Sponsorship Brochure

for the 16th Annual

Debian Conference
Heidelberg, Germany, 15–22 August 2015

With 350 participants projected, we expect that DebConf in Heidelberg during August 2015 will provide an intense working environment, and will lead to major advances for Debian and for Free Software in general.

We invite you to join us and support this event!

This brochure contains information on sponsorship opportunities for DebConf15. We are also standing by at `sponsors@debconf.org` to answer any questions you have.

Hello from the organisers!

Thank you for your interest in DebConf, the annual conference of the Debian Project!

In the brochure you are currently reading, we aim to provide you with all the information regarding sponsorship of our conference. We also explain the nature of the Debian Project and the important role DebConf plays in our work.

We invite you to sponsor our conference at a level of your choice, which meets your budget and matches the level of visibility you would like to reach among our participants and in the media. On page 6, we describe the benefits associated with each of these levels, as well as giving a few ideas about the additional exposure that's possible through sponsoring individual components of our conference, including the possibility of advertising your job openings and engaging in direct dialogue with our participants.

DebConf is organised on a non-profit basis, and all the organisers work as volunteers without compensation. Your contribution makes it possible for us to bring together a large number of Debian contributors from all over the globe to work together, help each other, learn from each other, and forge friendships that facilitate the remote collaboration our project sees during the remainder of the year.

We would like to thank you in advance for your support. If you have any questions or ideas to discuss, we look forward to reading your message to `sponsors@debconf.org` and to working with you!

— The DebConf15 team
(some of whom are shown below)
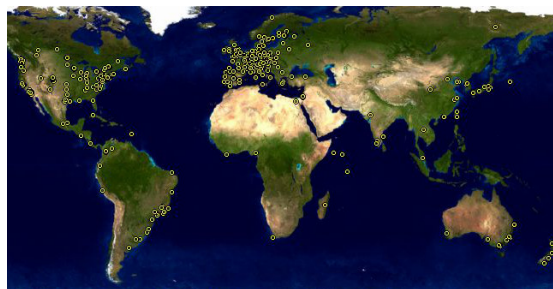
Debian

The Free Operating System

Debian is an operating system consisting entirely of Free and Open Source Software. The Debian project is dedicated to remaining 100% free and to being a responsible "citizen" of the Free and Open Source Software ecosystem. **Our priorities are Free Software** and **our users** and our strict guidelines serve as an example for many other projects.

Debian is Universal, Debian is Choice

Debian is known for its adherence to the Unix and Free Software philosophies, and for its extensiveness — the current release includes **over 40,000 software packages for more than ten computer architectures**, ranging from the more common Intel 32-bit and 64-bit architectures to ARM (cellphones and tablets) and the IBM S/390 (mainframes). Besides the well-known Linux kernel, it also supports the FreeBSD kernel.

A Large, Distributed, and Non-profit 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, universal operating system. Debian is **produced by over a thousand active developers** spread across the globe, many of whom volunteer in their spare time. Outside of 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 organisation** not under the influence of a commercial entity. Debian's dedication to Free Software, its non-profit nature, and its open development model make it unique among Free Software distributions.

A Pillar for Free Software

Debian's high quality standards and its strict adherence to policy makes it a preferred choice for derivative works. Currently, **over 130 actively developed operating systems build on Debian**, including the widely popular Ubuntu and Linux Mint distributions, LiMuX, and Knoppix. More specialised derivatives range from grml (optimised for system administrators) to Tails (optimised for privacy). Debian runs in hundreds of schools thanks to SkoleLinux, powers gaming platforms with SteamOS, and has been deployed by public institutions such as the cities of Munich and Vienna, and the German Federal Office for Information Security (BSI).

The Debian Project takes pride in being built upon by others, and we work actively with the teams behind derivative distributions to maximise the gains for all.

DebConf

Debian Annual Conference

DebConf is the annual conference for Debian contributors and users interested in improving Debian. Previous Debian conferences have featured speakers and attendees from all around the world. DebConf14 took place in Portland, Oregon (USA) and was attended by 300 participants from 35 countries.

Thanks to our sponsors, **participation, accommodation, and meals are free of charge** for qualifying Debian developers and contributors who apply for bursaries. In addition, a limited amount of travel cost subsidies are available, to bring contributors who would not otherwise be able to attend. **The organisation of DebConf itself is entirely volunteer-based**.

Attendees in a plenary session at DebConf14

DebConf15 will take place in August 2015 in Heidelberg, Germany. The venue, "Jugendherberge Heidelberg International" (The Heidelberg Youth Hostel), is situated on the side of the Neckar river, north of the Heidelberg Zoo, and within walking distance from the historic city centre. The youth hostel offers a spacious, open, yet affordable environment for plenary discussions and presentations, as well as informal workgroup meetings. Accommodation for participants will be available on-site.

The first weekend of DebConf will be **open to the public** and we plan to schedule **events of interest to a wider audience** then. This is a great possibility for interested users to meet our community, for us to widen our community, and for our sponsors to increase their visibility. A job fair (see below) will be arranged too, in case you are looking to recruit!

Live World-wide Video Streaming

A dedicated team of volunteers with years of experience with video coverage will record all sessions at DebConf, to be streamed live via the Internet. This allows for **remote participation by those who are not able to attend.**

All videos are also available after the conference for the further benefit of the community. All this is free of charge to viewers. **We thank our Platinum and Gold sponsors by inserting their logos into the video streams.**

DebCamp: Team Sprints

After working together remotely during the rest of the year, many teams use the opportunity of DebConf to **come together for in-person collaboration**, to **tackle tough issues**, and to **drive big changes**. We will provide the venue and infrastructure for such team sprints — we call it DebCamp — during the week before DebConf.

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 nicely summarised by the following comment:

> This is the kind of peer-to-peer networking that makes open source conferences [...] 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 specialised areas of development, and encourages **discussions about Debian's future enhancements**.

> For me, **DebConf13 in Switzerland was a perfect DebConf**, and generally a great developer meeting and conference. [...] DebConf13 was ideal in every way. [...] Beyond the two talks I submitted, there were a series of ad-hoc scheduled talks. It seemed that **every day I spent at least an hour discussing something I'm deeply involved in**. I really like that DebConf, as well as being a formal conference on top, is really an un-conference underneath, with ad-hoc events popping up on the schedule all week long. **You can even have completely unscheduled meetings that somehow get just the right mix of people to make something awesome happen**.
>
> *Joey Hess, Debian Developer*

Project Synergy

DebConf gives contributors a chance to meet face to face, socialise, and brainstorm new ideas. As a result people leave DebConf with a renewed sense of enthusiasm for Debian and its goals. **New ideas and systems that Debian implements often originate in 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*

Our Offer to Sponsors

Sponsorship Levels

	Supporter	Bronze	Silver	Gold	Platinum
Contribution	<2,000 €	2,000 €	5,000 €	10,000 €	20,000 €
Logo in the list of sponsors web page	√	√	√	√	√
Logo on all web pages, with link		√	√	√	√
Post on a job wall located at a central location		√	√	√	√
Access to swag bags and raffle[1]		√	√	√	√
Logo in "thank you" Linux Magazine ad			√	√	√
Logo printed on conference t-shirts and bag			√	√	√
Space at our job fair			√	√	√
Staff a showcase booth during opening weekend				√	√
Logo printed larger and in superior position				√	√
Logo on all video streams, during breaks				√	√
Logo on banner in conference lobby				√	√
Logo on banner behind talk podiums					√
Name & description in conference press releases					√
45-minute slot for a Free Software-related talk					√

Job Postings and Job Fair

DebConf attracts some of the smartest Free Software hackers from around the globe, many of whom are always on the lookout for new challenges. We provide our sponsors the chance to **reach out to Debian contributors, derivative developers, upstream authors and other community members.**

There will be a job fair on the opening weekend. As a Platinum, Gold, or Silver sponsor, you can use this opportunity to **present yourself as an employer and engage in direct dialogue with potential job candidates.**

We invite all our sponsors to post job offerings to our job wall.

Showcase your Debian & Free Software Involvement

The first weekend of DebConf will be open to the public, with sessions specifically targeted at a wider audience, and with the express purpose of helping people get to know our project.

As a Platinum or Gold sponsor, you may **set up your own booth and present your business** during that weekend. While we cannot allow any sales activity, this is nevertheless a great chance for you to showcase your involvement with Debian and Free Software.

Swag bags and raffle prizes

In addition to your logo on the attendees' conference bags, we also invite you to **distribute marketing materials and other goods** in the bags if you support us at Bronze level or above.[1]

If you have smaller quantities of **hardware to give away** or you want to **create some buzz about your device** at the conference, you could provide us with one or more items which we will include in a raffle for attendees, obviously mentioning you.

Diversity outreach programme

We are planning to reach out to groups who would otherwise be less likely to attend our conference, in an effort to **increase diversity among our attendees** and benefit the conference in that way. If you are interested in this effort, we would love to hear from you.

Additional sponsorship opportunities

In addition to the standard benefits listed above, as a Bronze sponsor or higher, you might be interested in other opportunities to **further increase your visibility in a unique way**. Choosing to sponsor a specific component of the conference means that your name will be prominently associated with that aspect of DebConf.

If you are interested in discussing the following sponsorship opportunities, or any other ideas you may have, please contact the sponsorship team at `sponsors@debconf.org` to discuss pricing and other details. We will be happy to **listen to your individual ideas and wishes for how to make the conference an unforgettable event** for our participants.[1]

Note that some of these opportunities may only be available for a limited time.

Conference dinner As a break from regular conference meals, one night we would like to serve up a nicer supper and invite all attendees to come together and enjoy a social evening. This dinner could happen at the venue in the form of a barbeque, or at an external location with catered food — we'll be happy to work with you to find an arrangement that appropriately communicates your message.

Day trip Mid-way through the conference, following intense and long days of collaborative hacking and discussions, we take our attendees on a trip for a day to clear their minds. We explore sights or nature in the vicinity of the venue: walks, museum visits, sightseeing tours, and sporting activities — there are ample possibilities for you to help us create an unforgettable experience for our attendees. The day trip is a great productivity booster, and a healthy, much-needed break which will be remembered by attendees for years.

Cheese & Wine Party Our guests come from all over the globe, and inter-cultural exchange is a fantastic asset for the conference. We celebrate this diversity by inviting attendees to bring wine and cheese from their parts of the globe. We would love for you to join us!

Snacks & Beverages Three meals a day are not always enough for those who work long hours. While we have already negotiated group discounts at the snack bar, we invite one of our sponsors to subsidise the prices for food and drinks, up to a fixed limit if desired, in return for appropriate recognition.

---

[1]All sponsor-provided content and initiatives must be coordinated with our organising team.

Sponsorship Assets

In the Words of Our Past Sponsors

There are as many reasons to sponsor DebConf as there are reasons Debian developers spend their time fixing bugs, improving the overall system, and helping its installed base. In the words of some 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

DebConf is the annual conference for one of the largest Open Source projects. By annually sponsoring DebConf, credativ helps to keep this important conference successful. Being present at DebConf enables us to **connect, stay in touch and collaborate with some of the brightest minds in the industry**, both at a management and technical level.

Michael Meskes, credativ GmbH

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 Sponsoring DebConf

Many of DebConf's **attendees are well known experts in their fields and their opinions and views are followed by many individuals and businesses**. Debian is a democracy of its developers where smaller voices can easily be heard. Participating through sponsorship is one of the many ways to help the project achieve its full potential, and DebConf is a powerful destination of sponsorship funds.

By sponsoring DebConf, you **directly support the progress of Debian and Free Software, and you help further in strengthening the community** who continue to collaborate on their projects throughout the rest of the year.

To our attendees, your contribution is a **strong signal of appreciation for their work**. Through general visibility as part of our sponsorship programme, and the direct support of attendees, sponsoring DebConf earns you goodwill in the Free Software community at large. Past DebConfs have also offered great opportunities for contact building and recruitment.

The Need for Sponsorship

DebConf has evolved from its humble beginnings in Bordeaux, France (2000) with 30 attendees and virtually no budget, to recent years where we regularly accommodate more than 250 attendees with budgets in the lower six-digit figures.

The conference is still **organised entirely by volunteers without compensation**. The Debian Project does not engage in commercial activities and depends solely on donations from users and benefactors.

DebConf draws much of its strength from the diversity of its participants, and the Free Software community is a globally active and very diverse crowd of people, spanning many cultures and all levels of social status. Perhaps the most important aspect of DebConf is that **we want to give as many people the opportunity to attend — not just those that are nearby and can afford it — because it benefits the conference, every attendee, and ultimately Debian and the Free Software community**.

We expect 350 attendees in Heidelberg, in part because of the Central European location, good connectivity of the venue and strong German community. But we also trust that our sponsors will help us achieve this goal and enable attendees from all over the world to be a part of this event.

All funds raised for DebConf will be used towards this goal. **DebConf15 is organised through a German non-profit association** ("DebConf e.V."). Any surplus after the conference will be used for funding future Debian Free Software activities.

Invoices and tax-deductible donations

As a sponsor, you will receive an invoice from one of our fundraising entities, specifying the sponsorship level and associated benefits. The **invoice explicitly lists sales tax** (VAT) where appropriate. Depending on your situation, sponsoring DebConf may thus be a **normal business expense**.

We are also happy to receive donations to our registered not-for-profit entities in Germany and the US, if desired. We'll gladly issue receipts for such donations, which **may be tax-deductible** (check with your tax advisor for details). Please keep in mind that within Germany we cannot offer any benefits or marketing services in return for donations, except for including you in our lists of sponsors and our displays of sponsor logos.

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`, and visit our website at `http://debconf15.debconf.org`

Thank you for taking the time to read this brochure. We hope to hear from you soon!

DebConf15

Heidelberg, Germany

See You in Heidelberg!

DebConf attendees at DebConf14 in Portland, Oregon, USA

Photo credits

- Heidelberg scenery on frontpage by Guru82prasad, licenced CC-BY 3.0
- DebConf15 team photo by Aigars Mahinovs, licenced CC-BY 3.0
- Photo of plenary session by Aigars Mahinovs, licenced CC-BY 3.0
- DebConf14 group photo by Aigars Mahinovs, licenced CC-BY 3.0

Licence

DebConf15 | Heidelberg, Germany, 15–22 August 2015

http://debconf15.debconf.org | sponsors@debconf.org