

#KCDSL2023

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KCD SRI LANKA 2023

Dive Into The World of Cloud Native

Sponsorship Prospectus



What is KCD?



KCDs are events supported by the Cloud Native Computing Foundation and organized by the Kubernetes community to bring together users and enthusiasts from various backgrounds, skill levels, and industries to share knowledge, best practices, and networks. These events aim to promote collaboration and a sense of community among Kubernetes users, providing a platform for attendees to learn from each other, share experiences and best practices, and build relationships.

KCDs are usually free or low-cost, open to anyone interested in Kubernetes, and a great way to learn more about Kubernetes, connect with other users and contribute to the broader Kubernetes community.

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What is Kubernetes Sri Lanka?

Kubernetes Sri Lanka is a Sri Lankan community of Kubernetes enthusiasts and experts from various backgrounds and professions. The community is focused on broadening community knowledge, fostering collaboration, and supporting for the adoption of Kubernetes.

The community hosts frequent meetups, workshops, and other events that give a forum for members to network and learn. Furthermore, Kubernetes Sri Lanka is active in initiatives aimed at raising awareness and promoting Kubernetes adoption. The community contributes to the broader Kubernetes ecosystem and promotes a supportive environment for its members to connect and learn from each other by facilitating the sharing of experiences and knowledge about Kubernetes.



Why do we need a KCD?

KCD Sri Lanka is a platform that brings together Kubernetes enthusiasts and professionals from different backgrounds to share their knowledge, experiences, and best practices.

The main objective of KCD Sri Lanka is to promote collaboration and foster a sense of community among Kubernetes users in Sri Lanka.

By providing a forum for networking and learning, KCD Sri Lanka aims to encourage the adoption of Kubernetes and drive innovation in container orchestration.

KCD Sri Lanka provides a valuable opportunity for individuals and organizations to connect, share their expertise, and contribute to the broader Kubernetes ecosystem.

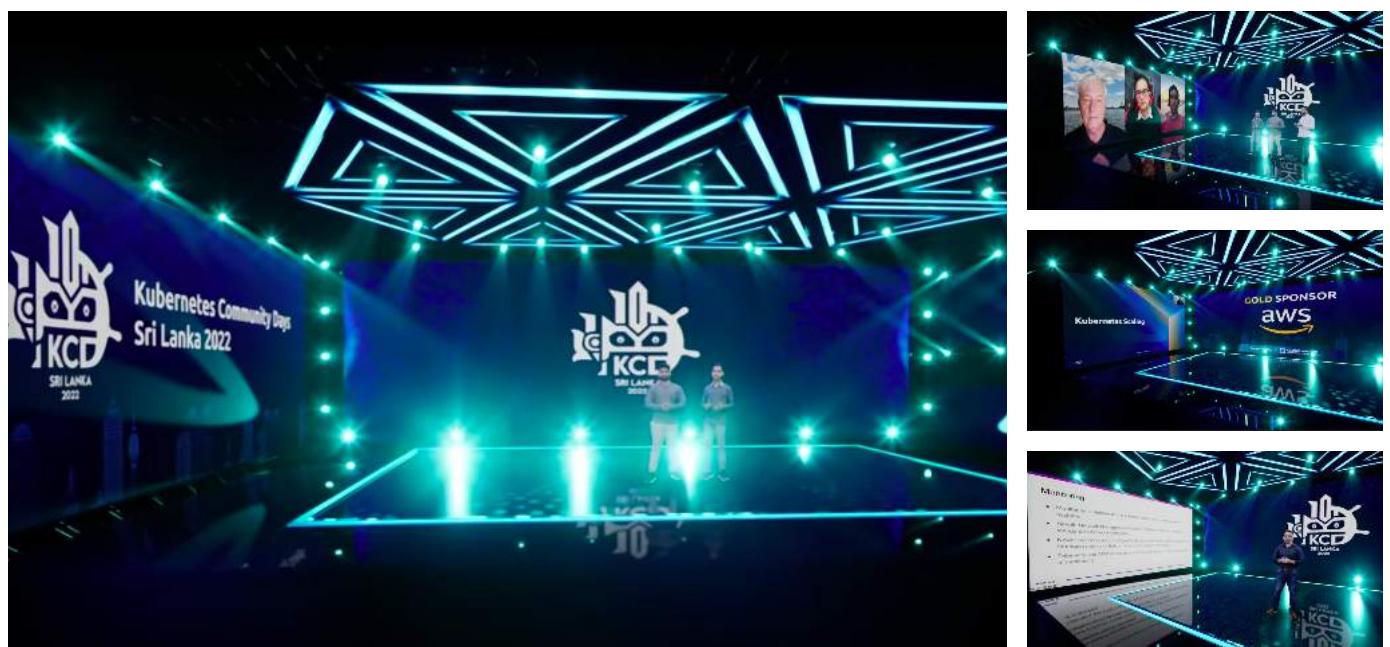


Recap of last year's KCD

Last year, Kubernetes Sri Lanka was able to hold the First ever KCD in Sri Lanka. It was a fully virtual 2-day event that was addressed by 17 speakers from around the globe.

Over 300 participants were registered before the event.

On day 1, the Main event was a highly anticipated event that showcased the latest developments and innovations in the world of cloud-native computing. The event was a huge success and generated a lot of interest from the community. The videos of the event were posted on the CNCF official YouTube channel separately, and within a short span of time, they received more than 2k views. This highlights the popularity and relevance of the event and demonstrates the growing interest in cloud-native computing in Sri Lanka and beyond.



On day 2, a live series was streamed via the Kubernetes Sri Lanka YouTube channel which consisted of 7 sessions on different topics about Kubernetes.



What will be there in KCD 2023?

KCD Main Conference

Unleashing the Power of Kubernetes and CNCF Technologies! Step into a world of innovation, where networks expand and the future of technology takes center stage. With an exciting lineup of sessions, engaging activities, and a vibrant community, KCD promises an unforgettable experience for technology enthusiasts. Immerse yourself in a dynamic atmosphere, surrounded by industry leaders and professionals sharing insights on containerization, orchestration, and cloud-native technologies. From introductory workshops to deep-dive discussions, KCD caters to all proficiency levels.

KCD Arena

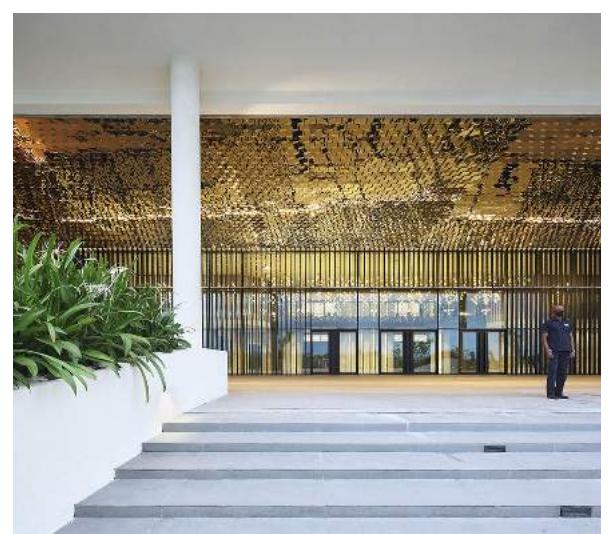
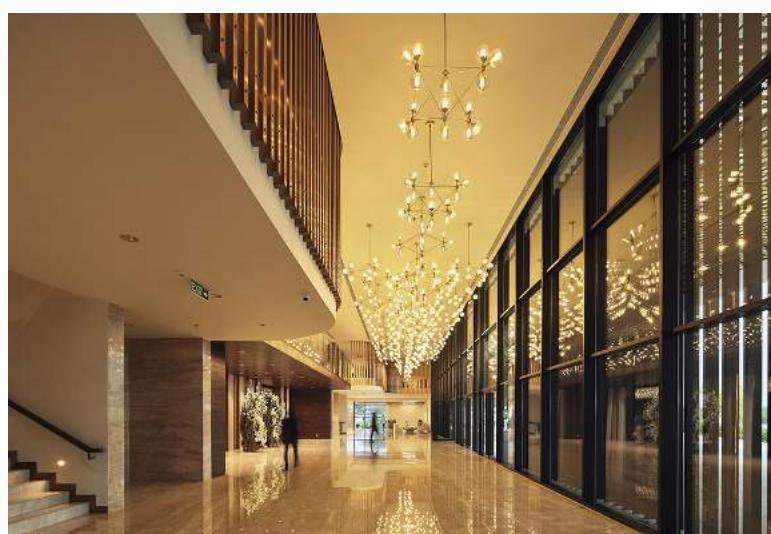
But KCD isn't just about learning; it's about fostering connections. Enter the KCD Arena, a buzzing hub of fun and excitement, designed for networking and collaboration. An opportunity to unwind, relax, and continue building connections in a more casual setting. From live entertainment to themed parties, these evening gatherings offer the perfect ambiance to celebrate a day well-spent and create memories that will last a lifetime. The KCD Arena serves as a catalyst for forging lifelong connections, offering memorable interactions and potential collaborations.



Event Venue

Monarch Imperial is a luxury dining and convention center located in the capital city of Sri Lanka offering true Sri Lankan hospitality coupled with international standards in cuisine and service.

This well-appointed property includes 7 specialty restaurants inclusive of a western pub, the finest patisserie and Sri Lanka's largest elegant pillarless ballroom. The Imperial has stunning views of a private lake and 20 luxury guest rooms with ample parking.



Benefits of Sponsoring

KCDs are the second favourite event from the CNCF, just behind KubeCon. In 2022, CNCF supported 16 KCDs across 14 countries, with more than 6500 attendees.

KCDs are developer-focused, they cover business issues, tools, processes, automation and cloud strategy. Many talks will be about how companies relied on open source technologies to improve their processes. Helps in fostering relationships and engage with Software Engineers, DevOps professionals, SREs, Cloud developers, end-users, and vendors. Connect with industry experts, industry analysts, and thought leaders.

Take advantage of a professionally-organized conference run by a neutral group of experienced cloud-native professionals, where content is curated by the community itself. Increase in Brand awareness and recall among participants by gaining mindshare. Draw attention and contribution from the community for your open source projects.

Kubernetes Community Days are not to be used for commercial pitches. Any platforms or tools you are describing needs to be open source.



Sponsorship

	Diamond	Platinum	Gold	Silver	Start-ups
Speaking opportunity	20 mins	15 mins	10 mins	×	×
Logo on website & signage	✓	✓	✓	✓	✓
Recognition in event promotional materials	Logo, Link	Logo, Link	Logo, Link	Company name, Link only	×
Social media	Pre-event Stand alone Tweet, Instagram, Facebook, LinkedIn posts				
	During the event	During the event	During the event		
	Stand alone Tweet, Instagram, Facebook, LinkedIn posts	Stand alone Tweet, Instagram, Facebook, LinkedIn posts	Stand alone Tweet, Instagram, Facebook, LinkedIn posts		
Email schedule branding	Pre and post conference email	Pre conference email	Pre conference email	×	×
Mobile schedule branding	✓	✓	✓	✓	✓
Table top exhibit space	✓	✓	✓	✓	✓
Conference passes	30	20	10	08	05
Giveaway at registration	✓	✓	×	×	×
Number of sponsors	01	03	05	05	10
Sponsorship Cost	\$10,000	\$5,000	\$3,000	\$1,000	\$250

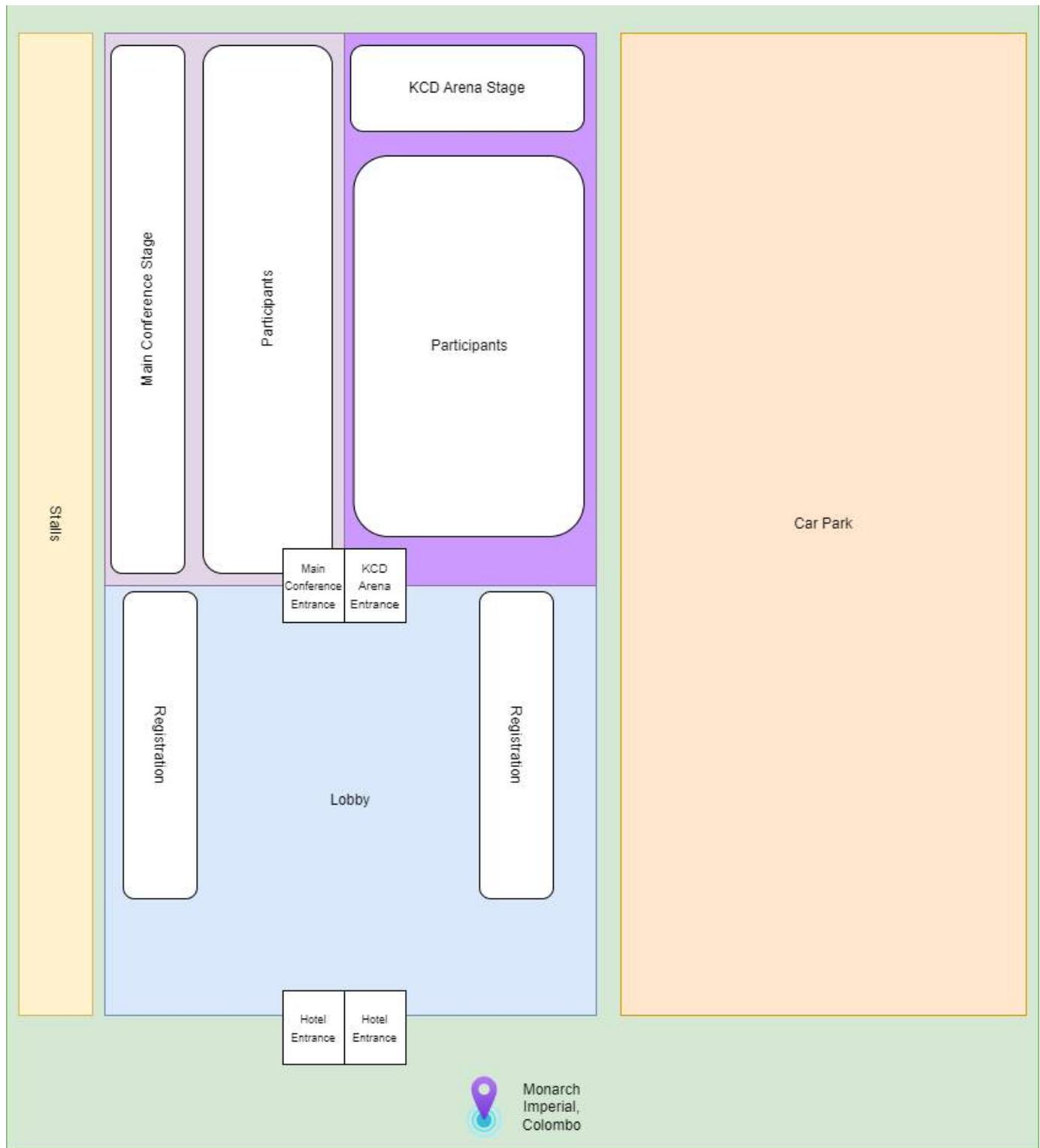
Note: Only one lucky Gold partner will be selected randomly to secure a prestigious 10-minute speaking slot during the event.



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Event Site Map



*The sponsors assigned to stalls will be updated



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Additional Sponsorships

Lanyards | \$2000

Showcase your logo on the attendee lanyard.

Session Recordings | \$7,000

Logo on the recorded sessions, leaving a lasting impression on an international audience. Videos will be available on the CNCF YouTube channel.

Attendee Shirt | \$5,000

Logo on the sleeve of the Kubernetes Community Days event t-shirt.



Contact Us

Don't see a package that fits your needs?

Have a unique idea?

Reach us via kcdsrilanka@gmail.com

and we will develop a tailored sponsorship package that fits your goals.



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Thank You!

