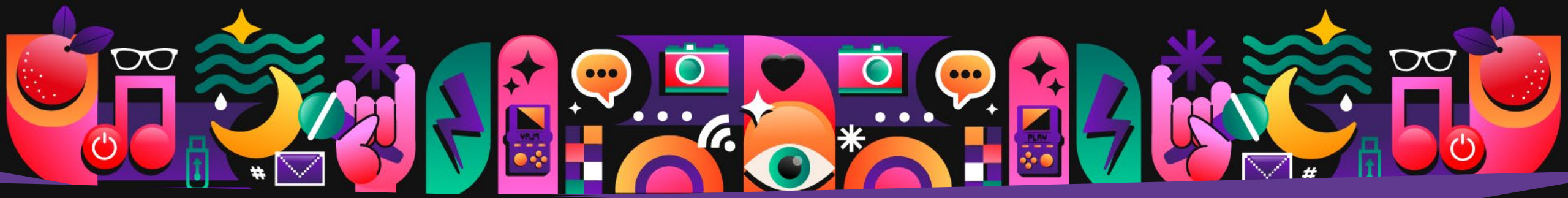
The event of the German-speaking Cloud Native Community

THE CLOUD NATIVE FESTIVAL

JULY 1 TO 4, 2025
IN THE HEIDE PARK SOLTAU

SPONSORING CLOUDLAND 2025

In cooperation with Heise Medien





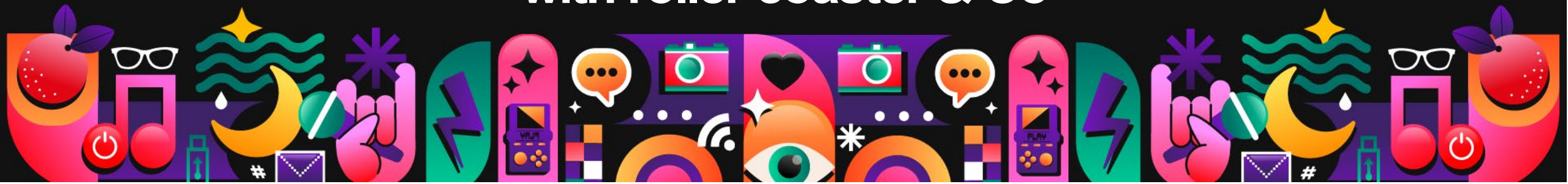
Moods of the Festival

Event description

CloudLand
WWW.CLOUDLAND.ORG

Cloud Native Festival

with roller coaster & Co



Immerse yourself in the limitless possibilities of the cloud!

🗓️ **When?** 01 to 04 July 2025

📍 **Where?** Heide Park Soltau 🎢

Be there when we experience the limitless possibilities of the cloud together and let the clouds rise higher and higher! ☁️ 🚀

This is what you can expect:

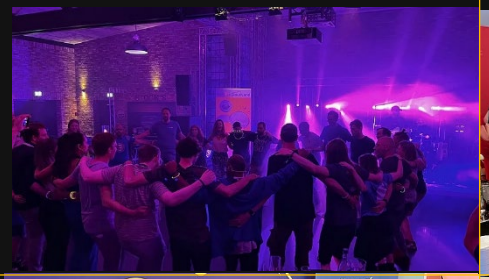
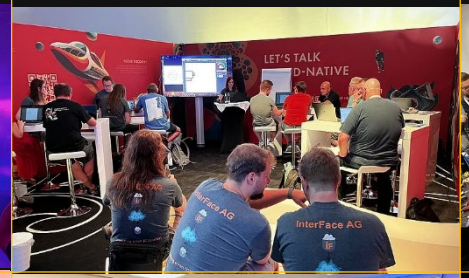
✨ **Experience innovations:** Discover the latest IT trends
🤝 **Networking:** Exchange with the community and experts
🎓 **Clear refueling**: Exciting lectures & interactive workshops
🎉 **Festival atmosphere:** Community-driven event with creative highlights

Particularities:

🎤 **Lectures**= „Acts“ 🎭 **Rooms**= „Stages“ 📖 **Program** = „Lineup“

This is what you can expect ...

CloudLand
WWW.CLOUDLAND.ORG












Facts & Topics

CloudLand
WWW.CLOUDLAND.ORG

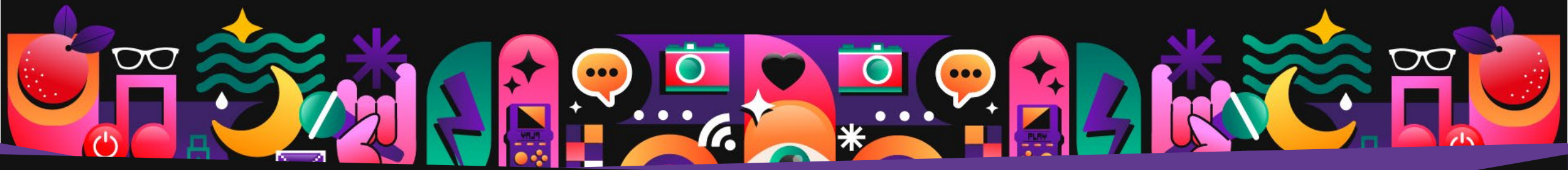
Amusement park with integrated conference center

Facts

- 4 Days Cloud Native
- 130 Sessions & interactive formats
- 500-800 Participants
- 30 Meetups & User Groups
- 20 Sponsors

Topics

- Container- & Cloud-Technology
- Microservices & Domain-driven Design
- DevOps & Methodics
- CI/CD & Automation



FESTIVAL OF 4 DAYS

DAILY FROM 10 AM UNTIL 22 PM CET



Day 1 | 1 July
CloudCamp



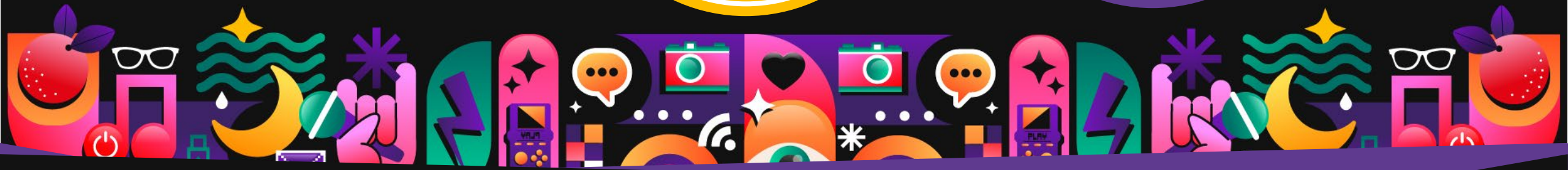
Day 2 | 2 July
Summer Night



Day 3 | 3 July
Gaming Night



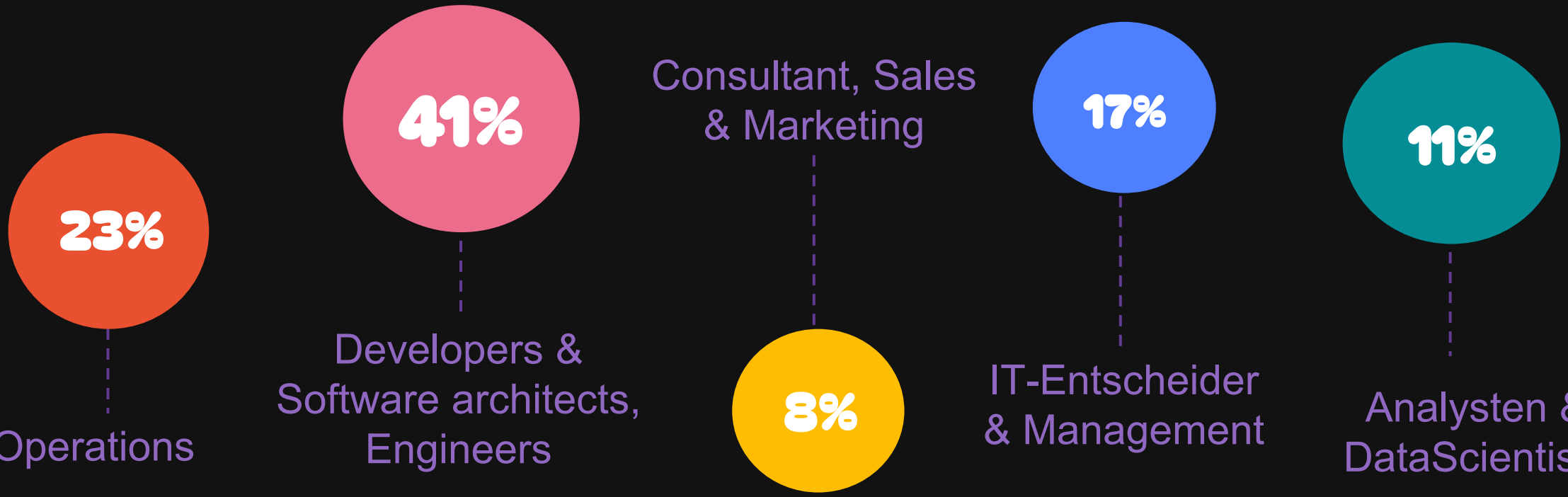
Day 4 | 4 July
Customer Journeys



Target groups

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Participants by division



Advantages of sponsorship

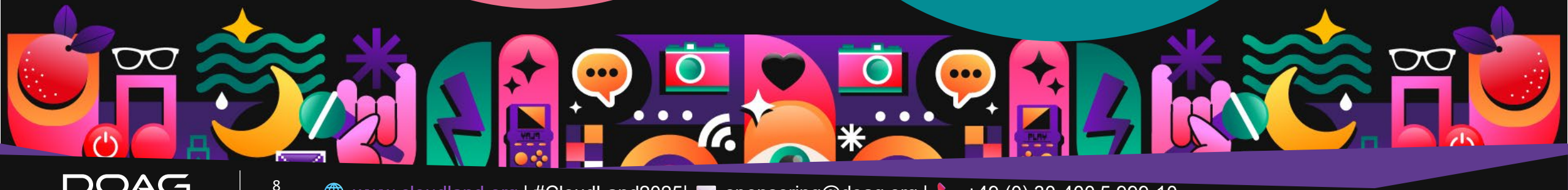
#Incentive
Motivate your employees by exchanging ideas in a unique atmosphere.

#Network
Connects with top developers and cloud providers.

#Visibility
Connect your business to fast-growing technology.

#Reach
Inform the community about your products and services.

#Culture & Exchange
Benefit from a professionally organized event of a neutral, non-profit Organisation.



Our offer

CloudLand
WWW.CLOUDLAND.ORG



Festival atmosphere in Heide Park

Our event will be unconventional and open – the conference center in Heide Park will be transformed into a festival hall with state-of-the-art lighting and high-quality equipment.

Highlights in the hall:

- Barcamp
- Escape Room
- Capture-the-Flag-Challenges
- Sessions
- Ensamble Coding
- CloudLounges für Networking

Sponsorship Opportunities:

- **Branding: Six exclusive CloudLounges (p. 10 ff)**
- **Areas: Three-Day-Wonder (p. 12)**
- **Merch: Festival Merchandising (p. 18 ff)**
- **Events: Parts of the festival, e.g. the Summernight**

Design the festival with your branding and let your brand shine!



CloudLand
WWW.CLOUDLAND.ORG

CloudLounge Sponsoring

Book one of the 6 exclusive Cloud Lounges and show what your company is all about – the participants will come directly to you!

Your advantages:

- **Separate lounge**: Mit Branding und Aufnahme ins Programm
- **Presentation area:** 4 Tage sichtbar für alle Teilnehmer
- **Fully equipped:** Sitzwürfel, Stehtische, Theke
- **Collect data:** Teilnehmer-Scans direkt vor Ort
- **CloudCamp Content**: Workshops und Diskussionen in eurer Lounge
- **Contributions:** 4 x 45-Minuten-Sessions (auch im Block möglich)
- **Logo presence:** Eventseite, Newsletter und vor Ort
- **Marketing Boost:** Logoaufnahme in Anzeigenschaltung bei Heise
- **5 Tickets:** Für euer Team an allen Tagen

Price: 14.500,00 EUR plus VAT
Maximum bookable: 6 x

Show presence, make contacts and make your lounge to the highlight of the festival! 🚀



Pattern Visualization CloudLounge

Your space for networking & innovation!

What is provided?

- Wall elements
- Seating
- Monitor & Power Generation
- Counter & other lounge furniture
- Leadscanner

What branding is possible?

- Olfactive printing of the walls
- Setting up beach flags
- Display of brochures and giveaways





Visualization

Three Day Wonder

Networking booth: Your compact presentation area

💡 What is provided?

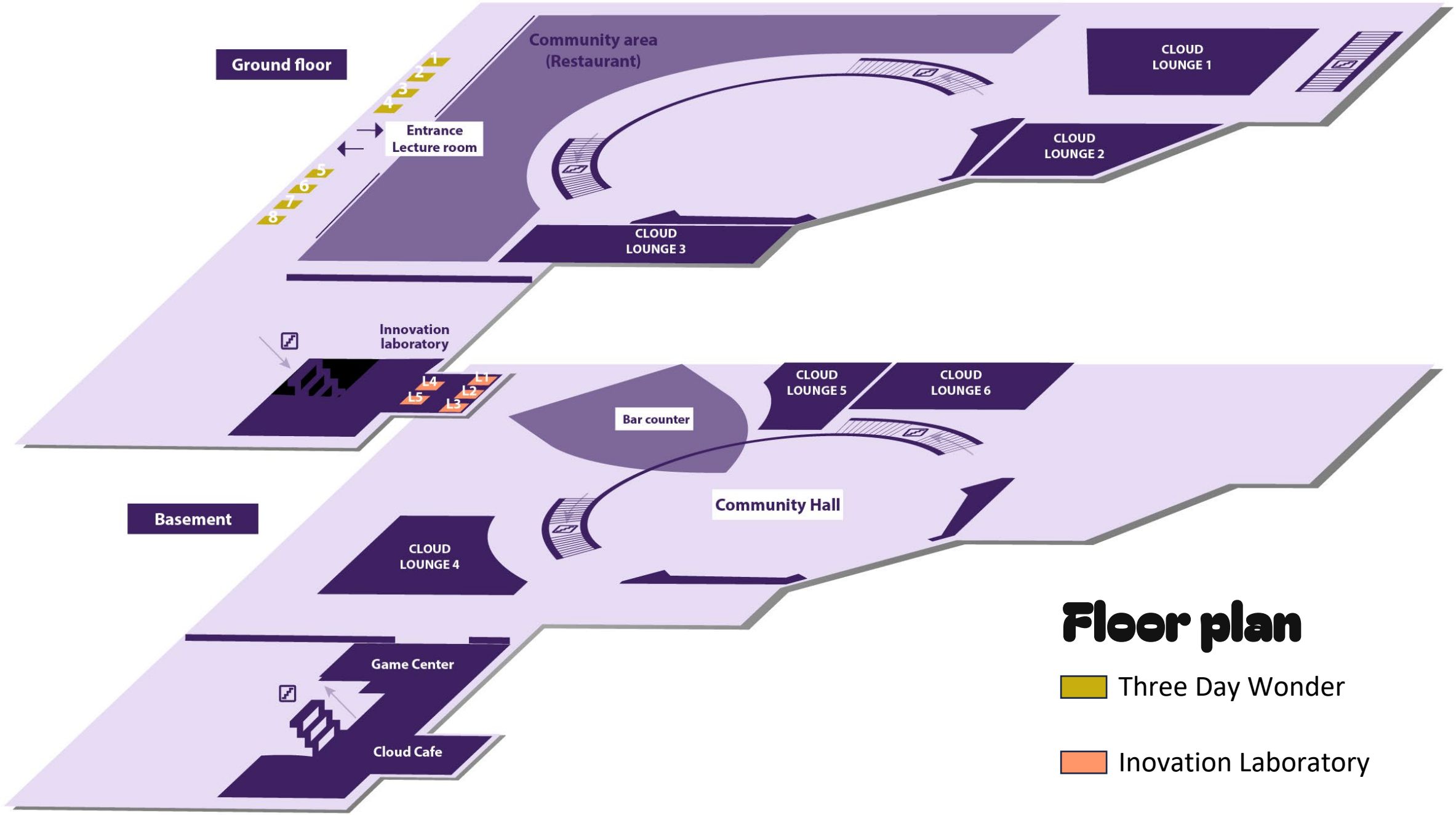
- 🛠️ approx. 1m² stand space
- 🪑 Bar table
- 🪑 2 bar stools
- ⚡ Power connection (230 V)

🏷️ What branding is possible?

- 🖼️ Roll-up stand (max. 1m)
- 🗄️ Small counter (by arrangement)
- 📄 Brochure display
- 🖥️ Monitor (bookable for a fee)

Price: **3.600,00 EUR excl. VAT**




Ground floor
Community area
(Restaurant)
CLOUD
LOUNGE 1
Entrance
Lecture room
CLOUD
LOUNGE 2
CLOUD
LOUNGE 3
Innovation
laboratory
L1
L2
L3
L4
L5
CLOUD
LOUNGE 5
CLOUD
LOUNGE 6
Bar counter
Basement
Community Hall
CLOUD
LOUNGE 4
Game Center
Cloud Cafe
Floor plan
Three Day Wonder
Inovation Laboratory

Logo-Placements

CloudLand
WWW.CLOUDLAND.ORG

Maximum visibility

🌐 Festival-Website:

Your logo will be prominently presented on our website

📩 Event-Newsletter:

Regular dispatch to up to 16,000 IT contacts.
Logos appear according to booking order –
it's worth booking quickly!

🎤 On site:

Your logo will be displayed in the Welcome Session and on signage on site.



Logo presence in Heise magazine

CloudLand
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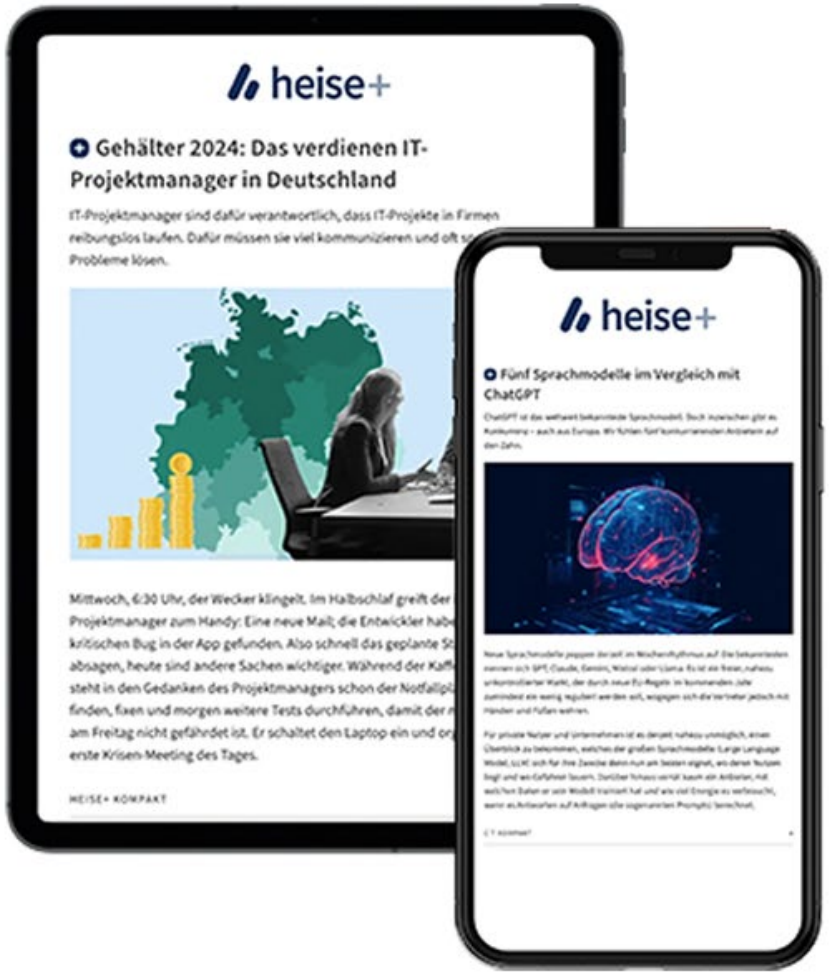
Exclusively for CloudLounge Sponsors

Heise-Verlag, Germany's leading publisher of IT news and media partner of the festival, offers you a reach of over 963,000 readers with an advertisement in the renowned magazines c't and iX.

As a CloudLounge sponsor, we will include you with your logo in the advertisements.*)

We switch
- **4 advertisements in c't magazine and**
- **4 ads in iX Magazine.**

*) Prerequisite: Your lounge booking is in good time before the respective advertisements.



Exklusive Sponsoring Highlights

CloudLand
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Merch: bum bag



Number of packages: 1

Bum bags are totally trendy again! How about helping to ensure that every participant is out and about with such a cool accessory? High-quality material, practical zipper compartments and your logo in sublimation print - of course with announcement as a sponsor!

Scope:

- Production of the Bum Bags in participant edition
- Applying your logo
- Graphic design for approval
- Printing, delivery and distribution during the festival

Price on request

Exklusive Sponsoring Highlights

CloudLand
WWW.CLOUDLAND.ORG

Merch: Lanyards



Number of packages: 1

Make yourself visible: As a sponsor of the lanyards, you are present with every participant! Your logo will be clearly visible on the lanyards distributed at the entrance, and we will name you as the official lanyard sponsor.

Scope:

- Applying your logo to the lanyards
- Graphic design for approval
- Printing, delivery and packaging of the sleeves
- Distribution of lanyards during the festival

€2,500 plus VAT

Exklusive Sponsoring Highlights

CloudLand
WWW.CLOUDLAND.ORG

Merch: Attendee Shirt



Number of packages: 1

Create unforgettable memories: As a sponsor of the festival shirts, your logo remains clearly visible on the sleeve. The high-quality festival-style shirts will be given to each participant as a souvenir to take home. We will name you exclusively as a "merch sponsor".

Scope:

- Production of the shirts in participant edition
- Graphic design for approval
- Exclusive mention as sponsor
- Distribution of shirts to all participants

Price on request

Exklusive Sponsoring Highlights

CloudLand
WWW.CLOUDLAND.ORG

Merch: SOCKS



Number of packages: 1

Socks as an extraordinary promotional gift: Become a sponsor of our high-quality "CloudLand Socks" with your logo prominent in the design. We name you exclusively as a "sock sponsor".

Scope:

- Production of the socks in participant edition
- Graphic design for approval
- Exclusive mention as sponsor of the Socks
- Distribution of socks to all participants

Price on request

Exklusive Sponsoring Highlights

CloudLand
WWW.CLOUDLAND.ORG

Merch: Flip-flops



Number of packages: 1

36 degrees and it's getting even hotter... 😉 Hot days and relaxed summer evenings await us! Become a sponsor of our flip-flops and place your logo prominently in the CloudLand design.

Scope:

- Production of the flip-flops in participant edition
- Graphic design for approval
- Exclusive mention as sponsor of the flip-flops
- Distribution of flip-flops to all participants

Price on request

Exklusive Sponsoring Highlights

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Happy Hour



Number of packages: 3

Sponsorship package Happy Hour for one evening:

We start the evening program on Tuesday, Wednesday and Thursday with a happy hour, where beer, wine and soft drinks are served.

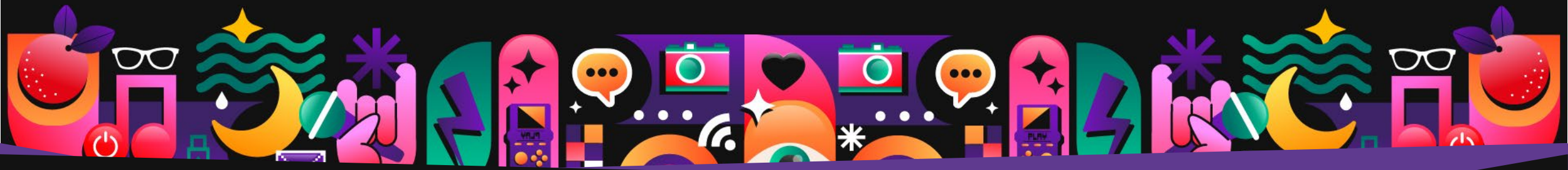
Scope:

- Nomination as sponsor of the Happy Hour by the DOAG
- On request, guests can be welcomed by the sponsor (up to 2 minutes)
- 2-3 displays with reference to the sponsor of the Happy Hour
- Reference to information materials of the sponsor
- Logo placements on the event site and on-site

€3,400 plus VAT

Your ideas for the festival – Get creative!

The listed sponsorship opportunities form our basic offer. In keeping with the festival character, we are also looking forward to your creative ideas on how you would like to enrich the festival. Feel free to write to us at sponsoring@doag.org – we are looking forward to your suggestions!



Sponsoring Guide

CloudLand
WWW.CLOUDLAND.ORG

Three Day Wonder:

- **Area:** 1x1 m for rollups (80–100 cm wide)
- **Set-up and dismantling:**
  - Set-up: 8-9 a.m. before the welcome
  - Dismantling: The evening after the last session
- **Equipment:** Bar table, 2 bar stools & electricity included



Briefings & Guidelines:

4-6 weeks before the event you will receive a briefing with all the important

Information for a smooth implementation.

Term & Deadline

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Directly after booking:

Submit logo:

High resolution (eps, svg, pdf) for Festivalwebsite & Newsletter

Booking until 13 May 2025

Secure exclusive **Sponsoring-Highlights**:

- Lanyard
- T-Shirt
- Flip-Flops
- Socks
- Bum Bags

Booking until 11 June 2025

Sichert euch:

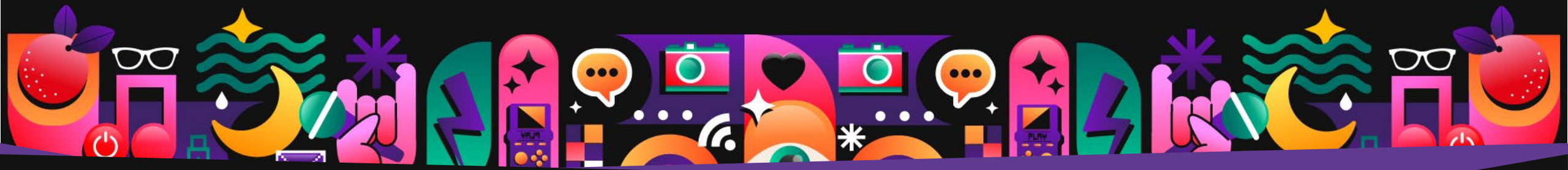
- Monitors
- Furniture
- Auxiliary power

Delivery until 26 May 2025

- Only for CloudLounge sponsors
- Submit Graphics: For branding the walls

Delivery by June 20, 2025

- Only for CloudLounge sponsors
- **Submit social media posts**



WE THANK OUR SPONSORS FROM 2024

CloudLand
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crazyALEX.de GmbH
SOFTWARE | INTERNET | MARKETING

DACHS IT
Managed Services

DATEV

DGi

Hyand
code of change

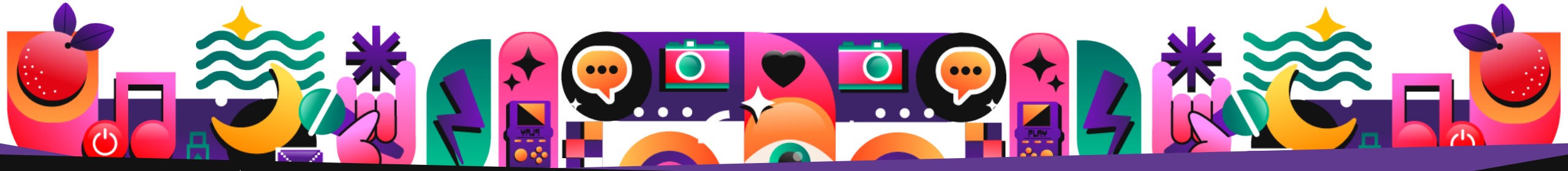
iits

IT-Systemhaus

Nordcloud
an IBM Company

QA|WARE
SOFTWARE ENGINEERING

viadee®
IT-Unternehmensberatung



Contact

CloudLand
WWW.CLOUDLAND.ORG

cloudland.org | office@cloudland.org

Tempelhofer Weg 64 | 12347 Berlin

Feel free to book conveniently via our online shop at www.cloudland.org

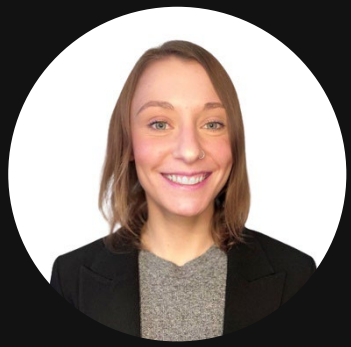
Send us your inquiries to **sponsoring@doag.org**

or contact us by phone at **+49 (0) 30-400 5 999-10**

Our team will be happy to advise you.



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