



KCD NEW YORK 2025

# 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 over 4 years, the Cloud Native Computing Foundation supported more than 93 completed KCD events in 41 countries, and 59 cities.

(December 2024)



## 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 2025

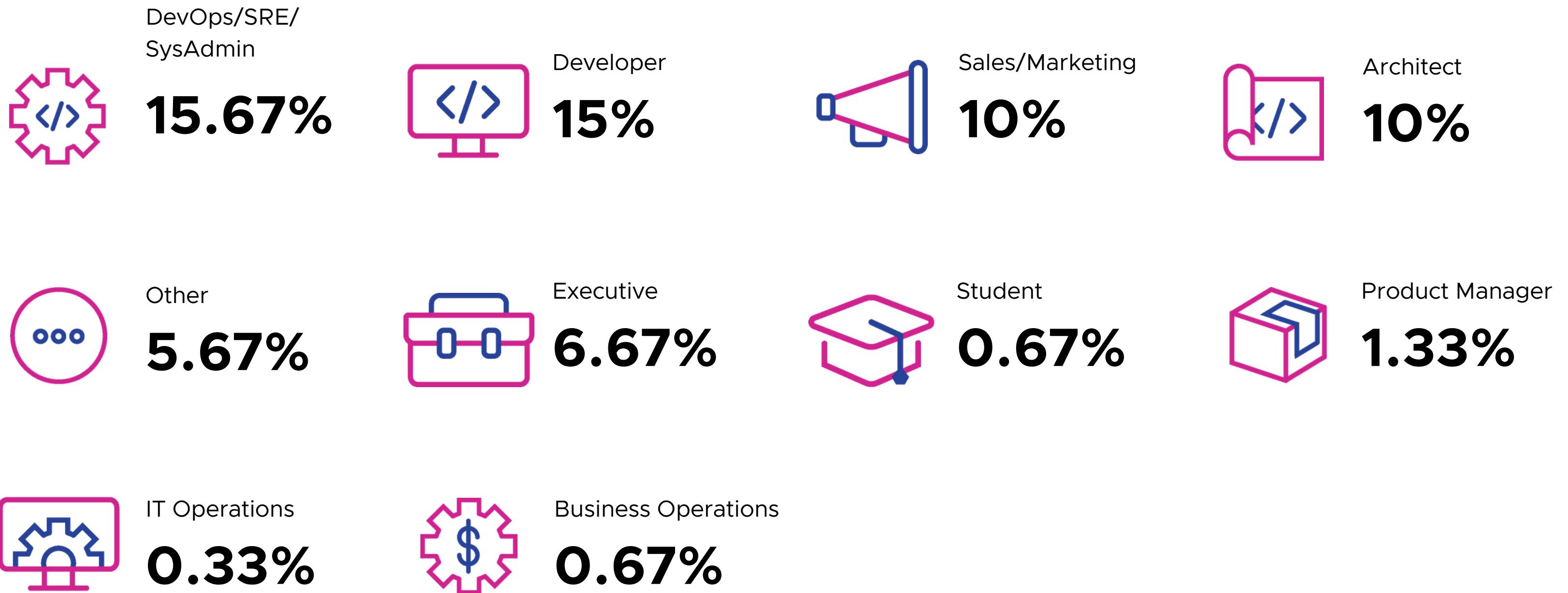
On June 4, join the vibrant Kubernetes and Cloud Native community as we return to New York City for an extraordinary day of technical innovation, knowledge sharing, and networking. Building on the success of last year's inaugural event, which brought together over 200 attendees and speakers from around the world, KCD New York 2025 promises to be even more impactful and engaging.

This year, we're aiming for 400 participants, with technical talks from leading experts, discussions on the future of cloud-native technology, and a focus on inclusivity for both local and international attendees.

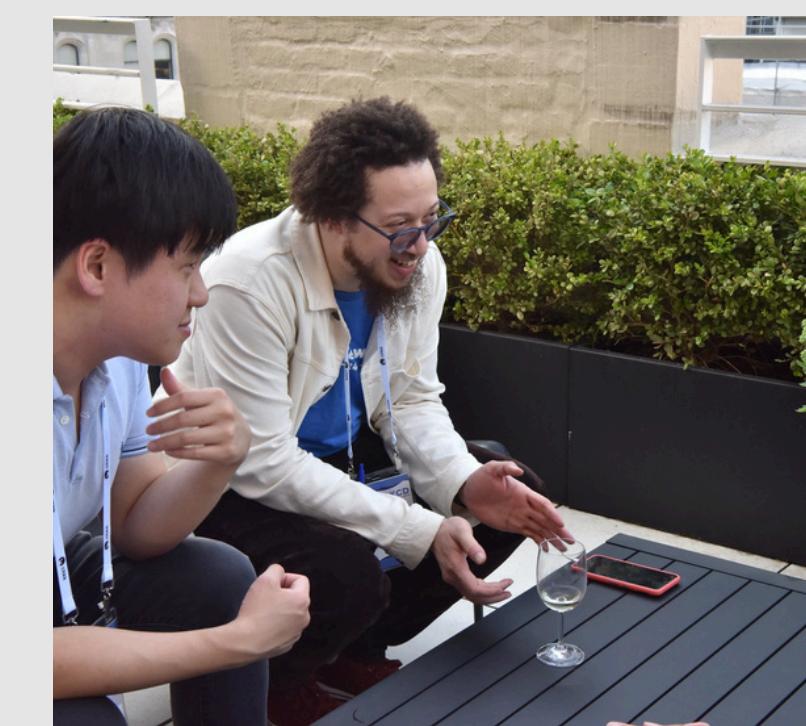
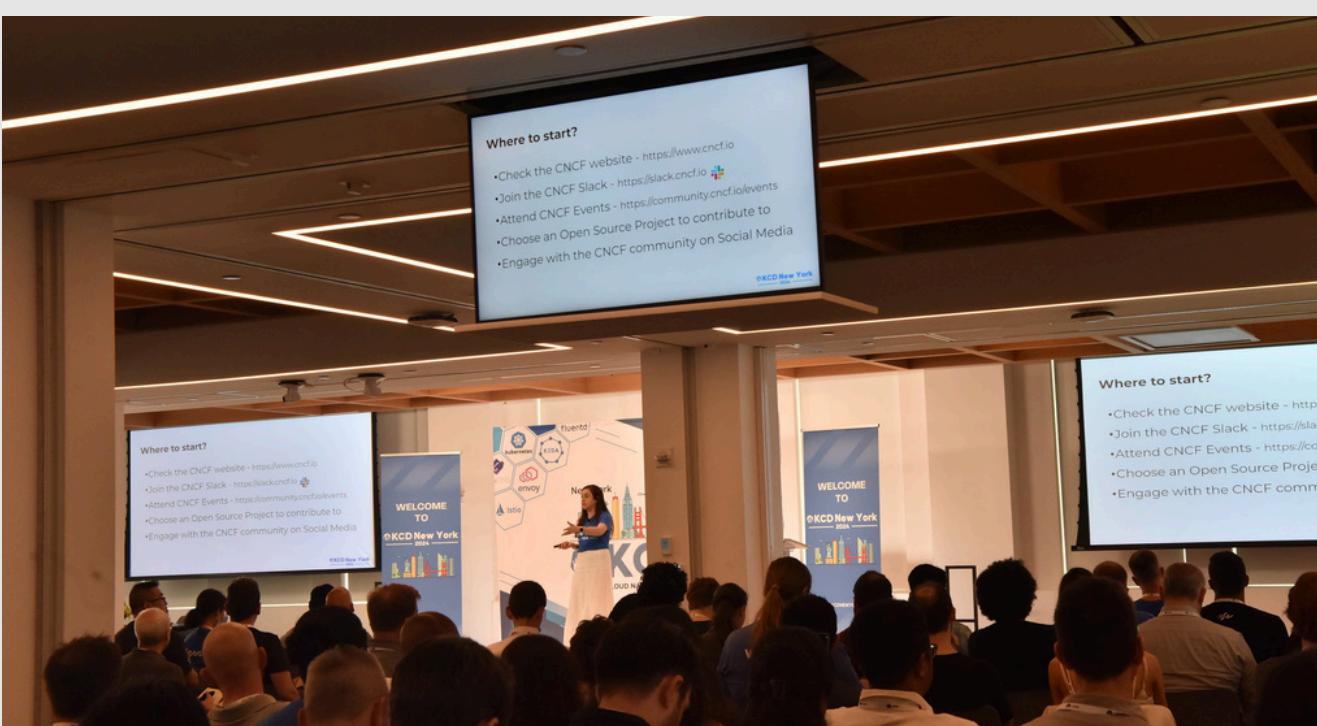
Whether you're attending to learn, share, or connect, this event is the place to be for anyone passionate about cloud-native technologies.

## PREVIOUS YEAR DEMOGRAPHICS

### I PRIMARILY CONSIDER MYSELF AS:



# KCD New York 2024



## THE VENUE



### **CONVENE ONE LIBERTY PLAZA, NEW YORK**

KCD New York 2025 will be held in Downtown, New York at Convene One Liberty Plaza.

Convene One Liberty Plaza is a premium meeting and event venue in Lower Manhattan. Spanning more than 30,000 square feet, this location offers four flexible meeting rooms, the largest of which can accommodate over 350 guests

This venue is close to the World Trade Center and is easily accessible via public transportation.

## THE VENUE

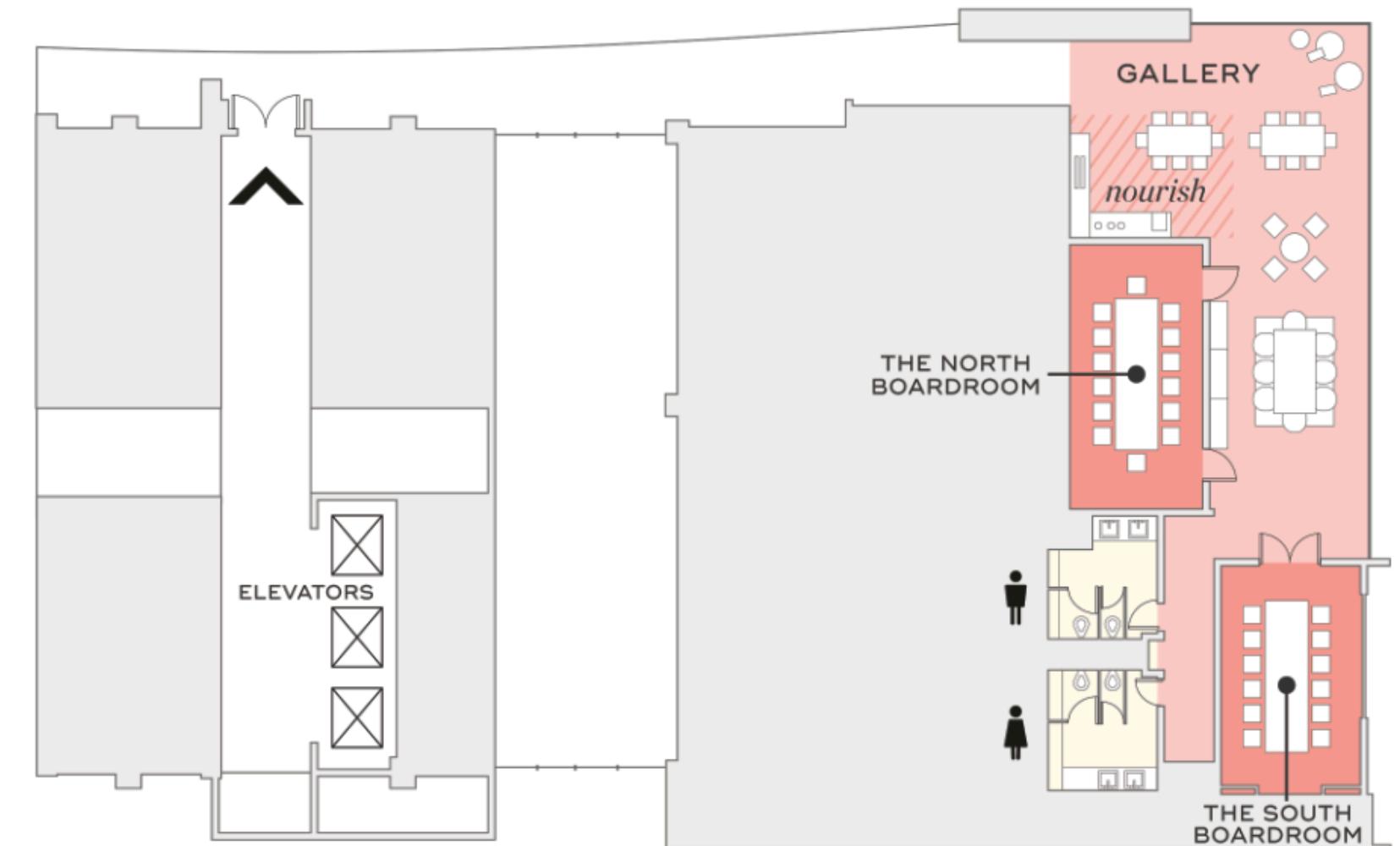
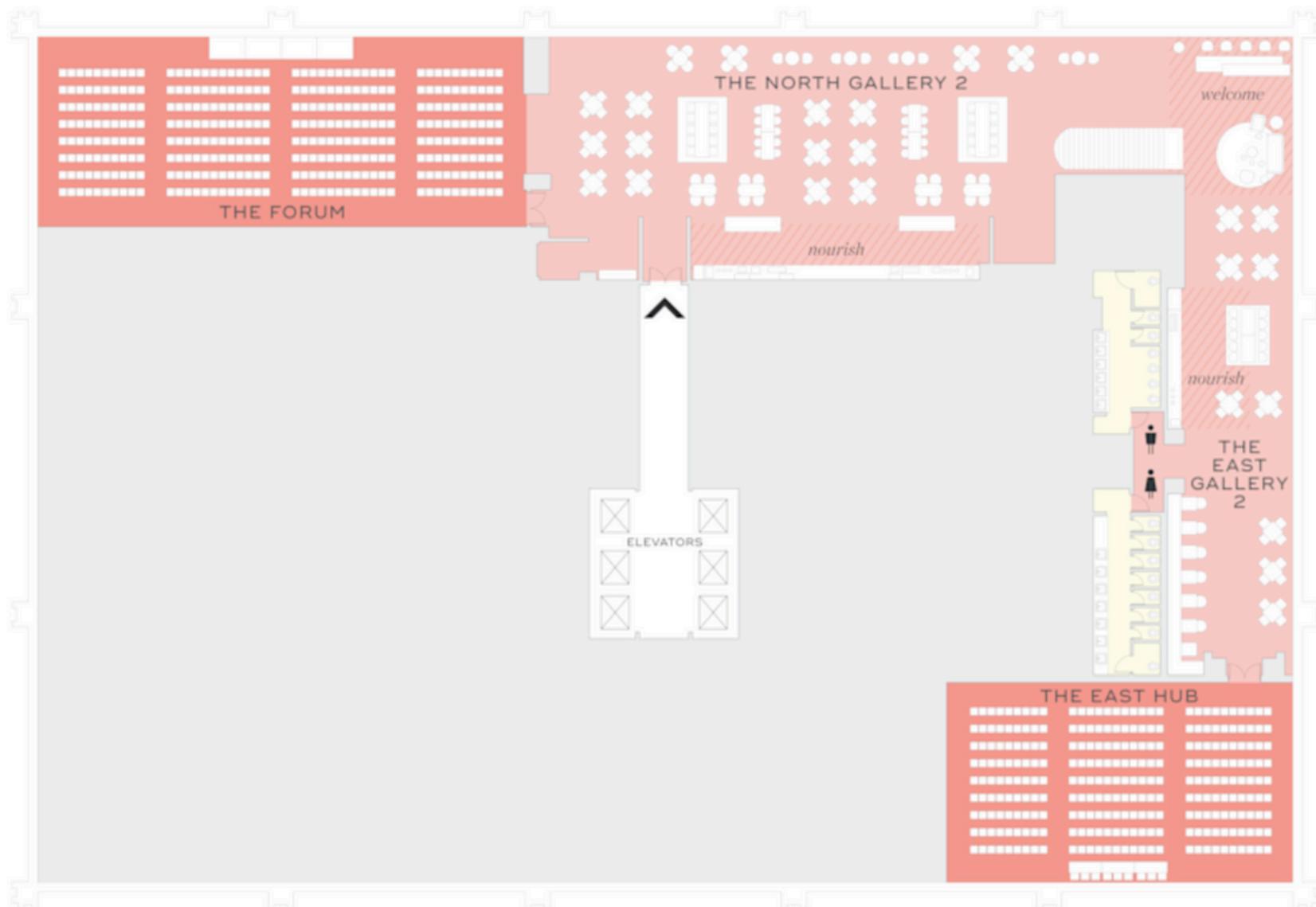
## THE SPACE

Convene at One Liberty Plaza offers four meeting rooms, a maximum capacity of 600 attendees, and 30,000 square feet of event space. The venue is equipped with state-of-the-art technology, on-site refreshments, and facilities to accommodate large-scale events seamlessly.

[Virtual Tour](#)



# THE VENUE



LEGEND	
	BATHROOMS
	ENTRANCE
	ELEVATOR
GENERAL ACCESS	
	BATHROOMS
MEETING & EVENT ACCESS	
	GYM
	MEETING ROOMS
	NOURISH

# Key Numbers

**400**

Attendees

**50+**

Speakers

**34**

Sessions

**\$129**

Ticket Price  
(early bird)



# Diamond Sponsorships



## PACKAGE PRICE: CALL FOR PRICING

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 (20ft), a 5-minute speech during the keynote or a break-out session (15-30min), and branding everywhere. They also get a discount code for their guests.

## WHAT'S INCLUDED

- Specially located 20ft booth space\*
- 12 complimentary attendee tickets
- Keynote presence on stage or Break-out session\*\* (open source tool or an expert-led presentation).
- Quote in premium KCD press release
- 40% discount code for additional tickets (up to 12)
- 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)



# Platinum Sponsorships

## PACKAGE PRICE: \$13,250

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 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\*
- 8 complimentary attendee tickets
- Break-out session\*\* (Open source tool or an expert-led presentation).
- Quote in premium KCD press release
- 30% discount code for additional tickets (up to 8)
- 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)



# Gold Sponsorships

**PACKAGE PRICE: \$10,500**

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), branding onsite on common areas and welcome banner, logo on the website. They also get a discount code for additional tickets for their guests.

## WHAT'S INCLUDED

- Large (8ft) booth space\*
- 4 complimentary attendee tickets
- Quote in premium KCD press release
- 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.



# Bronze Sponsorships

## PACKAGE PRICE: \$6,500

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 be offered visibility during the event: booth (4ft). They also get a discount code for additional tickets their guests.

## WHAT'S INCLUDED

- Medium (4ft) booth space\*
- 2 complimentary attendee tickets
- 20% Discount code for additional tickets (up to 2)
- Group social media promotional mention
- Branding in all marketing material

\* Including standard furniture. Sponsor to provide promotional material.



# 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	Diamond	Platinum	Gold	Bronze
Booth*	20 FT *	12 FT *	8 FT *	4 FT *
Keynote Talk	✓ **			
Speaking Slot	✓ ** OR ✓ **	✓ **		
Quote in Press Release	✓	✓	✓	
Keynote mention	✓	✓	✓	
Included Tickets	12 Tickets	8 Tickets	4 Tickets	2 Tickets
Branding on common areas, logo on website	✓	✓	✓	✓
Lead Scanner App	✓	✓	✓	✓
Social Media posts	1 x dedicated post	1 x dedicated post	1 x dedicated post	1 x group post mention
Discount code for additional tickets	Up to 12	Up to 8	Up to 4	Up to 2

\* Includes standard furniture, sponsor to provide booth materials

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

# Add-On Opportunities

## RECORDING: \$5,000 2 AVAILABLE \*\*

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the KCD New York 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.

# SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	2nd December, 2024	184
CFP CLOSES	28th February, 2025	96
Sponsorship Agreement Signed	3rd March, 2025	93
CFP NOTIFICATIONS	15th April, 2025	50
SCHEDULE ANNOUNCED	28th April, 2025	37
SPONSOR ASSETS DUE	5th May, 2025	30
EVENT START	4th June, 2025	Live!





COMMUNITY ORGANIZED CNCF SUPPORTED

“  
**It was very engaging, and as a sponsor, there were many opportunities to connect 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!**

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#### CONTACT

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#### LET'S GET SOCIAL

 @KCDNewYork

 [KCD New York](#)