



Kubernetes  
Community  
Days

KCD SAO PAULO BRAZIL 2024

# SPONSORSHIP PROSPECTUS

SUPPORTED BY



CLOUD NATIVE  
COMPUTING FOUNDATION



# Contribute to the growth and advancement of our vibrant community

We are thrilled to present you with the unique opportunity to sponsor Kubernetes Community Days (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 the last 3 years, the Cloud Native Computing Foundation supported more than 94 completed KCD events in 33 countries and 45 cities.



## 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 São Paulo - Brazil 2024

On February Friday 23 virtual and Saturday 24 in-person, the Kubernetes and Cloud Native community will gather in São Paulo, Brazil for a one-day technical conference loaded with exciting talks and plenty of opportunities for growing and networking. What to expect:

- With more than 300 attendees expected, KCD São Paulo will be the first in-person and the biggest CNCF event organized in Brazil.
- Many developers, system engineers, and IT professionals attending this year's event.
- A diverse and vibrant community of local and international attendees.

## THE VENUE

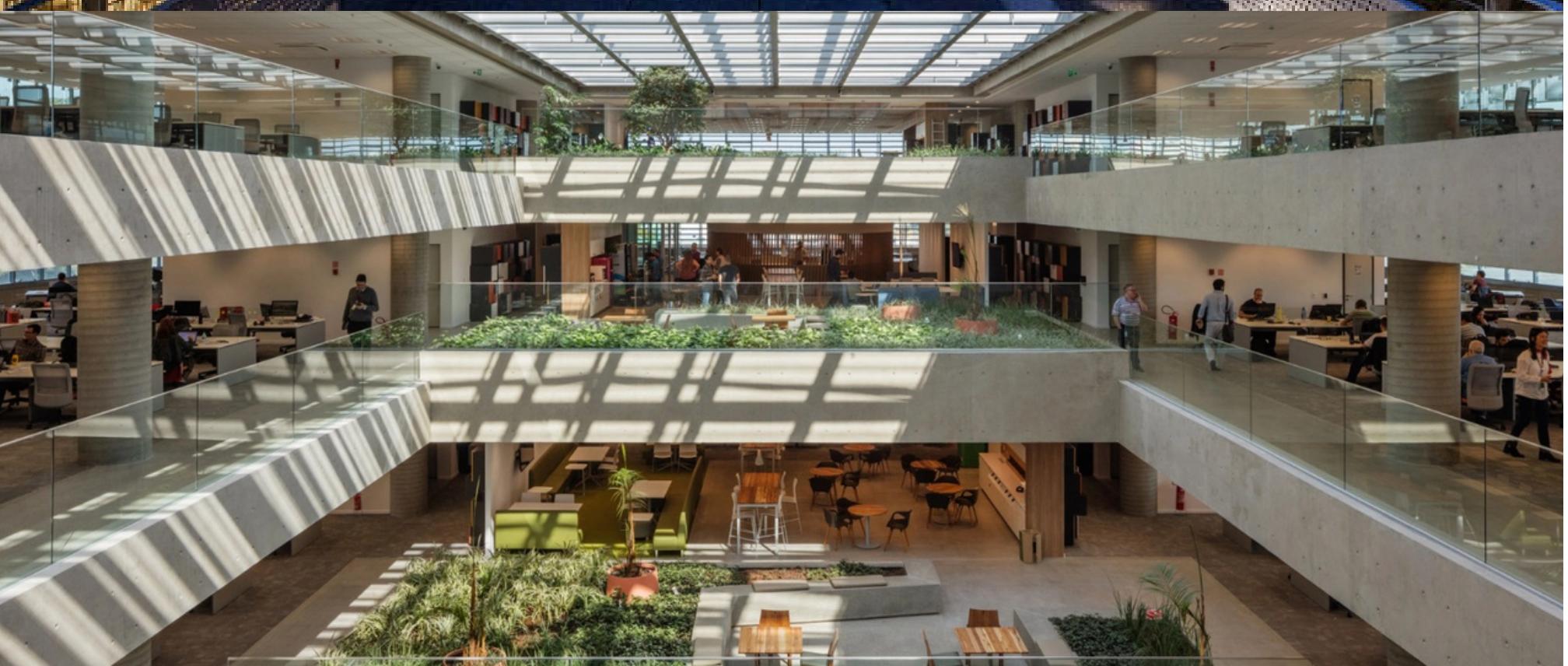


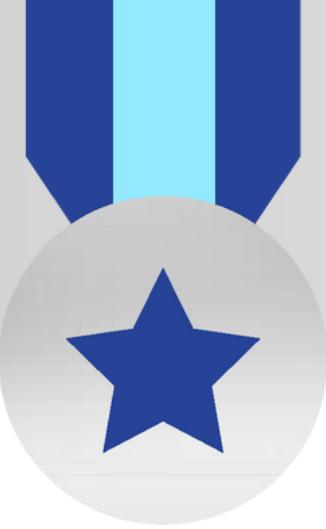
### **The Natura Company - São Paulo**

KCD São Paulo 2024 will be held at Natura located in the Parque Anhanguera, São Paulo, Brazil.

It will expected over 250-350 capacity in the local space.

# THE VENUE





# Diamond Sponsorships



## PACKAGE PRICE: \$20,000 REAIS

Diamond 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.

Diamond sponsors will be offered a [unique presence](#) before, during and after the event: a very large booth, branding everywhere. They also get a discount code for their guests.

\* Including standard furniture

Dolar Cotation (23th Aug): 4.86 ~ US\$ 4115

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

## WHAT'S INCLUDED

- Large booth
- Lightning Talk (The talk should be feedback or an expert-led presentation).
- 5 tickets
- Quote in premium KCD press release
- 30% Discount code for guests (10 tickets)
- Branding in all swag and marketing material
- Logo on Website
- Post on Social Media
- Being a recognized contributor to the thriving of our community



# Gold Sponsorships

## PACKAGE PRICE: \$15,000 REAIS

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 small booth, and branding onsite. They also get a discount code for their guests.

## WHAT'S INCLUDED

- Small booth
- 3 tickets
- Quote in premium KCD press release
- 30% Discount code for guests (7 tickets)
- Branding in all swag and marketing material
- Logo on Website
- Post on Social Media
- Being a recognized contributor to the thriving of our community

\* Including standard furniture

Dolar Cotation (23th Aug): 4.86 - US\$ 3086

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



# Silver Sponsorships

## PACKAGE PRICE: \$8,000 REAIS

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 strong visibility during the event with marketing material and swags. They also get a discount code for their guests.

## WHAT'S INCLUDED

- 2 tickets
- Quote in premium KCD press release
- 30% Discount code for guests (5 tickets)
- Branding in all swag and marketing material
- Logo on Website
- Post on Social Media
- Being a recognized contributor to the thriving of our community

\* Including standard furniture

Dolar Cotation (23th Aug): 4.86 - US\$ 1646

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

# SCHEDULE

	<b>DATE</b>
<b>CFP OPENS</b>	25th September, 2023
<b>CFP CLOSES</b>	3rd December, 2023
<b>CFP NOTIFICATIONS</b>	29th December, 2023
<b>SCHEDULE ANNOUNCED</b>	15th January, 2024
<b>FEES &amp; LOGO ASSETS DUE</b>	5th February, 2024
<b>EVENT START</b>	Friday 23th Feb, 2024 - virtual Saturday 24th Feb, 2024 - in person





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CLOUD NATIVE  
COMPUTING FOUNDATION

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

**CNCF Community Organizers  
Sao Paulo - Brazil**

KCD São Paulo - Brazil

<https://community.cncf.io/kcd-brasil/>

[sao-paulo-br@kubernetescommunitydays.org](mailto:sao-paulo-br@kubernetescommunitydays.org)

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### LET'S GET SOCIAL

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 [kcdsaopaulo](https://www.instagram.com/kcdsaopaulo)