



KCD NETHERLANDS 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 89 completed KCD events in 41 countries, and 59 cities.

(3th of July 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



**CLOUD NATIVE COMPUTING FOUNDATION**



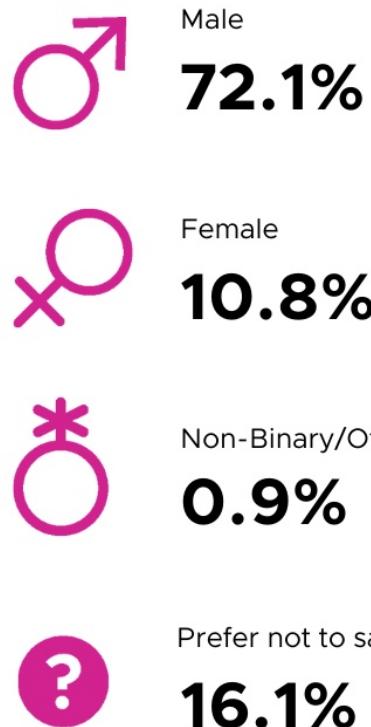
## KCD NETHERLANDS 2025

On the 3rd of July 2025, the Kubernetes and Cloud Native community will gather in Utrecht (The Netherlands) for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

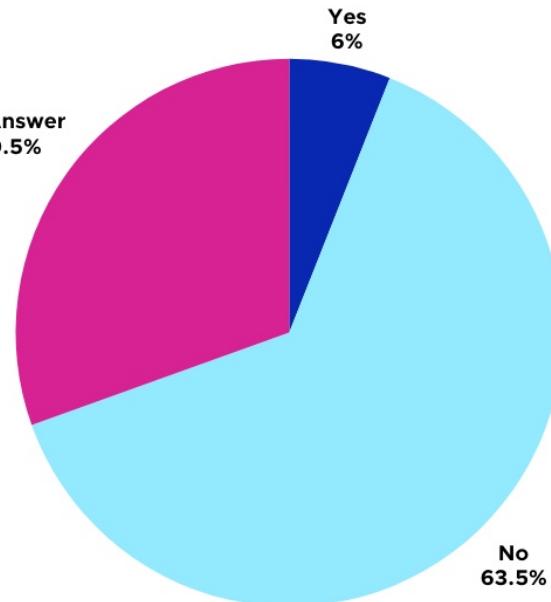
- Over 450 developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

## PREVIOUS YEAR DEMOGRAPHICS

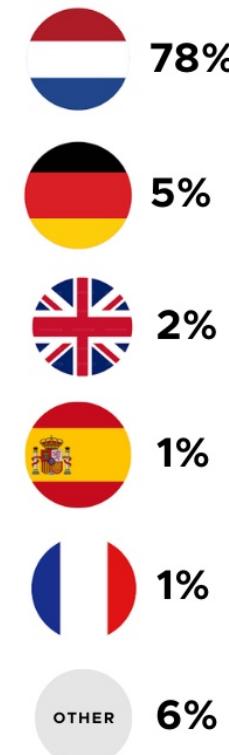
### GENDER



### DO YOU IDENTIFY AS A PERSON OF COLOUR?



### GEOGRAPHICS



# KCD The Netherlands 2025



## THE VENUE



### KUBERNETES COMMUNITY DAYS, UTRECHT

KCD The Netherlands 2025 will be held at de Jaarbeurs located in Utrecht.

Located just a 5-minute walk from Utrecht Central Station and with plenty of parking this venue is easily accessible and centrally located.

In 2023 we held KCD Utrecht in the same location!

## THE VENUE

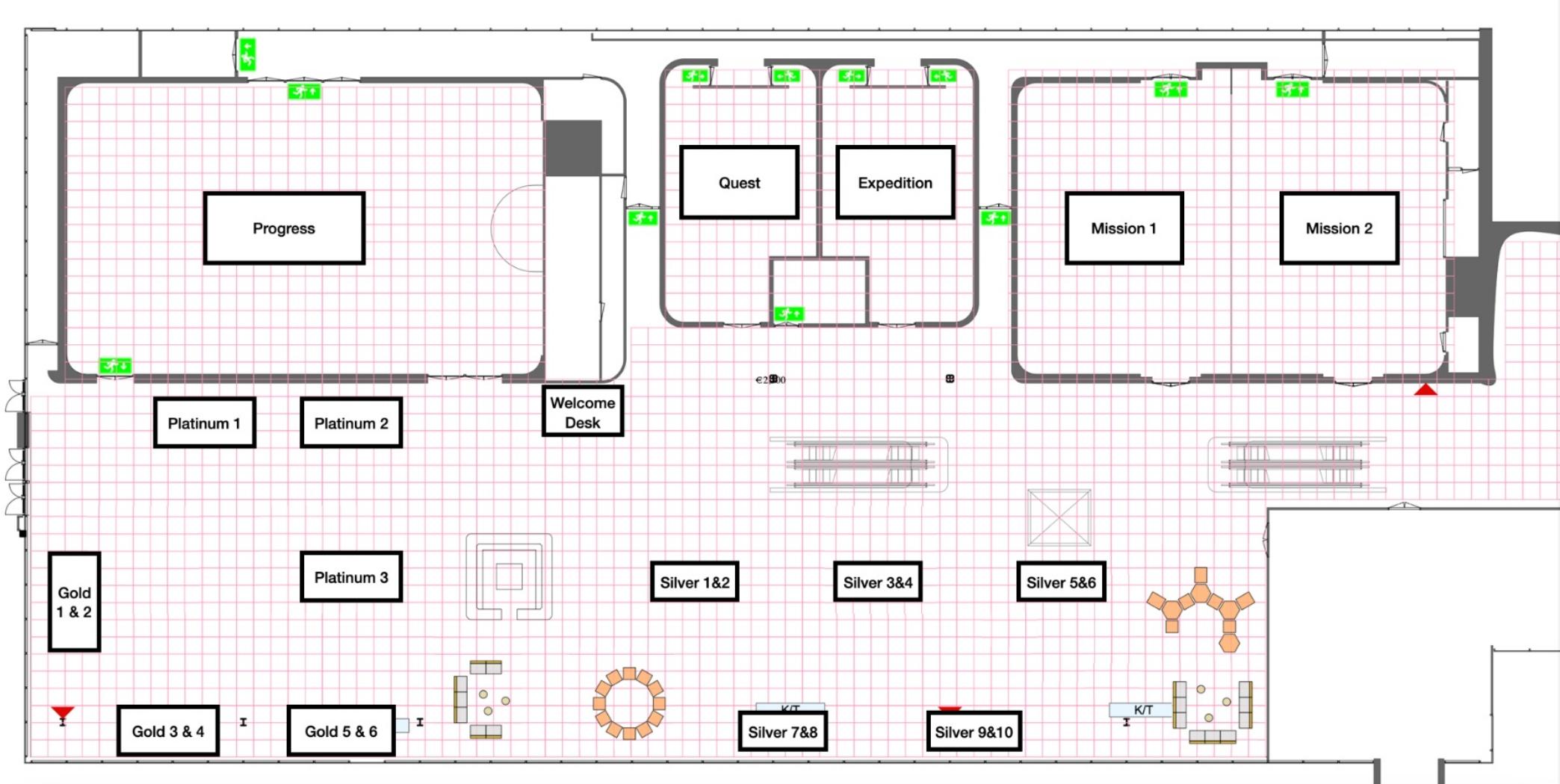
### THE ROOMS

The venue offers expansive booth areas for exhibitors, providing ample space for networking and engagement. The lunch areas are spacious and conveniently located, ensuring that attendees can enjoy meals in a relaxed environment while continuing to network.

There are also several community zones designed to encourage interaction and foster collaboration among participants throughout the event. These areas are perfect for informal discussions, networking breaks, or spontaneous gatherings.



# THE LAYOUT



## Key Numbers

**450**

Attendees

**50+**

Speakers

**34**

Sessions

**€80**

Ticket Price  
(early bird)

**€120**

Ticket Price  
(Regular price)

**2-3**

Tracks

Largest CNCF event in The Netherlands in 2025





## Platinum Sponsorships

### PACKAGE PRICE: €9.000

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 will be offered a [unique presence](#) before, during and after the event: a large booth (15m<sup>2</sup>), 3min speech during the keynote, 1 long break-out session (15-30min), branding everywhere. They also get a discount code for their guests.

### WHAT'S INCLUDED

- Large booth (15m<sup>2</sup>)
- 6 tickets
- Pitch on stage (3min)
- Break-out session or workshop (The talk should be an expert-led presentation).
- Quote in premium KCD press release
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material



## Gold Sponsorships

**PACKAGE PRICE: €6.000**

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 will be offered very strong visibility during and after the event: a booth (9m2), and extended branding both onsite and offsite. They also get a discount code for their guests.

### WHAT'S INCLUDED

- Big booth (9m2)
- 4 tickets
- Quote in premium KCD press release
- 30% Discount code for guests (7 tickets)
- Branding in all swag and marketing material



## Silver Sponsorships

**PACKAGE PRICE: €3.000**

Silver 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!).

Silver sponsors will be offered very strong visibility during the event: a booth (5m<sup>2</sup>), and extended branding both onsite and offsite. They also get a discount code for their guests.

### WHAT'S INCLUDED

- Regular booth (5m<sup>2</sup>)
- 2 tickets
- 30% Discount code for guests (5 tickets)
- Branding in all swag and marketing material



## Bronze Partner

### PACKAGE PRICE: €1.000

Bronze sponsors are valued supporters of the conference who showcase their commitment to Cloud Native technologies in innovative ways. While their presence will be virtual, they will benefit from significant visibility and engagement opportunities, including their logo on the event website and virtual branding during key sessions.

Bronze sponsors play a vital role in expanding the reach of the conference through their promotion efforts, insights, and community contributions.

### WHAT'S INCLUDED

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

BENEFITS	 Platinum	 Gold	 Silver	 Bronze
Booth	15 m2	9 m2	5 m2	
3-minute pitch	✓			
Slot for Talk	Feedback or Black-belt (30') or workshop (90')			
Video presence on forum screen	✓	✓		
Logo on all KCD video replays	✓	✓		
Discount code for your guests (30%)	10 Tickets	7 Tickets	5 Tickets	
Branding on common areas, logo on website	✓	✓	✓	✓
Opening mention	✓	✓	✓	✓
Lead Scanner App	✓	✓	✓	
Tickets	6	4	2	1
Number of Packages	3	6	10	No limit

## SCHEDULE

	DATE	DAYS UNTIL EVENT
CFP OPENS	17th January 2025	167
CFP CLOSES	15th April 2025	79
CFP NOTIFICATIONS	10th May 2025	54
SCHEDULE ANNOUNCED	1st June 2025	32
FEES & LOGO ASSETS DUE	3rd June 2025	30
EVENT START	3rd July, 2025	Live!





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



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!**

---

#### CONTACT

##### Sponsor Team

**Lead Organizer**  
KCD Utrecht 2025

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

---

#### LET'S GET SOCIAL



Kubernetes Community  
Days Netherlands