

**15th Annual Conference  
Sponsoring Brochure**



**debian**



# Debian

## Free Operating System

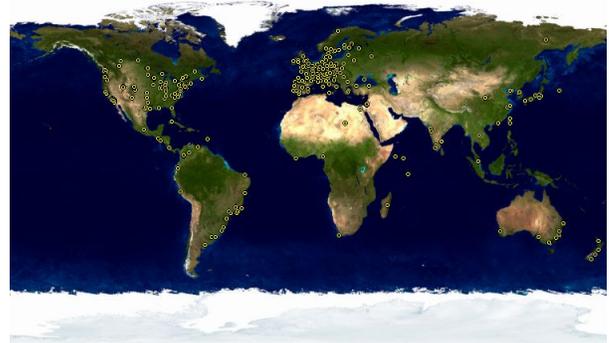
Debian is a free and open operating system, consisting entirely of Free and Open Source Software. Its strict guidelines serve as an example for many other projects. The Debian project is dedicated to remaining 100% free and to being a responsible “citizen” of the Free and Open Source Software ecosystem. Its key priorities are Free Software and its users.

## Debian is Choice

Debian is known for its adherence to the Unix and Free Software philosophies and for its coverage; the current release includes more than 36000 software packages for over 12 processor architectures, ranging from the common Intel 32-bit and 64-bit systems to ARM (cellphones and tablets) and the IBM s390x (mainframes). Besides the well-known Linux kernel, it also supports the FreeBSD and GNU Hurd kernels. Debian is the basis for many other distributions, including Knoppix, Ubuntu and more than 140 other active derivatives.

## A Large Scale, Non-profit, Distributed Project

The Debian Project’s key strengths are its volunteer base, its dedication to the Debian Social Contract, and its commitment to providing the best operating system possible. Debian is produced by over a thousand active developers spread around the world, many of whom volunteer in their spare time. Apart from DebConf most communication takes place on the Internet in mailing-lists and IRC chat-rooms. Unlike all other Linux distributions of similar size Debian is an independent non-profit organization not backed by a commercial company.



Debian’s dedication to Free Software, its non-profit nature, and its open development model make it unique among Free Software distributions.

# DebConf

## Debian Annual Conference

DebConf is the annual conference for Debian contributors and interested users. Previous Debian Conferences have featured speakers and attendees from around the world. DebConf13 accommodated 320 attendees from more than 50 different countries with a budget of about \$265,000 USD. Thanks to our sponsors, **participation, accommodation, and meals are free of charge** to Debian developers and contributors.

DebConf14 will take place in August 2014 in Portland, Oregon, United States at Portland State University.



## More than just talks

**Sponsoring the Debian Conference** will help cover the costs of the conference and facilitate related activities:

- Hands-on coding and hacking sessions interleaved with the workshops and talks
- Collaboration opportunities with upstream and downstream developers
- Team strategy and BoF (“birds of a feather”) sessions
- Planned social interactions to inspire and strengthen teamwork year-round

## Video

We have a dedicated team of volunteers recording all talks at DebConf. The sessions are streamed live via the Internet for remote participants. All videos are also archived for the further benefit of the community. **We thank our Platinum and Gold sponsors by inserting their logos in all video transmissions.**

# DebConf and Debian

## The Bigger Picture

The benefits that DebConf brings to the Debian Project as a whole, and the larger Free Software community, are best summarized by the following comment:

This is the kind of peer-to-peer networking that makes open source conferences like DebConf6 worthwhile. It wasn't a teacher/student relationship. It was two hackers sharing knowledge with each other. [...] **The knowledge they shared will, no doubt, improve Debian — and by extension will help improve GNU/Linux for everyone,** whether they use Debian (or a Debian derivative), SuSE, Fedora, Gentoo, Mandriva, or any other distribution.

Robin “Roblimo” Miller, Newsforge

## Knowledge Sharing

DebConf helps share the knowledge and experience of individual developers with the entire community. It also helps promote enthusiasm for specialized areas of development, and encourages **discussions about Debian's future.**

At DebConf3 in Oslo, I finally met the other Debian Installer developers gathered together in person, and after a week of challenging work, we achieved the first successful installation of Debian with it. This reinvigorated our team, leading to many new members, more rapid development, and many more developer gatherings. The resulting program has since been used to install Debian, and derivative distributions, on tens of millions of systems.

Joey Hess, Debian Developer



## Work Groups

**DebConf enables some of the most productive sessions that Debian has experienced.** To have everyone in one place, at the same time, working on the same system allows people to bounce ideas off each other instantly.

During DebConf5 we discussed the idea of a packaging team for Perl libraries; together with the GNOME team this effort was pioneering the idea of collaborative package maintenance that proved to be very effective.

Joachim Breitner, Debian Developer

## Project Synergy

DebConf gives contributors a chance to meet face to face, socialize, and brainstorm new ideas. As a result people leave DebConf with a renewed sense of enthusiasm for Debian and its goals. **The latest ideas and systems that Debian implements often start as an informal session at DebConf.**

As Debian Account Manager, DebConf is a priceless opportunity for me to handle sensitive matters face to face, in an appropriate setting. Over time there will be several such issues accumulating that cannot easily be handled via email.

Enrico Zini, Debian Developer

# Benefits

## Sponsorship Levels

Description	Supporter	Bronze	Silver	Gold	Platinum
Logo on the sponsor/supporter web page	✓	✓	✓	✓	✓
Logo on all web pages with link back to sponsor homepage		✓	✓	✓	✓
Logo in full-page "Thank you!" advertisement in a well-known Linux periodical			✓	✓	✓
Logo on conference t-shirts			✓	✓	✓
Logo larger and in superior position on t-shirts				✓	✓
Logo on all video streams during breaks				✓	✓
Logo on banner in conference lobby				✓	✓
Logo on conference bag				✓	✓
Logo on banner behind talk podiums					✓
Name and description of sponsor in all press releases related to DebConf					✓
45-minute slot for a Free Software-related talk					✓
<b>Contribution in USD</b>	<b>&lt; \$2,000</b>	<b>\$2,000</b>	<b>\$6,000</b>	<b>\$12,000</b>	<b>\$25,000</b>



## Additional Opportunities

We also invite sponsors, in addition to their general sponsorship, to sponsor a specific part of the conference. Here are some of the opportunities available – please contact the sponsorship team to discuss prices and other details:

- Hardware infrastructure
- Lecture and meeting rooms
- Conference dinner
- Attendee travel bursaries
- Sponsored meals for attendees
- Sponsored accommodation for attendees
- Coffee or snacks
- Day trip (social event for the whole group, without computers)

## Reasons

### In the Words of Our Past Sponsors

There are as many reasons to sponsor DebConf as there are reasons Debian developers spend their time to fix bugs, improve the overall system, and help its installed base. In the words of our past sponsors:

Sponsoring DebConf has benefited Bytemark in two ways: 1) it puts our brand in front of exactly the right crowd and 2) it allows Steve, the Debian developer on our staff, to keep in touch with the project that we rely on so heavily. We support DebConf because it supports us.

Matthew Bloch, Bytemark Hosting

Sponsoring DebConf helps us to get the recognition we need from inside the Debian Project. It is astonishing how many potential employees, partners and even customers are aware of our sponsorship activities at DebConf. We even got a couple of exciting job applications only through DebConf.

Peter Ganten, Univention GmbH

### The Value of Sponsorship

Many of DebConf's high profile attendees are well known around the world and their opinions and views are followed by many individuals and businesses. Debian is a democracy of its developers where smaller voices can be easily heard. Participating through sponsorship is one of the many ways to help the project achieve its full potential. The knowledge that Debian, its community, and what it represents, is of a certain value to companies and individuals is the best show of appreciation to the volunteer efforts of many Debian members.

A modest amount of sponsorship would not only help Debian, but would earn you goodwill in the Free Software community at large. Past DebConf's have also offered great opportunities for contact building and recruitment.



## The Need for Sponsorship

The Debian Project does not engage in commercial activities and depends solely on donations from users, sponsors, and well-wishers. DebConf has evolved from humble beginnings in Bordeaux, France in 2000 with 30 attendees and virtually no budget, to recent years where we accommodate an average of 250 attendees, with a budget of around \$230,000 USD.

DebConf's organizational teams are made up of volunteers to keep costs at a minimum. However, as we expect a turnout of 300 attendees, there is a real need for substantial sponsoring.

## More About DebConf

For more information about DebConf, the final reports from our past conferences illustrate the broad spectrum, quality, and enthusiasm of the community at work: <http://media.debconf.org/reports/>

For further details, feel free to contact us through [sponsors@debconf.org](mailto:sponsors@debconf.org) or visit our website at: <http://debconf14.debconf.org/>

**Thank you for reading this proposal. We hope to hear from you soon!**

## See you in Portland!



DebConf13 Attendees in Vaumarcus, Switzerland