



KCD TEXAS 2025 - AUSTIN

MAY 15, 2025

# SPONSORSHIP PROSPECTUS





# AUSTIN PUBLIC LIBRARY - CENTRAL

A community event in the heart of Texas, bringing together diverse talent from across the state to share and celebrate the cloud native ecosystem. Backed by the CNCF, the hub of cloud native computing, we are benefiting from the experience of other KCDs held around the world.

## CORE VALUES

### Inclusivity

We proudly bring together the brightest and most innovative minds from across the vast Southwest region of the United States.

### Innovation

By harnessing the knowledge and expertise of individuals from a wide range of backgrounds, we create an environment where diverse experiences and perspectives converge.

### Collaboration

This diversity fuels our ability to offer groundbreaking insights, foster creative problem-solving, and drive collective growth that resonates far beyond our region.





**Chris Aniszczyk**

CNCF

Chief Technology Officer (CTO)

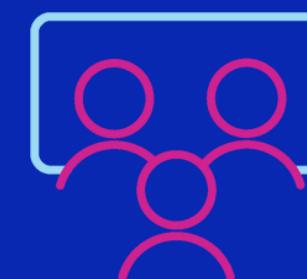
## SPEAKERS & SESSIONS 2024

Renowned speakers from all around the world delved into cutting-edge advancements in cloud-native digital infrastructures and the widespread adoption of Kubernetes, drawing in over 500+ eager attendees.



**22**

Speakers



**2**

Breakout Sessions

First-Time  
Speakers

**2**

Female  
Speakers

**4**

Male  
Speakers

**20**



## ORGANIZERS, SUPPORTERS, SPEAKERS - AUSTIN 2024

KCD TEXAS brings together Kubernetes and cloud-native enthusiasts, creating an environment for learning, collaboration, and networking. Backed by the CNCF, these community-driven events showcase the latest innovations in cloud-native technologies and encourage the adoption of Kubernetes and other open-source projects. The event attracted more than 500 enthusiastic participants.



# WHY SPONSOR

Sponsoring KCDs offers companies a unique opportunity to achieve multiple strategic objectives.

**KCDs provides unparalleled brand awareness within the cloud-native and Kubernetes communities, connecting your company with highly engaged developers, system engineers, architects & technical leaders.**

Brand Awareness

**Gain access to targeted networking opportunities and use KCD Texas as a platform to promote your product and recruit top talent from a diverse pool of skilled professionals.**

Networking

**Associate your brand with a fast-growing technology community and highlight your commitment to fostering innovation and community growth.**

Community

**By supporting KCD Texas, your brand will strengthen its credibility and establish itself as a key player in the Cloud Native ecosystem, showcasing your influence and leadership in the community.**

Credibility

# SPONSORSHIP BENEFITS AT-A-GLANCE



**PLATINUM**



**GOLD**



**SILVER**



**BRONZE**

## # Available

**30-second pre-event video feature shared on social + featured as happy hour sponsor + logo on event swag**

2

5

unlimited

unlimited

**On-stage sponsor pitch at KCD Texas**

5 minutes

1 minute

**5ft display table in exhibit hall during KCD Texas**

✓

✓

**Recognition in event promotional emails (logo + link) followers**

✓

✓

✓

✓

**Logo recognition on-site KCD Texas**

✓

✓

✓

✓

**Logo recognition on KCD Texas website (logo + bio + link)**

✓

✓

✓

✓

**Logo recognition on KCD Texas event wrap-up website (logo + bio + link)**

✓

✓

✓

✓

**Complementary full-day pass KCD Texas + parking passes**

5

3

2

1

**Unlimited Early Bird pricing on additional full-day passes**

✓

✓

✓

✓

**LinkedIn, Twitter posts from official Media**

(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event

(2) pre-event group tweets and (1) group tweet during event

(1) pre-event group tweet and (1) group tweet during event

(1) pre-event group tweet

## PRICE

\$7,000

\$4,000

\$2,500

\$1,500



# Platinum Sponsorships



**PACKAGE PRICE: \$7,000**

Platinum sponsors are key contributors and receive maximum exposure before, during, and after the event.

They enjoy benefits like social media and email promotion, prominent on-site presence, in-event pitches, and the option to provide unique networking and branding opportunities.

\* Including standard furniture

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



## WHAT'S INCLUDED

- 30-second pre-event video feature shared on social channels
- 5-minute sponsor pitch on stage at KCD Texas
- 5ft display table in the exhibit hall during the event
- Recognition in promotional emails (logo + link) across media
- On-site logo recognition on event swag
- Website logo recognition (logo, bio, link) on the KCD Texas website
- Event wrap-up website recognition (logo, bio, link).
- 5 Complimentary full-day event & parking passes.
- Social media features: One pre-event standalone with a social card and one customizable news spotlight during the event.
- Logo mentioned in the transparency report.



# Gold Sponsorships



## PACKAGE PRICE: \$4,000

Gold sponsors are key supporters of the conference, representing companies deeply committed to the Cloud Native movement.

They receive excellent exposure before, during, and after the event, with opportunities for social media and email promotion, on-site visibility, in-event pitches, and prominent on-site presence.

\* Including standard furniture

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

## WHAT'S INCLUDED

- 1-minute sponsor pitch at KCD Texas
- 5ft display table in the exhibit hall
- Recognition in promotional emails (logo + link) to the KCD Texas followers
- Logo recognition on-site and on the KCD Texas website (logo, bio, link)
- Event wrap-up logo recognition (logo, bio, link)
- 3 complimentary full-day event & parking passes
- Unlimited Early Bird pricing on additional full-day passes
- Social media promotion: Two pre-event group tweets and one during the event.
- Logo mentioned in the transparency report.





# Silver Sponsorships



## PACKAGE PRICE: : \$2,500

Silver sponsors play a crucial role in supporting the conference. They represent companies where a Cloud Native approach is central to their operations.

Silver sponsors gain valuable exposure before, during, and after the event, with opportunities to connect through social media, email promotion, and on-site visibility.



## WHAT'S INCLUDED

- Recognition in promotional emails (logo + link) to our followers
- Logo recognition on-site and on the KCD Texas website (logo, bio, link)
- Event wrap-up logo recognition (logo, bio, link)
- 2 Complimentary full-day event & parking passes.
- Unlimited Early Bird pricing on additional full-day passes
- Social media promotion: One pre-event group tweet and one during the event
- Logo mentioned in the transparency report.



# Bronze Sponsorships



## PACKAGE PRICE: : \$1,500

Bronze sponsors play a valuable role in supporting the conference, representing companies that actively use and benefit from cloud-native technologies. They receive visibility through social media, email promotion, and on-site logo recognition. Bronze sponsors have the option to upgrade to Silver for enhanced on-site visibility.

## WHAT'S INCLUDED

- Recognition in promotional emails (logo + link) to KCD Texas followers
- Logo recognition on-site at KCD Texas
- Logo recognition on the KCD Texas website (logo, bio, link)
- Event wrap-up logo recognition (logo, bio, link)
- 1 complimentary full-day event & parking pass
- Unlimited Early Bird pricing on additional full-day passes
- Logo mentioned in the transparency report.





## CITY

### Why Austin, Texas

Austin's tech, accessibility, culture, and community make it ideal for hosting KCD Texas, ensuring a memorable experience for all, such like:

- Austin is a thriving hub of innovation and entrepreneurship called the "Silicon Hills". It's the ideal location for a gathering focused on cloud-native technologies like Kubernetes.
- Its central location makes it easily accessible for attendees, and its cultural appeal adds an extra dimension to the event experience.
- Embodies a strong community spirit, fostering an environment where attendees can learn, share, and connect in a supportive and inclusive setting.



# KCD TEXAS 2025 - AUSTIN

## MAY 15, 2025

**KCD Texas an event that promoted collaboration, and boundless exploration**

Collaboration, inclusivity, and exploration were the core pillars of KCD Texas. Workshops, sessions, and discussions gave attendees practical experience and new avenues to explore.

Projected Attendance	Registrations
KCD Texas 2025	300 +





“  
**We are looking forward to future collaboration with the Cloud-native community in Texas. Join the movement and foster the knowledge in our area.**”



COMMUNITY ORGANIZED CNCF SUPPORTED

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**INTERESTED IN BECOMING A SPONSOR FOR KCD TEXAS 2025?**

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**

**Harsha Thirimanna**

Sponsor Committee  
KCD Texas

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**LET'S GET SOCIAL**

@KCDTexas

company/KCD-Texas

@TexasKCD

Visit our website  
**[community.cncf.io/kcd-texas](https://community.cncf.io/kcd-texas)**