

Bringing people together

DebConf



## How DebConf can benefit you

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 shown great opportunities for networking. These are not only traditional contact building opportunities, but also potentially excellent for recruitment. 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 and appreciation for the sponsorship received.

### Platinum (more than 25,000 EUR)

- Exclusive size and placement of the logo in all conference related material
- Banner in conference lobby
- Possibility of having a stand during DebianDay
- Logo on video transmissions
- 45 minute slot for giving a free software related talk

### Gold (between 15,000 and 25,000 EUR)

- Special size and placement of the logo in all conference related material
- Banner in conference lobby
- Possibility of having a stand during DebianDay
- Logo on video transmissions

### Silver (between 5,000 and 15,000 EUR)

- Logo printed in all conference related material
- Banner in conference lobby

### Bronze (between 1,000 and 5,000 EUR)

- Logo printed on t-shirts and on web pages

### Steel (less than 1,000 EUR)

- Logo on web pages

Non-monetary contributions (hardware donation or lending, special event funding, etc) will of course also be taken into account for the sponsor categorization.

### Further Information

Should you have any queries, please feel free to contact the team by email at [sponsors@debconf.org](mailto:sponsors@debconf.org)

Thank you for your time in reading this proposal, and we hope to hear from you soon.



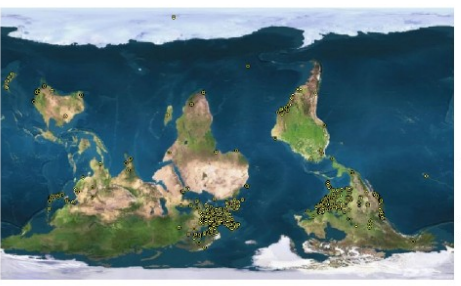
<http://debconf9.debconf.org>

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# What is Debian?



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. 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

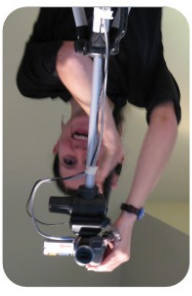
Debian is known for its adherence to the Unix and free software philosophies, and for its abundance of options—the current release includes over twenty thousand software packages for eleven computer architectures, ranging from the ARM architecture commonly found in embedded systems and the IBM s390 mainframe architecture to the more common x86 and PowerPC architectures found in modern personal computers. Debian GNU/Linux is the basis for several other distributions, including Knoppix and Ubuntu. A full list is available at <http://www.debian.org/misc/children-distros.html> Debian is also known for its package management system, especially APT, for its strict policies regarding the quality of its packages and releases, and for its open development and testing process. These practices afford easy upgrades between releases without rebooting and easy automated installation and removal of packages. A large part of the basic tools that fill out the operating system come from the GNU project; hence the names: GNU/Linux and GNU/Hurd. These tools are also free. Of course, the thing that people want is application software: programs to help them get what they want to do done, from editing documents to running a business to playing games to writing more software. Debian comes with over 25,000 packages (pre-compiled software that is bundled up in a nice format for easy installation on your machine) — all of it free.

“An apt standard bearer for the noncommercial Linux community,”  
eWEEK Labs

# What is DebConf?

DebConf 9 will take place in July 2009 in Cáceres, in the Extremadura region of Spain. The event will be split into three sections:

- Debian Conference** is the annual Debian developers meeting, an event filled with coding parties, discussions and Debian's internationalization. Previous Debian Conferences have featured speakers from around the world. They have also been extremely beneficial for developing key Debian software components, including the new Debian Installer, and for improving Debian's internationalization. Participation in this event is free of charge. Accommodation and meals will also be provided for participants that registered and confirmed their attendance before the reconfirmation deadline. For more information about Debconf, we highly recommend the final report from DebConf7 which nicely illustrates the broad spectrum, quality and enthusiasm of the community at work. It is available for download at <http://media.debconf.org/dc7/report/>. The report for DebConf8 is in the process of being prepared.
- Debian Camp** Development teams like debian-installer and debian-edu also have the possibility of meeting beforehand for undisturbed collaborative work.
- Open DebConf Day** Meanwhile, decision-makers interested in discovering the benefits of Free Software and Debian users are invited to attend an open day that will kick-off DebConf with presentations of general interest.



**Video**  
We have a dedicated team of volunteers who do a very professional job of recording all the main talks at DebConf, along with many of the smaller sessions. The major sessions are streamed live via the Internet so that people unable to attend the conference in person can still take part: they can even ask questions and provide feedback in real time via IRC. All the videos are also archived, meaning that all of the useful information from the talks and discussions is readily available later for anybody interested.

# How DebConf benefits Debian

**Education**  
The talks and Bird of a Feather sessions that occur during DebConf add to the knowledge of those attending. This helps broaden and share the knowledge and experience of individual developers with the entire community. It encourages others to get involved in specialized areas, and creates a better overview on how to move Debian forward.

**Work Groups**  
The ability for people to work together in a group creates 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 the participants to bounce ideas off each other instantaneously.

**Networking**  
People come away from DebConf with renewed enthusiasm for Debian and its goals. DebConf gives people a chance to meet face to face, socialise and brainstorm new ideas. The latest ideas and systems that Debian implements often start as an informal get-together at DebConf.



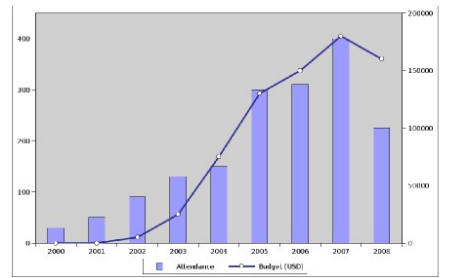
This is the kind of peer-to-peer networking that makes open source conferences like DebConf6 worthwhile. It wasn't a teacher/student relationship. It was two hackers sharing knowledge with each other. Perhaps this pair had talked before in IRC or by email, but it looked to me as if this was their first face-to-face meeting, and knowledge was flying back and forth between them at a rate not even the most sophisticated online conference software could have handled. 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 'Roblino' Miller - Newsforge

# Why sponsor DebConf?

Because the Debian Project doesn't engage in commercial activities, it depends on donations from well-wishers. A modest amount of sponsorship would not only help Debian immensely but would reap huge dividends in terms of goodwill in the Linux community at large. Looking at the historic development of the event, a general trend of increasing importance and (corporate) interest can be seen. The long distance to travel to Argentina in 2008 had a negative effect on attendance; instead, a large number of people could participate remotely thanks to the sterling efforts of the video team.

Year / Venue	People	Budget (USD)
2000 – Bordeaux, France	30	0
2001 – Bordeaux, France	50	0
2002 – Toronto, Canada	90	5,000
2003 – Oslo, Norway	130	25,000
2004 – Porto Alegre, Brazil	150	75,000
2005 – Helsinki, Finland	300	130,000
2006 – Oaxtepec, Mexico	310	150,000
2007 – Edinburgh, Scotland	400	180,000
2008 – Mar del Plata, Argentina	225	160,000

This year, for DebConf 9 in Cáceres, Spain, we are expecting 400 attendees, and require a budget to match.



# How you can help DebConf

- There are a number of ways in which we could benefit from sponsorship.:
- Travel expenses for actively involved developers who would otherwise be unable to attend.
  - Hardware (borrowed) for the event. We will set up networking and need a few central servers for cpu-intensive tasks, a number (30-50) of notebooks as well as networking equipment (switches and wireless access points).
  - Food and beverages for the HackLab and the conference. We plan to have more than one common dinner, since these events provide an opportunity for the entire group to gather in a community-building setting.
  - T-shirts with this year's Debconf logo (front) and sponsors' logos (back), estimated at 4k EUR
  - A day trip for all participants to local sights and places of interest or recreation. (~10k EUR)

We're also always happy to hear alternative suggestions for sponsorship: if you can help, we'd like to talk to you!