Sponsorship Brochure

for the 18th Annual

Debian Conference

Montreal, Canada, 5–12 August 2017

DebConf17 will take place in Montreal in early August 2017. We anticipate that it will bring together 300 attendees and lead to major advances for Debian and for Free Software in general.

We invite you to join us and support this event!

If you have any further questions after reading this brochure, please do not hesitate to contact us at sponsors@debconf.org.

Hello from the organizers!

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

This brochure should give you an overview of the sponsorship opportunities for our conference. It also introduces the Debian Project, and elaborates on the role of the annual conference within the project.

We invite you to sponsor our conference at a level which fits your budget and matches your desired level of visibility in our community and the media. We offer several sponsorship levels, detailed on page 6, and are also open to other opportunities. Our higher levels of sponsorship include the possibility of advertising your job openings, and other means of engaging with our broad spectrum of participants.

DebConf is run on a non-profit basis, and all the organizers 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 and learn from each other, and forge friendships. As our project is distributed, meeting face to face once a year improves the remote collaboration among our contributors during the remainder of the year.

Thank you very much, in advance, for your support. If you have any questions or ideas to discuss, we look forward to hearing from you at `sponsors@debconf.org` and to working with you!

— The DebConf17 team
(some of whom are shown below)
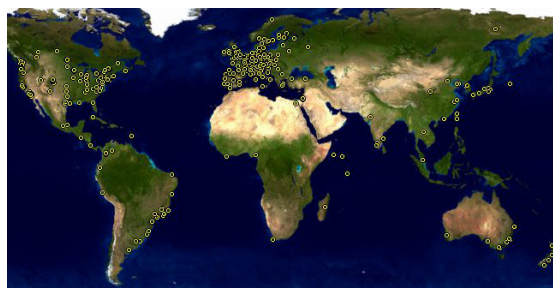
Debian

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**. 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 55,000 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 organization** 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 120 actively developed operating systems build on Debian**, including the widely popular Ubuntu and Linux Mint distributions, LiMuX, and Knoppix. More specialized derivatives range from grml (optimized for system administrators) to Tails (optimized 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 maximize 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. DebConf16 took place in Cape Town, South Africa and was attended by 280 participants from 30 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 organization of DebConf itself is entirely volunteer-based**.

Karen Sandler delivering a keynote at DebConf16

DebConf17 will take place in August 2017 in Montreal, Canada. The venue, "Collège de Maisonneuve" is situated in the Hochelaga-Maisonneuve neighborhood, right next to the Montreal Olympic Stadium and the Botanical Garden. The college 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 day 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

A Democratic Project

Debian is an important project in the Free Software community, and has been so for over two decades. One of the reasons behind this success is that Debian is more than just a software project. It is a diverse and international community which thrives on its culture of openness and commitment to Free Software.

DebConf has become one of the most important conferences on my annual calendar, **and has inspired me over the last two years to become more involved with Debian**. Debian is one of the most democratic and egalitarian software freedom communities in existence today. **DebConf, as an annual event, showcases that community and enables it to flourish**. DebConf16 was no exception. I encourage anyone who wants to examine first-hand a good model of a functioning Free Software community attend DebConf.

Bradley M. Kuhn, Software Freedom Conservancy

Building a Strong Community

DebConf helps share the knowledge and experience of developers with the entire community. It also helps individuals to put faces to the names they have been working with for years. **DebConf not only makes the Debian community stronger, but has become an integral part of it.**

I have to say networking was the highlight of DebConf for me. **Before attending, I had only been in contact with 3 people that were at the conference, and those 3 had been virtual contacts**, I didn't really know them. [. . .] I got to meet lots of people that way, met some Debian contributors from my home country (Brazil), some from my current city (NYC), and yet others that had similar interests as I do who I might work with in the near future.

Juliana Louback, GSoC Student

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. **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 in CAD$	< $2,600	$2,600	$6,500	$13,000	$26,000
Contribution in USD$	< $2,000	$2,000	$5,000	$10,000	$20,000
Logo on sponsor webpage	✓	✓	✓	✓	✓
Logo with backlink on all webpages		✓	✓	✓	✓
Access to swag bags	✓	✓	✓	✓	✓
Logo on t-shirt and conference bag			✓	✓	✓
Presence at job fair			✓	✓	✓
Logo on video streams and conference banners				✓	✓
Logo on podium banners					✓
Mention in press releases					✓

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.**

For the fifth year in a row, there will be a job fair during DebConf. 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.**

Sponsors that participated in the job fair in previous years have said that this was a unique opportunity to engage with the community, some of them finding engineers for their open positions that are hard to find elsewhere.

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

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.

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

Diversity outreach programme

As in recent years, we will continue to reach out to groups who would otherwise be less likely to attend our conference, in an effort to **increase diversity among our attendees**. We have travel and accommodation bursaries earmarked for diversity, which we find benefits both the conference and the project. If you are interested in this effort, we would love to hear from you.

Additional sponsorship opportunities

We are always open to ideas regarding the involvement that our sponsors want to have with the community. If you would like to sponsor in a unique way or you are interested in discussing additional sponsorship opportunities, please contact the sponsorship team at `sponsors@debconf.org` to discuss pricing and other details.

We will be happy to **listen to your ideas and wishes for making the conference an unforgettable event** for our participants.

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:

Supporting DebConf is important to Hewlett Packard Enterprise because it's such a fantastic and productive conference! For us, DebConf is a great venue to meet and work with Debian Developers. **DebConf is where the Debian community comes together to discuss problems, ideas and plans**, and everyone goes home with new connections, new ideas, and lots of energy.

Martin Michlmayr, Hewlett Packard Enterprise

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 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 Deb-Confs 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 (peaking at twice that) with budgets in the lower six-digit figures.

The conference is still **organized 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. The Free Software community, represented at the conference, 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 as possible 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 300 attendees to DebConf in Montreal. A popular travel destination, Montreal is a beautiful old French-influenced city. There is a strong Debian community in North America, within easy travel distance. Many of our contributors also come from further afield, and there are attendees who require travel and/or accommodation assistance to attend. Our sponsors enable us to help as many as possible, and bring the community together for DebConf.

All funds raised for DebConf will be used towards this goal. 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 through 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).

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:
`https://media.debconf.org/reports/`.

For further details, feel free to contact us through `sponsors@debconf.org`, and visit our website at `https://debconf17.debconf.org`

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

See You in Montreal!

DebConf attendees at DebConf16 in Cape Town, South Africa

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