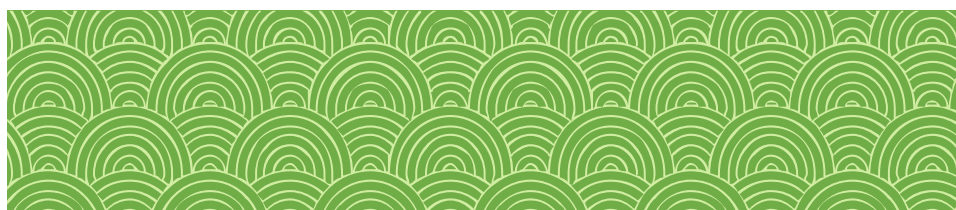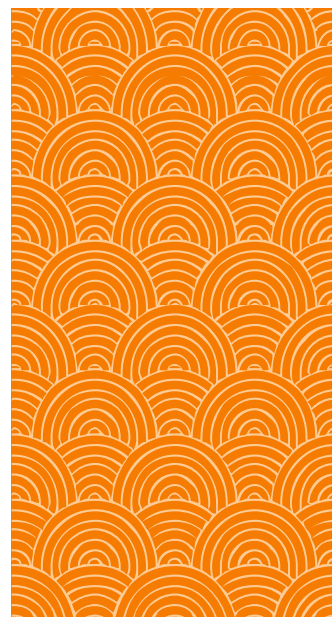CLOUD NATIVE
COMPUTING FOUNDATION

KCD Chennai
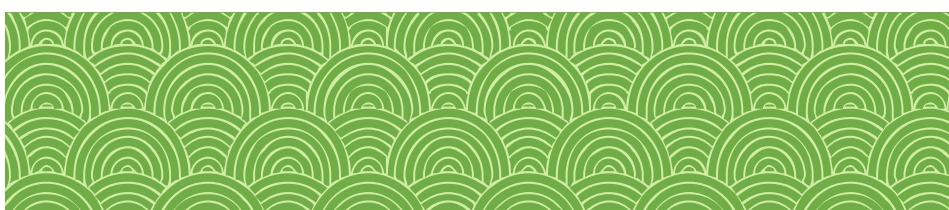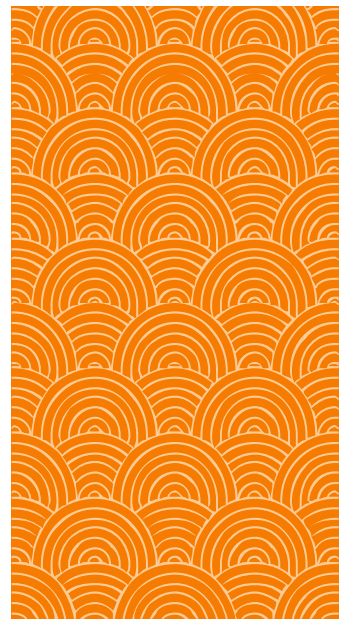
Kubernetes Community Days Chennai 2023

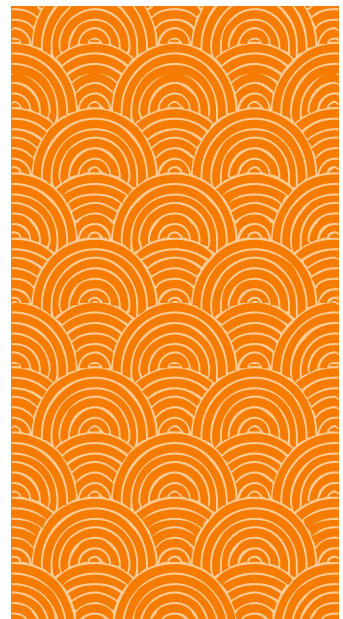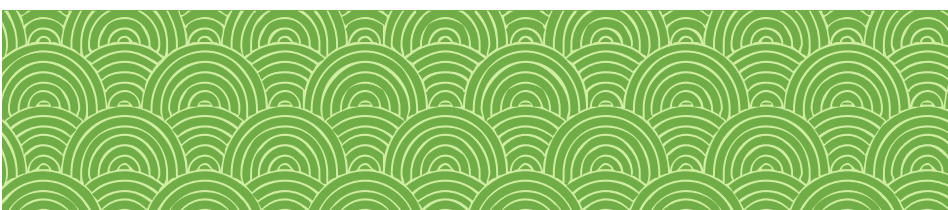Sponsorship Prospectus

Table of Contents

1. About the Event

Kubernetes Community Days (KCDs) are community-organized, not-for-profit events that gather adopters and technologists from open source and cloud native communities for education, collaboration, and networking. KCDs are supported by the Cloud Native Computing Foundation (CNCF). These fun, locally-defined events help grow and sustain the Kubernetes and Cloud Native community.

KCD Chennai 2023 is a **1-day, in-person conference** that brings together professionals, developers, vendors, end-users, industry experts and analysts to share their experience and learn from others' experience in building and operating large-scale cloud-native software systems. The participants get to connect with like-minded peers from different organizations.

- **When:** 22nd July 2023 (Saturday)

- **Where:** Convention Centre, Chennai Trade Centre

- **How:** Keynotes, Breakout sessions, Lightning Talks, Workshops

- **Expected Attendees:** 400 - 500
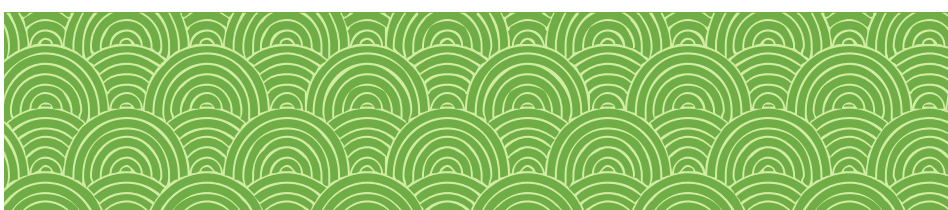
2. About Chennai

Chennai, the capital city of Tamil Nadu is situated on the Coromandel Coast of the Bay of Bengal. It has played a very crucial role in the traditional, historical and academic growth of the country.

Chennai is the 4th largest city of India and is also the leading commercial centre of South India. The credit of the booming economy of the city goes to the leading industries including automobile, software products and services and hardware manufacturing.

"Chennai is quickly establishing itself as India's SaaS centre, and the extraordinary speed with which the Chennai start-up system has evolved, particularly in the SaaS sector, is commendable", says a White Paper on 'Chennai: A hub for SaaS Start-ups', published by Ernst & Young (EY)

There are 55 universities in the State, as well as 2,267 colleges, 527 engineering colleges, and 447 polytechnics. Every year, roughly 4,00,000 engineers and technicians are recruited to the pool. Chennai's diverse and rich talent pool is a big draw for these businesses and gives companies plenty of room to build their business within the city

3. Benefits of Sponsoring

CLOUD NATIVE COMPUTING FOUNDATION

KCDs are the second favourite event from CNCF, just behind KubeCon.

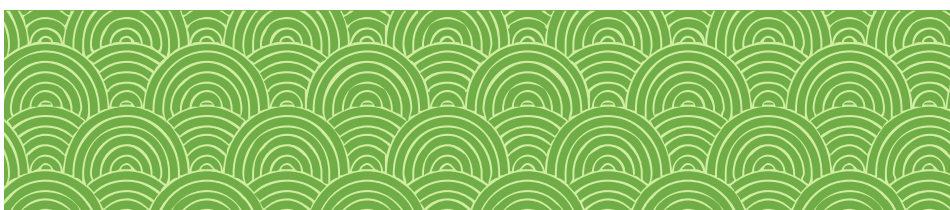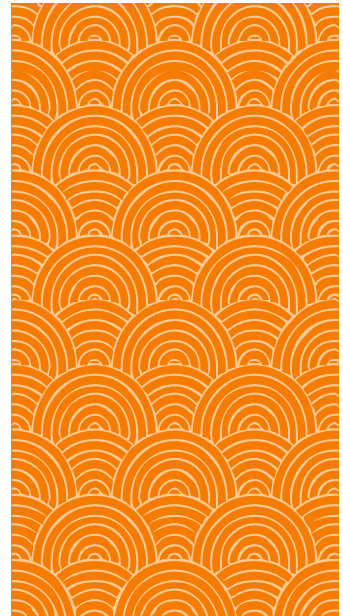In 2022, CNCF supported 16 KCDs across 14 countries, with more than 6500 attendees.

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.
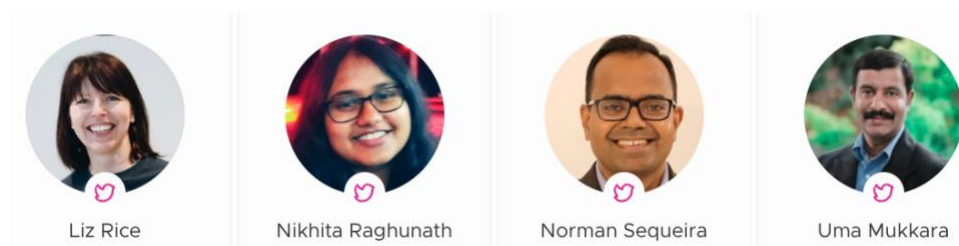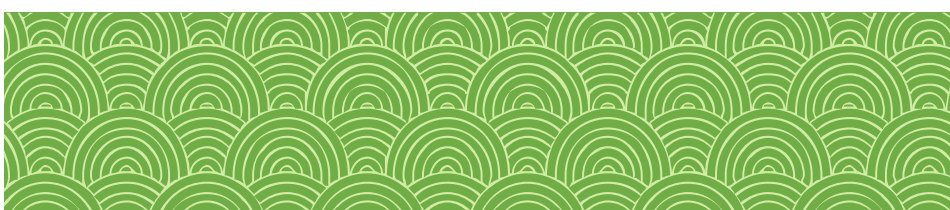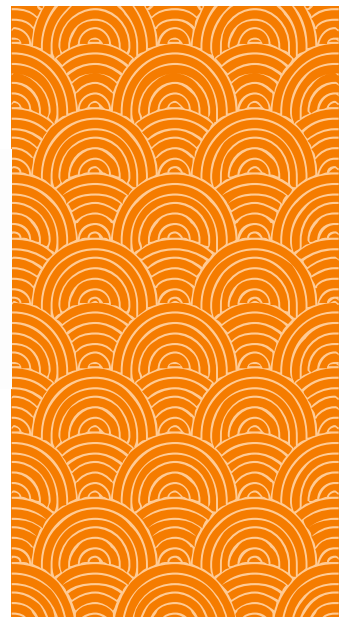
4. Venue Highlights

Website : Convention Centre, Chennai Trade Centre
Google Map : Click here

- Conference Seating capacity : 750 Seats
- Exhibition Hall A – Area : 950 Sq.mts
- Grand view with Permanent stage
- Centralized air-conditioned
- Sophisticated sound – proof Conference Hall
- No intermediate pillars or columns
- Stage bar lights available
- Permanent floor mat available
- Audio & Video and Fire system available
- Adequate rest room available
- Multiple Entry / Exit available
- Ramp for differently-abled persons
- Sponsor booths in Reception or VIP Lobby

5. KCD Chennai 2022 Recap

Liz Rice   Nikhita Raghunath   Norman Sequeira   Uma Mukkara

Date	3rd & 4th June 2022
Type	Virtual Conference
No. of Talks	4 Keynotes 30 Breakout sessions 2 Workshops
No. of Tracks	3 Tracks: Developer, DevOps, Beginners
Keynote Speakers	Liz Rice, Isovalent Nikhita Raghunath, VMWare Norman Sequeira, Microsoft Uma Mukkara, Harness
Stats	RSVPs: 3000 Attendees: 1800 Turn-out ratio: 60%
Sponsors	Platinum: Civo, Devtron, Infinite Computers, Infracloud, KodeKloud, Microsoft, RedHat, SUSE, TCL Gold: AppsCode, AWS, Digital Ocean, Red Kubes

6. Sponsorship Packages
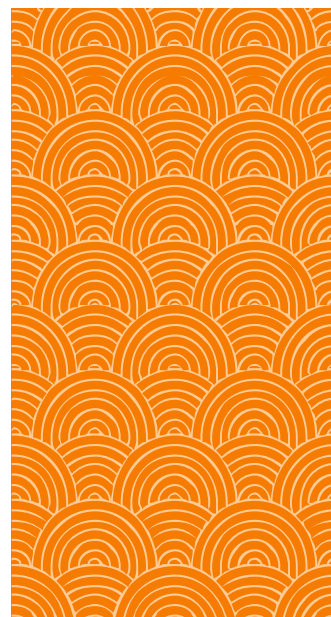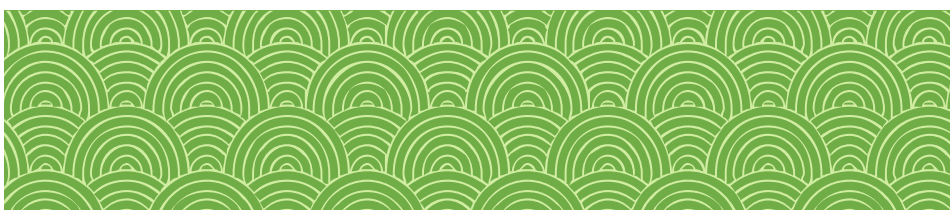
Platinum – $4000 (3 slots)

- 1 Keynote talk of 45 mins. In-person or pre-recorded. (no commercial pitches).
- 1 Sponsor booth in Venue
- 8 Complimentary tickets
- Social boost: 3 contributed posts (Images or Videos) from KCD Chennai official social media handles
- Social boost: 2 contributed blogposts published in kcdchennai.in/blogs & announced in social media
- Sponsor logo in website and venue
- Sponsor announcement in email and social media

Gold – $2000 (6 slots)

- 1 Speaking slot of 30 mins. In-person or pre-recorded. (no commercial pitches)
- 1 Sponsor booth in Venue
- 5 Complimentary tickets
- Social boost: 3 contributed posts (Images or Videos) from KCD Chennai official social media handles
- Social boost: 2 contributed blogposts published in kcdchennai.in/blogs & announced in social media
- Sponsor logo in website and venue
- Sponsor announcement in email and social media

Silver – $1000 (12 slots)

- 3 Complimentary tickets
- Social boost: 3 contributed posts (Images or Videos) from KCD Chennai official social media handles
- Social boost: 2 contributed blogposts published in kcdchennai.in/blogs & announced in social media
- Sponsor logo in website and venue
- Sponsor announcement in email and social media

7. Organizers

Senthil Raja Chermapandian
Lead Organizer
Principal SWE, Ericsson
Open source (kube-fledged), Tech blogger, Speaker, Youtuber
K8s, Cloud-native, MLOps, WebAssembly

Ashok Veera
VMware

Gayathri R
gopaddle.io

Kannan V
TCL

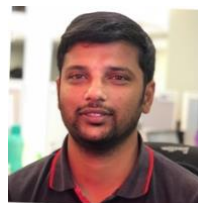**Karthick K**
Ericsson

Manikandan
TCS

Mohan Muthukumar

Pavithra V
VMware

Prithvi Raj
Harness

Vadivel G
Ericsson

Vijayabharathi
Infosys

Vinothini B
Accenture AI

8. Connect with Us

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🐦 twitter.com/kcdchennai

in linkedin.com/company/kcdchennai

slack.cncf.io (#kcd-chennai)

DEV dev.to/kcdchennai

github.com/kcdchennai