



KCD HELSINKI 2025

SPONSORSHIP PROSPECTUS

SUPPORTED BY



Contribute to the growth and advancement of our vibrant community

We are thrilled to present you with the unique opportunity to sponsor 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 over 4 years, the Cloud Native Computing Foundation supported more than 89 completed KCD events in 41 countries, and 59 cities.

(October 2024)

4 YEARS GLOBAL IMPACT



41 COUNTRIES / 59 CITIES
and counting...



89 completed KCDs
worldwide

WHY SPONSOR

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

SUPPORTED BY



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

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.

03 Associate your brand with one of the fastest-growing technology communities and demonstrates your **commitment to community** growth and development.

04 By supporting KCDs, your brand will enhance its **credibility** by establishing itself as a prominent and influential player in Cloud Native technology and show your support of open source communities.

KCD HELSINKI 2025

On 6th of May, 2025 the Kubernetes and Cloud Native Community will gather in Helsinki for a one day technical conference full of exciting talks and plenty of opportunities for growing and networking. This technical conference will attract hundreds of engineers, IT professionals , architects and cloud native stakeholders who come from the local cloud native community as well as international speakers and attendees.



THE VENUE



OP VALLILA, HELSINKI

KCD Helsinki, 2025 will be held at OP Vallila located in Helsinki.

OP Financial Group has a unique campus-like block building as its headquarters. The campus block's restaurants, meeting, event and office spaces are used by a total of 5,000 people. The venue is well renowned with large events. It has good connections to both the city and the airport.

THE VENUE

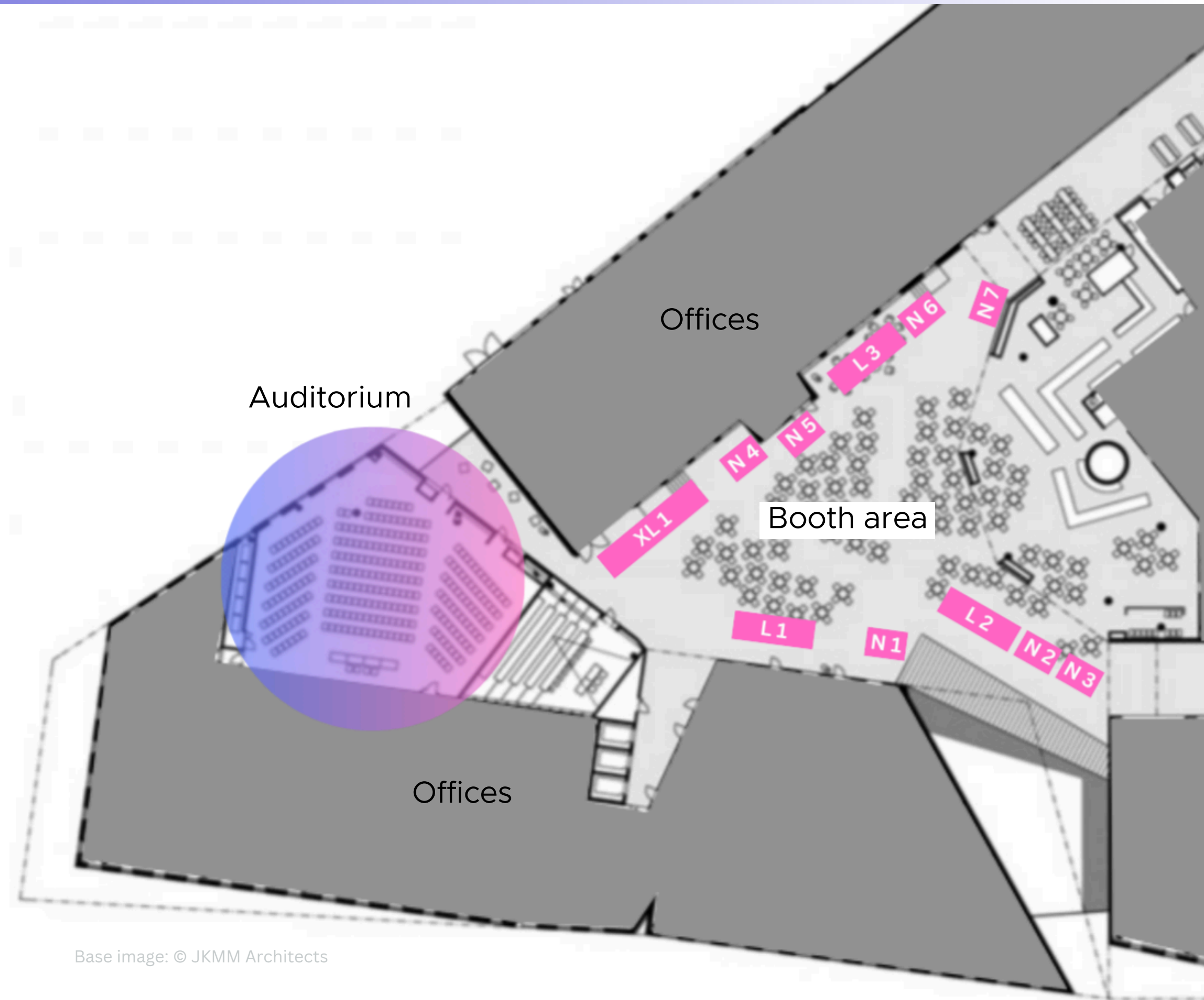
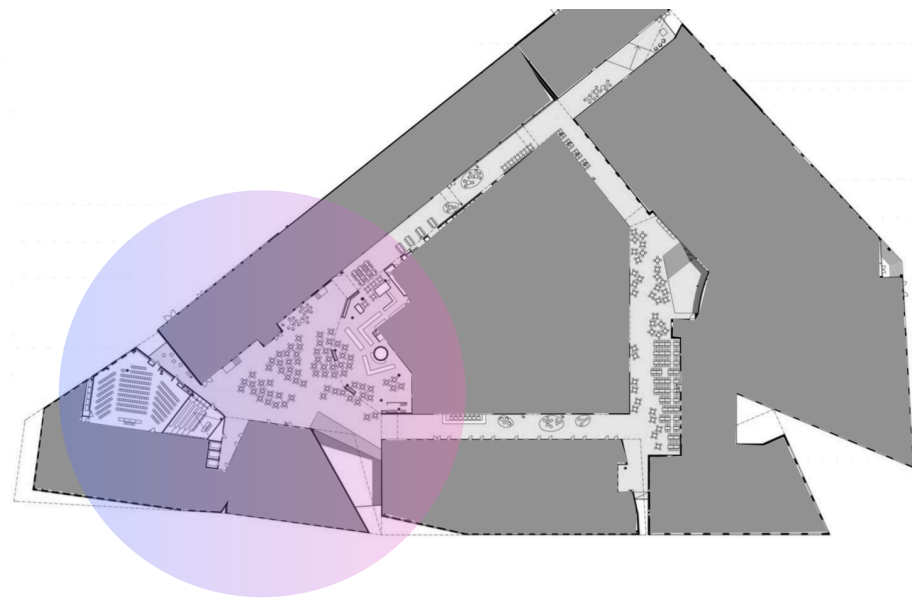
THE ROOMS

The venue offers one big auditorium with a capacity of 260 people suitable for conducting single track conference.

The spacious booth area is just outside the auditoriums and is in perfect place for the exhibitions of the sponsors.



THE LAYOUT



Key Numbers

200+

Attendees

15+

Speakers

10+

Sessions

€55

Ticket Price

1

Track

1

Day

- Largest CNCF event in Finland in 2025
- Connect with local community





Platinum Sponsorships

PACKAGE PRICE: €10,000

Platinum 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.

Platinum sponsors will be offered a **unique presence** before, during and after the event.

WHAT'S INCLUDED

- 1 sponsor in this category
- Extra Large booth*
- 6 tickets
- Quote in the KCD Helsinki Press Release
- Logo visibility in KCD Helsinki Web Site
- Logo visibility & shoutout in KCD Helsinki Email and Social Media
- Logo shown during event**

* Including standard furniture

** Company logo will be in slide rotation on video projectors during breaks



Diamond Sponsorships

PACKAGE PRICE: €5,000

Diamond 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.

Diamond sponsors will be offered very strong visibility during and after the event.

WHAT'S INCLUDED

- 3 sponsors in this category
- Large booth*
- 4 tickets
- Logo visibility in KCD Helsinki Web Site
- Logo visibility & shoutout in KCD Helsinki Email and Social Media
- Logo shown during event**

* Including standard furniture

** Company logo will be in slide rotation on video projectors during breaks



Gold Sponsorships

PACKAGE PRICE: €2,000

Gold 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!).

Gold sponsors will be offered strong visibility during the event.

WHAT'S INCLUDED

- 7 sponsors in this category
- Normal booth*
- 2 tickets
- Logo visibility in KCD Helsinki Web Site
- Logo shown during event**

* Including standard furniture

** Company logo will be in slide rotation on video projectors during breaks

Community Sponsorships



PACKAGE PRICE: €1,000

Community sponsors, such as cloud native project maintainers, tech community leaders in Open Source, DevOps, or Cloud Native technologies, and Open Source Evangelists, play a unique role as central contributors to our KCD event.

They have the opportunity to contribute to our community zone in a dedicated area of the venue. Even small contributions from these partners, such as event promotion, attendee education and networking, and creative ideas for our community zone, can make a significant impact.

- Company logo will be in slide rotation on video projectors during breaks

WHAT'S INCLUDED

- 7 sponsors in this category
- 1 Ticket
- Logo visibility in KCD Helsinki Web Site
- Logo shown during event*

Afterparty Sponsorship***



PACKAGE PRICE: CUSTOM

Be the highlight of the event's social scene by sponsoring the afterparty! This is a prime chance to network, connect, and unwind with attendees in a relaxed setting.

- Venue Choice**: Host the party at your office, showcasing your work environment, or choose a vibrant local venue or bar.
- Refreshments: Provide food, drinks, and refreshments.
- Exposure: Your brand mentioned as the Afterparty Host in all communications.
- Social Media Highlights: Capture memorable moments to share across platforms, tagged with event hashtags.

- *Company logo will be in slide rotation on video projectors during breaks
- **Venue requires approval from KCD Helsinki Organisers
- *** The afterparty must adhere to CNCF code of conduct and will need to follow to safe and inclusive event practices

WHAT'S INCLUDED

- 1 sponsor in this category
- 2 Tickets
- Logo visibility in KCD Helsinki Web Site
- Logo shown during event*

BENEFITS	 Platinum	 Diamond	 Gold	 Community
	Booth*	Extra large	Large	Normal
Sponsors in this category	1**	3	7	7
Quote in Press Release	✓			
Logo visibility & shoutout in KCD Helsinki Email and Social Media	✓	✓		
Logo visibility in KCD Helsinki Web Site	✓	✓	✓	✓
Logo shown during event	✓	✓	✓	✓
Opening Keynote mention	✓	✓	✓	✓
Free Tickets	6	4	2	1

* Includes standard furniture ** Platinum Sponsorship is already taken

SCHEDULE*

	DATE	DAYS UNTIL EVENT
CFP OPENS	30th November, 2024	157
FEES & LOGO ASSETS DUE	31st December, 2024	126
CFP CLOSES	7th February, 2025	88
CFP NOTIFICATIONS	21st February, 2025	74
SCHEDULE ANNOUNCED	11th of March, 2025	56
EVENT START	6th of May, 2025	Live!

• * This schedule can change





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!

CONTACT

**KCD Helsinki
Organising Team**

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LET'S GET SOCIAL

 KCD Helsinki

 @kubernetesFin