

CloudCon SYD

SPONSORSHIP PROSPECTUS

(Formerly KCD Sydney)

9 & 10 September 2025
International Convention Centre,
Sydney – Cockle Bay Room



LETTER FROM THE ORGANISERS

KCD Sydney Incorporated is a registered not-for-profit association in New South Wales, Australia, dedicated to bringing top-tier cloud and tech events to the community. Having hosted past KCD events, we're excited to continue our mission—get ready for CloudCon Sydney 2025 and more amazing events ahead!

Join us at CloudCon Sydney and become part of a thriving network that's transforming the way we build and scale software, all while driving forward the adoption of cloud-native principles in the Sydney tech community.

Meet the KCD Sydney CloudCon 2025 Committee:

Brendon Thwaites President

With 20 years of experience building technology ecosystems and emerging channels for global vendors in Australia, Brendon has worked with industry leaders like F5 Networks, Palo Alto Networks, and HashiCorp. Currently, he is leveraging his expertise as a freelance consultant.



Sharlene Tee Marketing and Community Engagement

With over a decade of experience in regional marketing, demand generation, and operations, Sharlene currently leads APAC marketing for Octopus Deploy. Previously, she held similar roles at Sonatype and Sysdig, driving impactful growth across the region.



Matthew Flannery Chief Technology Officer

Bringing 15 years of expertise in application, network, cloud, and security architecture and engineering, Matthew is a founding member of this community. He's held senior roles at Deloitte and EY Consulting, working with some of the world's largest technology companies. Currently, Matt serves as the Co-Founder of Threat Canary and the Associate Director of Offensive Security at Service NSW.



Rob Kenefeck Treasurer

After 20 years of automating toil, Rob has numerous stories that he uses as a consultant helping enterprises large and small along their journey to Cloud. Currently working for ControlPlane, Rob's focus is on securing Cloud Native environments and implementing DevSecOps to ensure secure software supply chains.



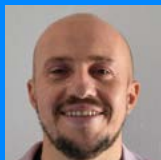
Oliver Helps Sydney Community Chapter Lead

With more than half a decade of experience in global recruitment for cloud and DevOps professionals, Oliver is dedicated to fostering community engagement between industry experts and vendors. Working at Preacta, he specialises in recruiting for businesses across the ANZ region while also supporting the organisation and promotion of local events.



Brad McCoy Secretary

Originally from New Zealand, Brad is now the Head of Platform Engineering at Basiq Australia. A seasoned DevOps expert, he serves on the Continuous Delivery Foundation board, maintains the Keptn project, and contributes to the Kubernetes Release Team. He also mentors GSoC projects and is deeply passionate about CNCF, with a strong focus on GitOps, Security, and Observability. As a CNCF Ambassador, Brad helps organise KCD Australia and runs a local meetup, fostering a thriving cloud-native community.



Adam Gardner Developer Relations & CNCF Ambassador

Passionate about opensource and cloud-native technologies, Adam is a CNCF Ambassador based in Brisbane. He plays a key role in the Open-Source Program Office (OSPO) at Dynatrace, where he works as a Developer Relations (DevRel) specialist. With a strong focus on observability and security, Adam is dedicated to fostering collaboration, sharing knowledge, and driving innovation within the cloud-native community.



We are proud to support the Cloud Native Sydney community, a vital group within the larger Cloud Native ecosystem that seeks to bring together individuals and organisations working with cloud-native technologies. Cloud Native Sydney, as a Cloud Native Computing Foundation (CNCF)-backed community, is dedicated to promoting the adoption of cloud-native practices and tools within the Sydney tech landscape.

Through a series of regular meetup events, Cloud Native Sydney facilitates meaningful discussions, knowledge sharing, and the exchange of best practices among its members. These events create opportunities for participants to deepen their understanding of cloud-native technologies while staying ahead of the latest industry trends. Whether you're just starting out or you're an experienced professional, Cloud Native Sydney is the place to connect, collaborate, and learn from others in the ecosystem.

By bringing together developers, operators, and business leaders, Cloud Native Sydney fosters collaboration and continuous growth within the local tech scene.

<https://www.cncf.io/events/>



WHO ATTENDS?

2024 Stats:

Registrations | +500 community members

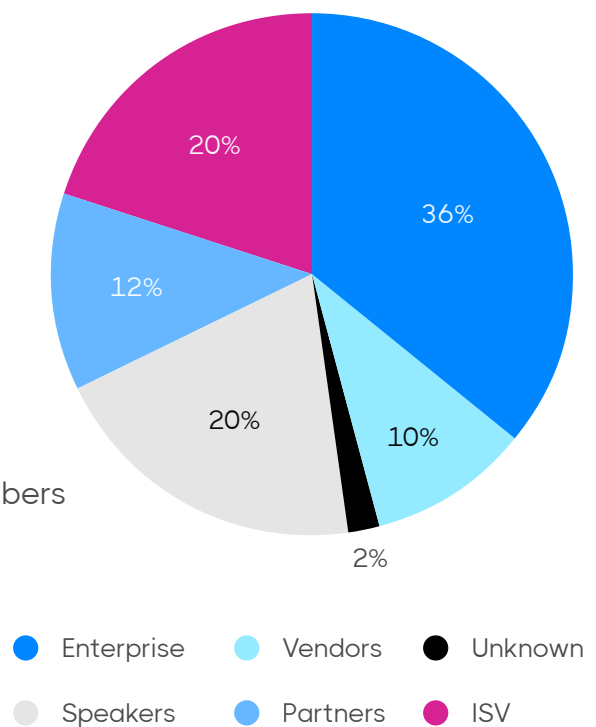
Event Attendees | 352 community members

Sponsors | +15 organisations

Speakers | 20 thought-leaders

Workshop Attendees | +200 community members

The expected registrations in 2025 is 600 community members.



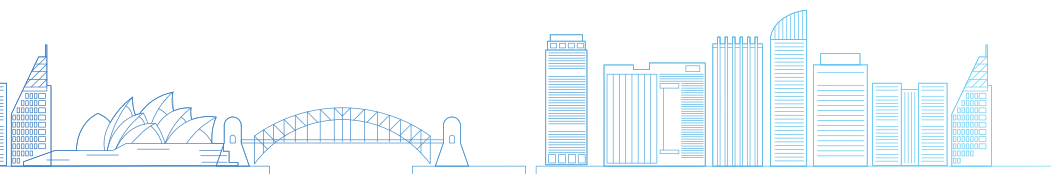
SPONSORING CLOUDCON UNLOCKS OPPORTUNITIES

1. **Educate the Market:** By providing valuable educational content, companies position themselves as thought leaders in their industry. This not only helps build trust with consumers but also sets them apart from competitors.
2. **Visibility and Brand Exposure:** CloudCon attracts a diverse audience of developers, DevOps engineers, IT professionals, and decision-makers interested in Kubernetes and cloud-native technologies. By sponsoring the event, your brand gains exposure to this targeted audience, increasing brand visibility within the Cloud Native community.
3. **Networking Opportunities:** These events provide an excellent platform for networking with industry experts, thought leaders, potential customers, and partners. Sponsoring allows your team to engage directly with attendees, fostering meaningful connections that can lead to future collaborations or business opportunities.
4. **Recruitment Opportunities:** CloudCon attracts top talent in the field of cloud-native computing. Sponsoring the event can help enhance your employer brand and attract skilled professionals who are passionate about related technologies.
5. **Demonstrate Thought Leadership:** By sponsoring sessions or workshops, you can showcase your expertise and thought leadership in the Cloud Native ecosystem. This positions your company as a knowledgeable and innovative leader in the field, which can help build credibility and trust among potential customers and partners.
6. **Product or Service Promotion:** CloudCon provides a platform to showcase your products or services directly to a relevant audience. Whether you offer Kubernetes related tools, platforms, consulting services, or training programs, sponsoring the event allows you to demonstrate the value proposition of your offerings and generate leads.
7. **Supporting the Community:** Sponsoring CloudCon demonstrates your commitment to supporting the open-source community and advancing the adoption of Kubernetes and cloud-native technologies. This can enhance your company's reputation as a responsible corporate citizen and strengthen relationships within the community.
8. **Access to Insights and Trends:** Attending sessions and workshops as a Sponsor provides valuable insights into emerging trends, best practices, and challenges in the Cloud Native ecosystem. This knowledge can inform your product development roadmap, marketing strategies, and business decisions.



Overall, sponsoring CloudCon offers a unique opportunity to connect with key stakeholders, promote your brand, and contribute to the growth and success of the Cloud Native community.

	DIAMOND - 2 SPONSORSHIPS AVAILABLE	PLATINUM - 2 SPONSORSHIPS AVAILABLE	GOLD - 4 SPONSORSHIPS AVAILABLE	SILVER - 6 SPONSORSHIPS AVAILABLE	STARTUP - 4 SPONSORSHIPS AVAILABLE
Sponsorship cost	\$25,000 + GST AUD	\$20,000 + GST AUD	\$15,000 + GST AUD	\$7,000 + GST AUD	\$7,000 + GST AUD
Number of your company representative tickets available	8	5	3	2	2
Branding: logo on event registration site, presentations, and onsite signage	✓	✓	✓	✓	✓
Branded event tile image (for social promotion)	✓	✓	✓	✓	✓
Signage on communications to : * CNCF global site * Cloud Native Sydney community * Cloud Native Melbourne community * Cloud Native NZ community * Previous attendees	✓	✓	✓	✓	✓
Exhibition stand: * Pixlip LED Wall * Pixlip Hard-Shell LED Counter NOTE: Graphic design for stand to be supplied by sponsor	2m w space includes one 2m w x 2m h wall and two 1m w x 1m h counters	2m w space includes one 2m w x 2m h wall and two 1m w x 1m h counters	1m w space includes one 1m w x 2m h wall and one 1m w x 1m h counter	1m w space includes one 1m w x 2m h wall and one 1m w x 1m h counter	1m w space includes one 1m w x 2m h wall and one 1m w x 1m h counter
1x speaker – participation in 30min sponsor panel discussion	✓	✓			
Day 1 – option to uplift booth sponsorship with morning technical workshop. (NOTE: extra venue costs apply)	✓	✓			
Welcome Reception attendees – number of your company representatives invited	5	4	3	2	2
Speaker / Sponsor Dinner (NOTE: This dinner event will only proceed if sponsorship is secured.)	2	2	1		
Lead sharing of event attendees (GDPR compliant – opt-in leads only)	✓	✓	✓		
Lead capture app – installed to sponsor mobile phone	✓	✓	✓	✓	✓
Participation in lucky draw – Sponsor to provide prize	✓	✓	✓	✓	✓



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Coffee Cart Sponsorship – includes branding on coffee cart Branded coffee cups to be supplied by sponsor	\$5,000 + GST AUD
CloudCon and Sponsor co-branded Lanyards	\$5,000 + GST AUD
Speaker / Sponsor Dinner (One only)	\$10,000 + GST AUD
Welcome Reception Sponsorship (One only)	\$10,000 + GST AUD
CloudCon Sydney 2025 and Sponsor co-branded Drink Bottle for every attendee	\$10,000 + GST AUD
CloudCon Sydney 2025 T-shirt with Sponsor logo on Sleeve, gift for every attendee	\$20,000 + GST AUD
Pre-Conference Workshop	<p>Diamond and Platinum sponsors have the opportunity to enhance their participation by hosting a 2.5-hour pre-conference workshop for up to 120 attendees on 9 September 2025.</p> <p>For more details on this additional sponsorship opportunity, please reach out to Brendon Thwaites at Organizers@KCDAustralia.onmicrosoft.com</p>





Summary of Agreement: ("Sponsor") is providing KCD Sydney incorporated ("Event Operator") with funds for a _____ level of sponsorship of the CloudCon 2025 event.

Term: From the date last signed below until the completion of the CloudCon 2025.

Confidentiality: Neither party may disclose the specific dollar amounts of this agreement to anyone without the specific written authorisation from the other party.

Sponsorship Benefits and Privileges: in exchange for their sponsorship and payment of AUD \$ _____ + GST, and subject to the terms of this agreement, Sponsor will receive the benefits indicated here in the summary table on page 5.

Financial Obligation: Sponsor will pay Event Operator AUD \$ _____ + GST. An invoice for 20% will be submitted to Sponsor by Event Operator on contract signing. The remaining 80% will be invoiced 90 days before the event, with payment due in 30 days. Unless otherwise directed by Sponsor, all po(s), invoices and payments will be issued through the designated invoice and payment system of Sponsor, which Event Operator will use reasonable efforts to use; provided, that Event Operator shall not be required to accept any requirements not specified in this agreement in connection with such system, and Event Operator may require the use of an alternative invoice and payment process in its discretion. Sponsor may make payment by wire transfer or check or by alternative method if approved by Event Operator.

Payment Terms: Sponsor will pay the full balance of all invoices for their sponsorship within next 30 days of receipt of the invoice. Should funds fail to be paid to Event Operator within such time and without Event Operator's express agreement otherwise, or should Sponsor otherwise breach this agreement and fail to cure such breach, event operator may in its discretion remove logos from the website, and Sponsor will lose the opportunity to receive the other sponsorship benefits listed above.

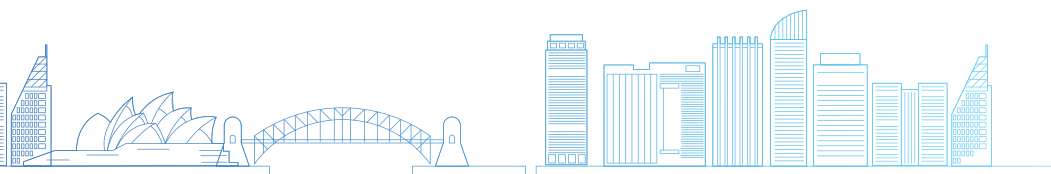
Sponsor Obligations and Deadlines: Sponsor agrees to adhere to all event rules and regulations that will either be made available by the Event Operator or communicated by event staff & subcontracted event management suppliers. Sponsor is responsible for submitting deliverables on time within the deadlines communicated by event staff. Event operator shall be excused from providing the sponsorship benefits if deliverables required from the Sponsor are received past the deadlines set in the Sponsor portal and/or communicated by event staff.

Disclaimer: Event operator makes no express or implied warranties with respect to the sponsorship, the events, or this agreement, either to Sponsor or to any third party, including but not limited to the warranties of merchantability, fitness for a particular purpose, title, or non-infringement of any third-party intellectual property rights.

Force Majeure: Neither party will be liable for inadequate performance to the extent caused by a condition (for example, natural disaster, act of war or terrorism, riot, labor condition, governmental action, and internet disturbance) that was beyond the party's reasonable control.

Limitation of Liability: Neither party shall be liable for (1) any indirect, special, consequential, exemplary or punitive damages, or (2) any damages in an amount exceeding the amounts payable by Sponsor hereunder, in each case where arising out of or relating to this agreement and the subject matter hereof. To the maximum extent permitted by law, the total liability of Event Operator to Sponsor and all other parties relating to or arising from this agreement, including without limitation the expense of any indemnification or similar obligation, shall not exceed the amount insured and actually paid out under the general commercial insurance policy of Event Operator. The foregoing limitations of liability are an essential basis of the decision of Event Operator to offer the event sponsorship and shall apply regardless of the legal theory upon which damages may be claimed; regardless of whether a party knew or should have known of the possibility of such damages; and regardless of whether the foregoing limitations of liability cause any remedy to fail in its essential purpose.

(Invoicing instructions and signature blocks follow on next page.)



SPONSOR CONFIRMATION FORM

Please confirm your sponsorship by 30 May 2025.

To confirm your sponsorship package, please fill the details below and email to: Organizers@KCDAustralia.onmicrosoft.com

Total Sponsorship Amount

Invoicing Details:

Company Name

Contact Person

Position / Title

Email

Company Address

Suburb

State

Postcode

Country

Sponsorships are accepted on a first-come, first-served basis, executed as an agreement by both parties:

Signature

Date

Printed Name

Sponsor

Signature

Date

Printed Name

Brendon Thwaites

Event Organiser

KCD Sydney Incorporated

ABN

68 448 030 754

