



KCD WARSAW 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 5 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



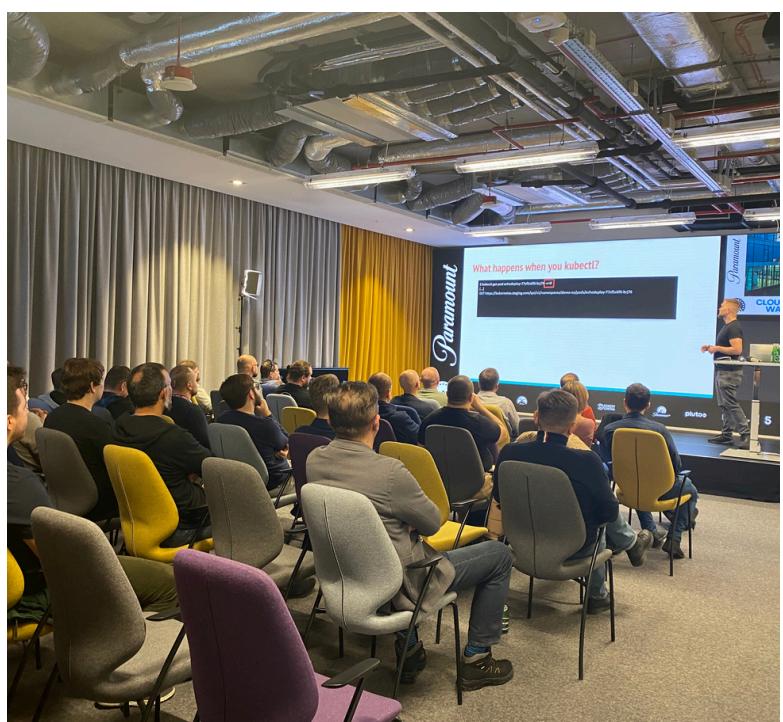
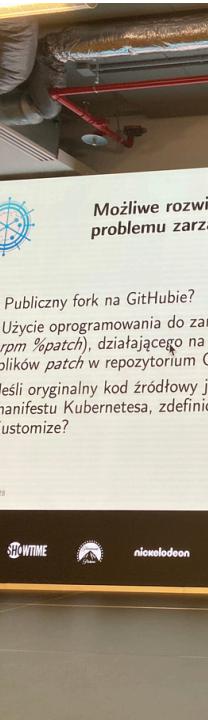
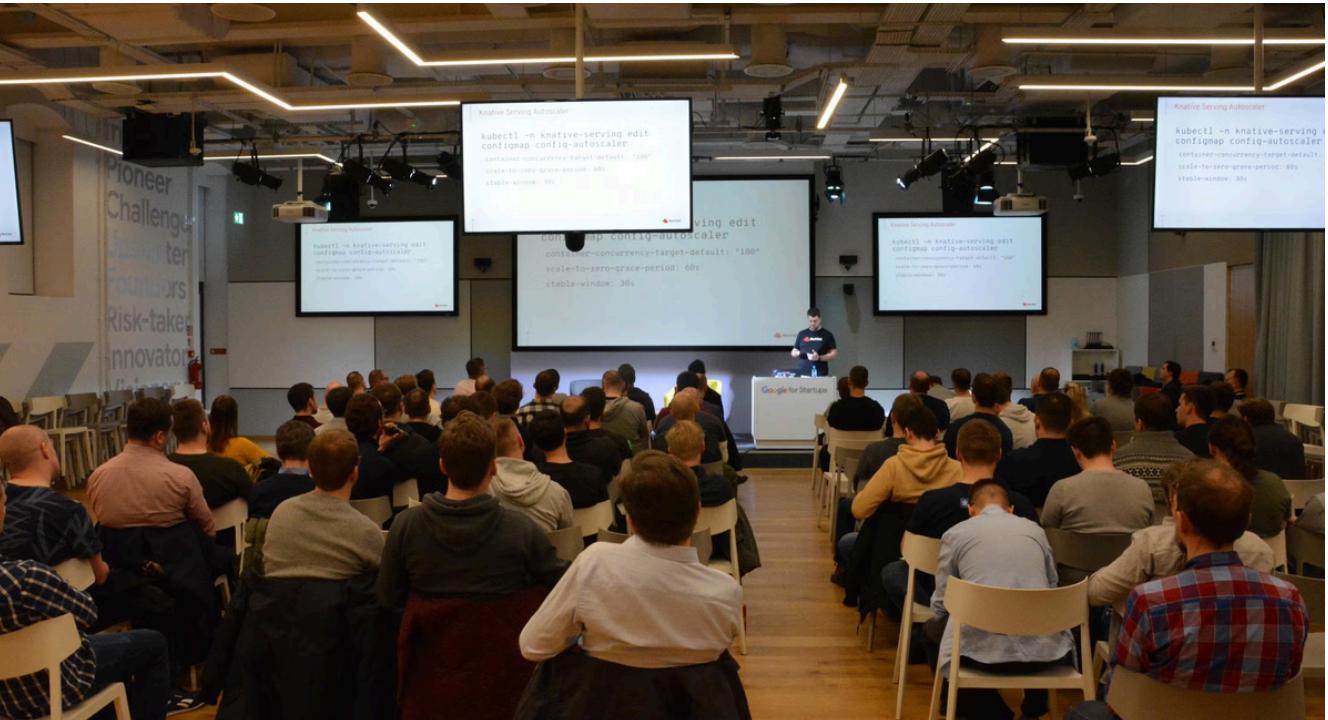


## KCD WARSAW 2025

On the 9th of October 2025, the Kubernetes and Cloud Native community will gather in Warsaw, Poland for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- KCD Warsaw 2025 will be the first and the biggest CNCF event organized in Poland.
- Over 200 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

# KCDs AROUND THE WORLD



# THE COUNTRY



## **POLAND'S RANKING AMONG THE 23 MATURING ECONOMIES OF EUROPE\***

- 1st – IT Competitiveness Index
- 3rd – Human capital “Talent”
- 1st – Quality of the IT sector 3rd – English proficiency
- 6th – Business environment
- The biggest country in Eastern Europe

# THE CITY



## WARSAW

KCD Warsaw 2025 will be located in Warsaw.

Warsaw is the capital and largest city of Poland. Located in the heart of the Europe, the metropolis stands on the River Vistula in east-central Poland. Its population is officially estimated at 1.86 million residents within a greater metropolitan area of 3.27 million residents, which makes Warsaw the 7th most-populous city in the European Union.

## WARSAW IT SECTOR



### WARSAW IT COMPANIES\*

- Over 21 000 are located in Warsaw. Which makes 33% IT companies in Poland.
- Over 10 000 provide services to other participants in the IT industry.
- 47% implement projects in sustainable development.
- 60% create innovations on an international scale.

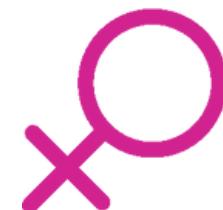
## GENDER



Male

**72%**

There are three times as many men than women in Warsaw IT companies.



Female

**22%**

However, this does not mean that this proportion will not even out. Experts and representatives of companies declare that more and more women are becoming IT specialists. Such a feminisation rate is unusual across the Polish (12% according to Eurostat) and even Europe (20% according to Eurostat).\*



Non-Binary/Other

**2%**



Prefer not to say

**4%**

## THE VENUE



### CHMIELNA 73

KCD Warsaw 2025 will be held at the Chmielna 73 in the Varso Tower complex located in Warsaw.

Varso Tower, located in the strict city center, is the tallest skyscraper in the European Union. It offers beautiful, modern spaces perfect for fostering meaningful connections.

## THE VENUE

## THE ROOMS

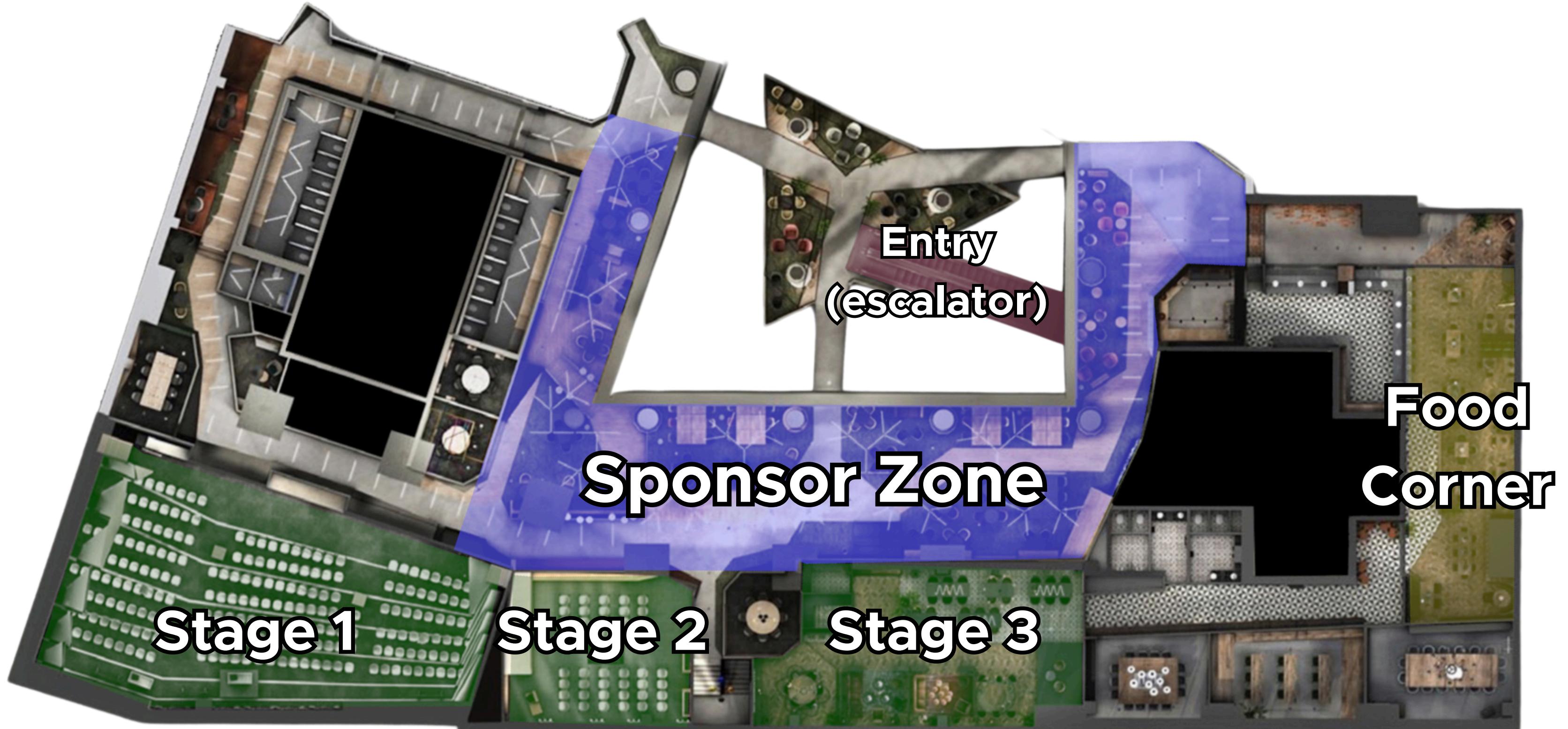
Located in the Varso Tower complex, the Chmielna 73 spans approximately 600 sqm, offering a versatile and stylish environment ideal for KCD Warsaw.

Featuring extensive AV equipment, including diode screens, a premium sound system, and lighting, along with full catering and service facilities, the Chmielna 73 offers an unparalleled atmosphere within the tallest skyscraper in the European Union.

This unique setting ensures every event is memorable and distinctive. See more in [the video!](#)



## THE LAYOUT



Take a [virtual tour](#) to better understand our space!

# Key Numbers

**250**

Atendees

**30+**

Speakers

**1800+**

Newsletter  
subscribers

**1000+**

Meetup  
members

**25**

Sessions



## THE TEAM



**Chris Suszynski**  
Knative WG Lead



**Tomasz Cholewa**  
Cloud Native Youtuber  
and Influencer



**Maciej Gołaszewski**  
Cloud Native Meetup  
Organizer



**Piotr Stróż**  
Kubernetes Engineer



**Wojciech Barczyński**  
OpenTofu TSC Member



**Kasia Brzozowska**  
Cybersecurity & DevOps  
Expert, Speaker



**Patrycja Węgrzynowicz**  
Java Champion, Oracle  
ACE, Speaker



**Wojciech Kocjan**  
CNCF Ambassador &  
Cloud Native Co-host



**Paweł Piwosz**  
Docker Capitan &  
Cloud Native Co-host



# Diamond Sponsorship

## PACKAGE PRICE: 8000 EUR

The Diamond sponsor\* is the one contributing the most to the conference. It represents a company for which Cloud Native approach is central in the way they implement their activity.

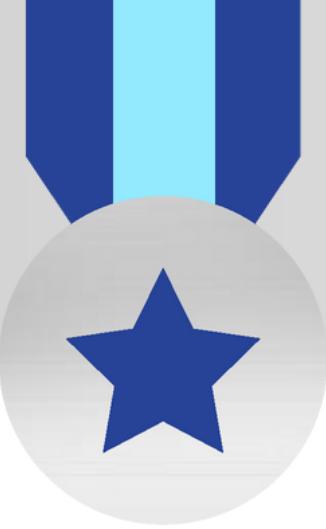
The Diamond sponsor will be offered a [unique presence](#) before, during and after the event: a very large booth, 15 min. keynote speech, a long break-out session (30 min), a name for the main conference room, and branding everywhere. The Diamond sponsor will also get a discount code for their guests.

## WHAT'S INCLUDED

- Extra Large booth
- 15 tickets
- Keynote on main stage\*\* (15 min)
- Break-out session\*\* (The talk should be an expert-led presentation)
- Choose the main conference room name
- Quote in premium KCD press release
- 30% Discount code for guests (30 tickets)
- Branding in all swag and marketing material
- 4 x rollups in conference rooms

\* Only one Diamond sponsor is allowed

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



# Platinum Sponsorships

## PACKAGE PRICE: 5500 EUR

Platinum 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.

Platinum sponsors will be offered very strong visibility during and after the event: a large booth, a long break-out session (30 min), and extended branding both onsite and offsite. They also get a discount code for their guests.

## WHAT'S INCLUDED

- Large booth
- 8 tickets
- Break-out session\* (The talk should be an expert-led presentation)
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material
- 2 x rollups in conference rooms

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



# Gold Sponsorships

## PACKAGE PRICE: 3500 EUR

Gold 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!).

Gold sponsors will be offered strong visibility during the event: booth, a lightning talk\* (10 min), branding onsite on common areas and welcome banner, logo on the website. They also get a discount code for their guests.

## WHAT'S INCLUDED

- Medium booth
- 4 tickets
- A lightning talk\* (10 min)
- 30% Discount code for guests (8 tickets)
- Branding in all swag and marketing material
- 1 x rollup in conference rooms

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



# 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!
- Logo on website and opening ceremony

BENEFITS	 DIAMOND 8000 EUR	 PLATINUM 5500 EUR	 GOLD 3500 EUR
Booth	Extra Large	Large	Medium
Keynote Speech	✓		
Quote in Press Release	✓		
Slot for Talk	Break-up session* (30')	Break-up session* (30')	Lightning* (10')
Video presence on forum screen	✓	✓	
Logo on all KCD video replays	✓	✓	
Discount code for your guests (30%)	30 Tickets	10 Tickets	8 Tickets
Branding on common areas, logo on website	✓	✓	✓
Opening ceremony mention	✓	✓	✓
Rollups in conference room	4	2	1
Tickets	15	8	4

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

# SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	March 3, 2025*	220
CFP CLOSES	April 22, 2025*	170
CFP NOTIFICATIONS	May 12, 2025*	150
FEES & LOGO ASSETS DUE	June 11, 2025	120
SCHEDULE ANNOUNCED	July 11, 2025*	90
EVENT START	October 9, 2025	Live!

\* Marked dates are for orientation only and are subject to change





COMMUNITY ORGANIZED CNCF SUPPORTED

“

**It was very engaging  
and as a sponsor there  
was lots of opportunity  
to engage 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

#### KCD TEAM

KCD Warsaw Organizers

[warsaw-org@kubernetescommunitydays.org](mailto:warsaw-org@kubernetescommunitydays.org)

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### LET'S GET SOCIAL

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