, collaboration, and networking. KCDs are supported by the Cloud Native Computing Foundation (CNCF).

Devopsdays is a worldwide series of technical conferences covering topics of software development, IT infrastructure operations, and the intersection between them. Each event is run by volunteers from the local area.



Pay full price when booking and get 10% refund minus processing fees when your DevOpsDaysDC sponsorship is confirmed or donate the full amount to the American Red Cross and get recognition at the event and KCD Washington DC social channels.

10% discount
for sponsoring
both events *

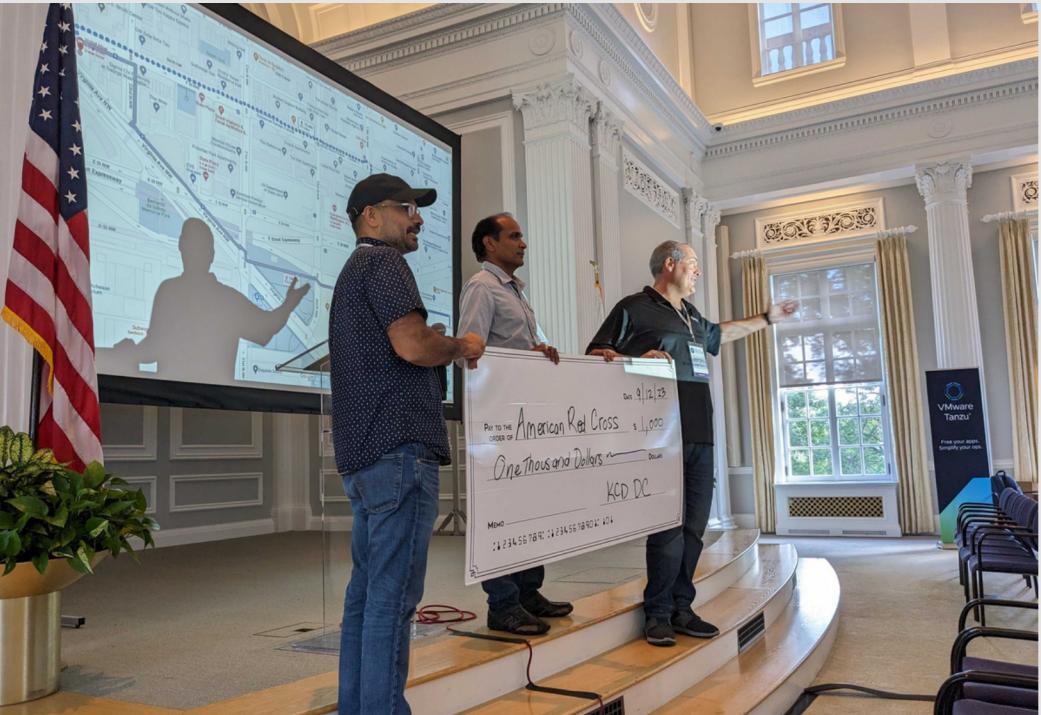


September 24
KCD Washington DC

September 25-26
DevOpsDays DC

American Red Cross
1730 E Street NW
Washington DC 20006

RELIVE PREVIOUS YEARS OF KCD Washington DC



THE VENUE



AMERICAN RED CROSS HALL OF SERVICE

KCD Washington DC will once again be held at American Red Cross, a CNCF End User member, located in the heart of Washington DC adjacent to the White House and President's Park.

The main stage is located in the Hall of Service, a spacious two-story ballroom at the top of 1730 E Street, a building dedicated to the women who served the American military during The Great War, World War I.

While here, you can also enjoy on-site historic exhibits while attending, including a display of Clara Barton's personal effects, like handwritten letters, a personal sewing kit, a field writing desk, an authentic restored dress she wore in her later years and an original print of the famous Matthew Brady portrait once used on a U.S. postage stamp.



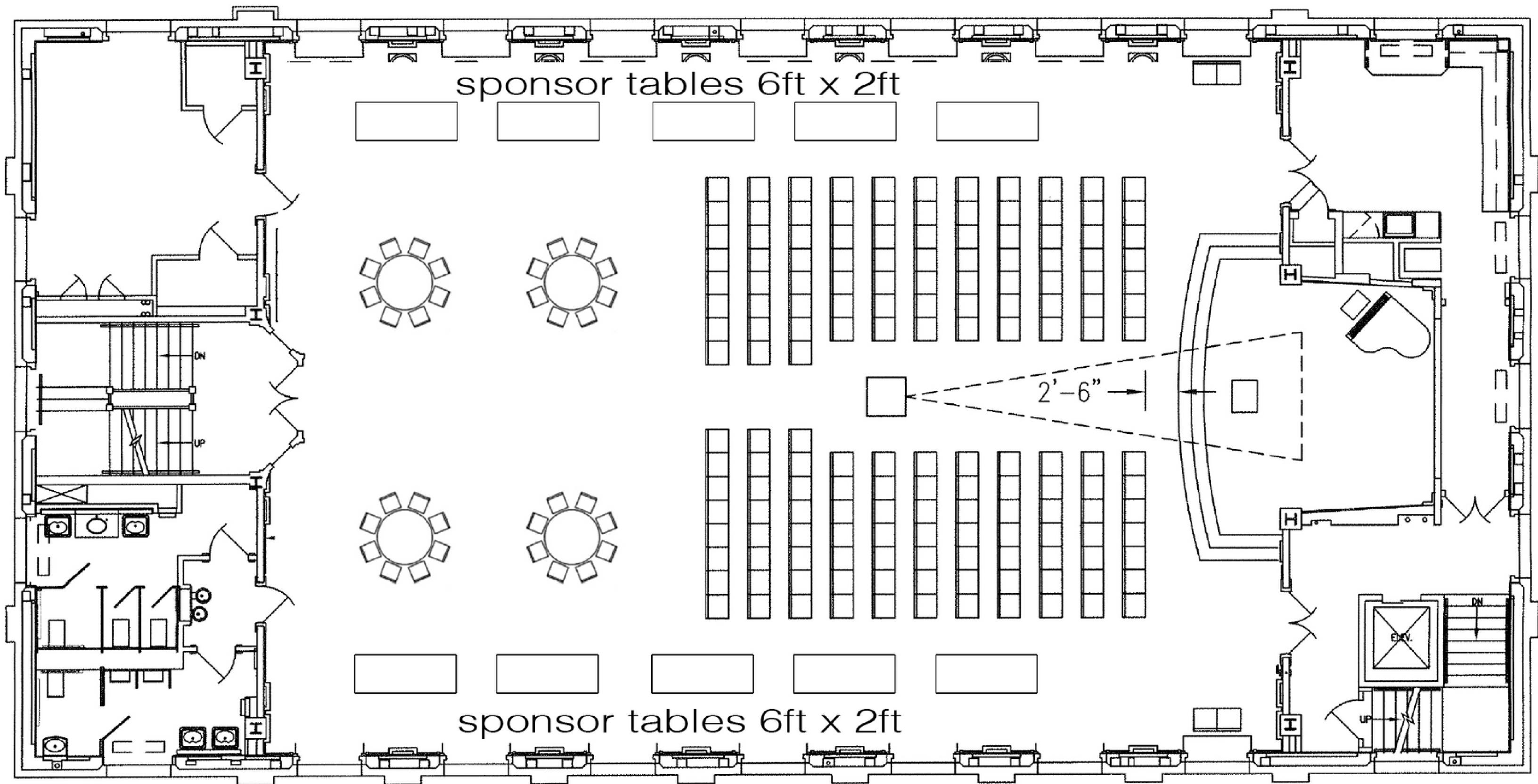
MEETING ROOMS AND MORE

In addition to the main stage, 1730 E Street offers six private meeting rooms available to top sponsors at a small additional cost where you can host demos, meet with clients or host private receptions (no food or drink please.)

Lunch will be served in Tiffany Circle Hall, where you will find our famous Tiffany Windows - a triptic (three panel) stained glass display created by the Tiffany Studios and installed in 1917. These windows were funded in part by the Woman's Relief Corps (representing the women of the North) and the United Daughters of the Confederacy (the UDC, representing the women of the South). They were designed to symbolize reconciliation following the Civil War and are reputed to be the largest suite of Tiffany windows created for a secular environment.



THE LAYOUT



SCHEDULE



	DATE	DAYS UNTIL EVENT
CFP OPENS	April 1	177
CFP CLOSES	May 31	117
CFP NOTIFICATIONS	July 15	72
SCHEDULE ANNOUNCED	August 1	55
SPONSOR ASSETS DUE	September 1	24
EVENT START	September 24, 2024	Live!





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

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

BOOK YOUR SPONSORSHIP ONLINE TODAY



<https://bit.ly/49xd4oc>

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

**CLOUD NATIVE
COMPUTING FOUNDATION**

COMMUNITY ORGANIZED CNCF SUPPORTED

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!

STILL NOT SURE? GET IN TOUCH

Matthew Cascio
KCD Washington DC

 organizers-dc@kubernetescommunitydays.org

 [@KCDWashingtonDC](https://twitter.com/KCDWashingtonDC)

PLEASE NOTE:

All payments in and out are processed by our fiscal sponsor, NāOM Lab LLC, in accordance with our fiscal sponsorship agreement. All funds are held for the exclusive use of KCD Washington DC. Your credit card statements or receipts will indicate NāOM Lab.