

# KCD Texas 2025 Sponsorship Agreement

This **Sponsorship Agreement** (the “Agreement”) is entered into as of [Insert Date], by and between **Kubernetes Community Days (KCD) Texas**, organized by the **Cloud Native Computing Foundation (CNCF)** (hereinafter referred to as “KCD Texas”), and **[Sponsor Name]** (hereinafter referred to as the “Sponsor”).

This Agreement sets forth the terms and conditions under which the Sponsor will participate in **KCD Texas 2025**, to be held on **May 15, 2025**, at the **Austin Public Library, Austin, Texas**.

## 1. Sponsorship Benefits

### 1.1 Complimentary Registrations

Sponsors will receive complimentary full-day event registrations as follows:

- **Platinum Sponsor:** Five (5) registrations (valued at \$375 USD).
  - **Gold Sponsor:** Three (3) registrations (valued at \$225 USD).
  - **Silver Sponsor:** Two (2) registrations (valued at \$150 USD).
  - **Bronze Sponsor:** One (1) registration (valued at \$75 USD).
- All sponsor attendees must be registered and display their conference badge at the event.

### 1.2 Exhibit Space

- **Platinum Sponsor:** Exhibit table (5 ft.) for marketing materials, demos, and attendee interaction.
- **Gold Sponsor:** Exhibit table (5 ft.) for marketing materials, and attendee interaction.
- **Silver Sponsor:** Cocktail table in the pre-function area (between the speaking tracks).
- **Bronze Sponsor:** N/A

Assignment of exhibit space will be based on the order of payments received and is at the discretion of the organizers.

### 1.3 Logo Placement and Marketing Materials

Sponsor logos will appear:

- In event marketing emails.
- On promotional banners and signage.
- On slides displayed during the event.

### 1.4 Website Listing

All sponsors will have their logos featured on the **KCD Texas 2025** website, with a direct link to their company’s website.

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## 1.5 Promotional Opportunities

- **Platinum Sponsor:** Up to 5-minute on-stage pitch to the audience. Logo on swag. 30-second pre-event video. Happy hour sponsor.
- **Gold Sponsor:** Up to 2-minute on-stage pitch.
- **Silver Sponsor:** 20-second pitch delivered by the event by the MC (Video).
- **Bronze Sponsor:** Pre-event tweet

Presentation schedules will be communicated before the event.

## 2. Sponsorship Tiers and Pricing

- **Platinum Sponsorship:** \$7,000 USD
- **Gold Sponsorship:** \$4,000 USD
- **Silver Sponsorship:** \$2,500 USD
- **Bronze Sponsorship:** \$1,500 USD

Custom “specialty” sponsorships are available upon request and will include a separate agreement.

### Discounts

Platinum and Gold sponsors are eligible for a \$500 discount if payment is received before February 15, 2025.

## 3. Payment Terms

- Payment is due upon signing this Agreement.
- Benefits will commence upon receipt of payment.
- Payments are non-refundable after **April 1, 2025**, except in cases of force majeure or event cancellation.
- Refund Policy:
  - Full refunds are available until **March 1, 2025**.
  - Refunds between **March 2 and April 1, 2025**, will be issued at 75%.
  - No refunds will be issued after **April 1, 2025**.

## 4. Code of Conduct

All sponsor attendees and promotional materials must comply with the **CNCF Code of Conduct**, which ensures a professional, inclusive, and respectful environment. Violations may result in the removal of attendees or materials without refund.

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## **5. Intellectual Property**

All content generated during the event, including but not limited to photos, videos, slides, and presentations, is the property of **KCD Texas** and may not be shared or reproduced by the Sponsor without prior written approval. The official content will provide in the public KCD Texas channels 2 weeks after the event.

## **6. Indemnification**

Each party (the “Indemnifying Party”) agrees to indemnify, defend, and hold harmless the other party (the “Indemnified Party”) from any claims, liabilities, damages, or expenses (including attorney fees) arising from negligence, misconduct, or breach of this Agreement by the Indemnifying Party or its representatives.

## **7. Limit of Liability**

In no event shall KCD Texas or CNCF be liable for any indirect, incidental, or consequential damages arising out of or related to this Agreement. Liability is limited to the sponsorship fees paid by the Sponsor.

## **8. Confidentiality**

Both parties agree to maintain the confidentiality of any proprietary or sensitive information shared during the course of this Agreement.

## **9. Force Majeure**

Neither party shall be held liable for failure or delay in performance caused by events beyond their reasonable control, including but not limited to natural disasters, pandemics, or government actions.

## **10. Entire Agreement**

This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements. Any modifications must be made in writing and signed by both parties.

## **KCD Texas 2025 Sponsorship Agreement**

### **Sponsor Representative**

Organization: \_\_\_\_\_

Tier Requested: \_\_\_\_\_

Signatory Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **KCD Texas 2025 Representative**

Signatory Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_