



# DebianConf12

Managua • Nicaragua

## Sponsorship Opportunities



## 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 (DebConf11 had attendees from 46 different countries). Thanks to our sponsors, **participation, accommodation and meals are free of charge** to Debian developers and contributors.

DebConf 12 will take place in July 2012 in Managua, Nicaragua. **If you donate to the Debian project to help cover the cost of DebConf 12**, you will be enabling three distinct sub-events:

### DEBCAMP

Pre-meeting for development teams focusing on undisturbed collaborative work.

### DEBIAN DAY

An open day for users and decision makers to discover the benefits of Free Software.

### DEBCONF

Hands-on coding, workshops and talks —all highly technical in nature.

## VIDEO

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

# Sponsorship Benefits



## WE APPRECIATE YOUR SPONSORSHIP

The Debian Project does not engage in commercial activities and depends solely on donations from users and well-wishers. A modest amount of sponsorship will not only help Debian, but will reap a huge dividend of goodwill in the Linux community at large.

Within the Debian community there is a strong sense of loyalty and brand awareness. Sponsoring a large conference is a good method of ingratiating your brand with the attendees. Past DebConfS have also shown great opportunities for contact building and recruitment.

## SPONSORSHIP LEVELS

DebConf sponsors are classified according to the amount of money put into the organizing of the conference. Each sponsorship level is defined by donation levels and by benefits of sponsorship (in-kind donations are also taken into account to determine benefit levels):

BENEFIT	BRONZE	SILVER	GOLD	PLATINUM
Logo on web pages and in full-page thank you ad in Linux Magazine worldwide	yes	yes	yes	yes
Logo printed on t-shirts and on the conference bags		yes	yes	yes
Opportunity to provide corporate materials to be distributed to attendees in their conference bags		yes	yes	yes
Logo printed larger and in superior position			yes	yes
Logo on all video transmissions and on banner in conference lobby			yes	yes
Logo on banner behind talk podiums				yes
Name and description of sponsor in all press releases relating to the conference				yes
CONTRIBUTION	≥ \$2,000	≥ \$5,000	≥ \$12,500	≥ \$25,000

# Reasons for Sponsoring



## IN THE WORDS OF OUR PAST SPONSORS

There are many reasons to sponsor DebConf; Debian developers spend their time to fix bugs, improve the overall system and help its installed base. In the words of 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 Projects. 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 DebConf 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 way to show appreciation to the volunteer efforts of many Debian members.

# 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 well summarized by the following comment by Newsforge's Robin 'Roblimo' Miller:

*"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."***

## KNOWLEDGE SHARING

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

## 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.

## 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.**

# Budget



## THE NEED FOR SPONSORSHIP

DebConf has evolved from humble beginnings in Bordeaux, France (2000) with 30 attendees and virtually no budget, to recent years where we accommodate an average of 300 attendees from a budget in the vicinity of \$150,000. **DebConf12 is a challenge**, since every year we depend a great deal on **local sponsors** supporting us. Since Nicaragua isn't filled with many big IT companies that support Free Software, every single donation will be important.

The costs of the conference are being kept at minimum with the help of our volunteer-based organizer team. This year we expect to have around **400 attendees**. Even though Managua is not as expensive as some past DebConf Venues, like New York City, we will need **many sponsors**. **No sponsorship is too small and we also accept in-kind sponsorship** (contact us for details).

There are two organizations which can accept payments and donations for DebConf12, **FFIS** in the European Union and **SPI** in the United States. Either can be used to pay attendee fees. For more information please visit: **<http://debconf12.debconf.org/payments.xhtml>**

## 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/>**

Feel free to contact **[sponsors@debconf.org](mailto:sponsors@debconf.org)** for further details.  
Thank you for reading this document. We hope to hear from you soon!

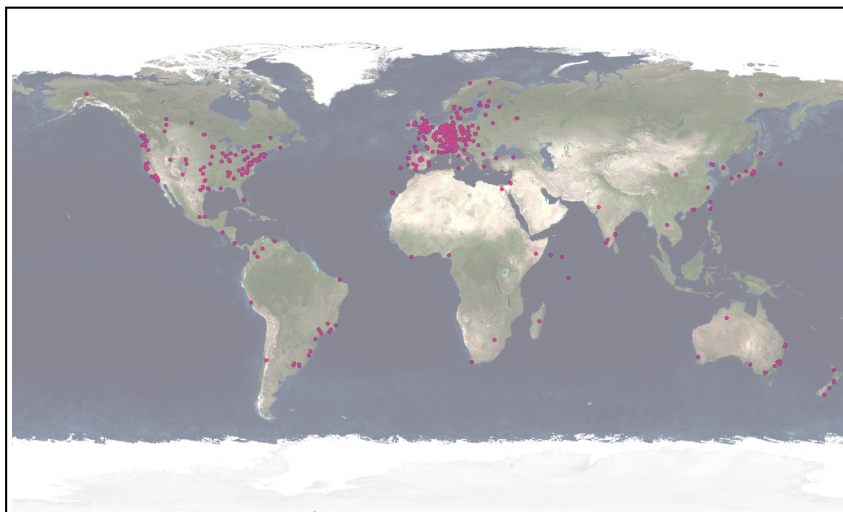
## A FREE OPERATING SYSTEM

Debian GNU/Linux is a free operating system, developed by more than a thousand volunteers from all over the world who collaborate via the Internet. Debian's dedication to Free Software, its non-profit nature, and its open development model make it unique among GNU/Linux distributions.

## A LARGE SCALE, DISTRIBUTED PROJECT

The Debian project's key strengths are its volunteer base, its dedication to the Debian Social Contract, and its commitment to provide the best operating system possible.

Debian is produced by over a thousand active developers spread around the world who volunteer in their spare time.



debian developers around the world



# Debian Achievements

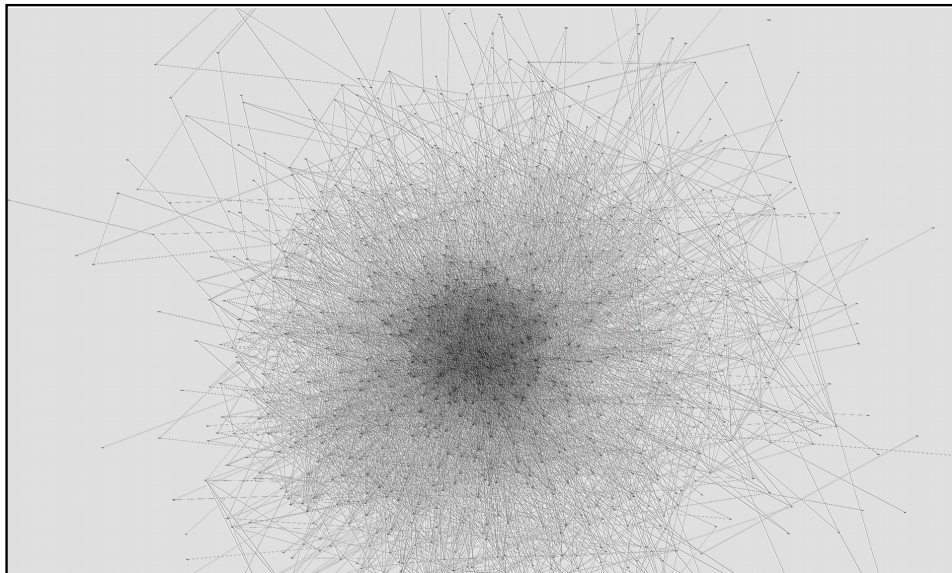


## DEBIAN IS CHOICE

Debian is known for its adherence to the Unix and Free Software philosophies, and for its coverage—**the current release includes over 29,000 software packages for 9 computer architectures**, ranging from ARM (cellphones) and the IBM S/390 (mainframes) to the more common x86 and PowerPC architectures (personal computers). **Debian GNU/Linux is the basis for many other distributions, including Ubuntu and Knoppix.**

## AN EXPERIMENT IN E-DEMOCRACY

The project is completely decentralized, with people working concurrently on different subprojects. Project-wide decisions are decided through electronic voting. People who might have never meet in person (until they come to DebConf) trust each other through a link of cryptographic signatures known as the Web of Trust:



Each dot is a person, each line certifies cryptographic trust.