



debian

14th Annual Conference

 **DebConf13**
Vaumarcus

Sponsoring Brochure



Debian

Free Operating System

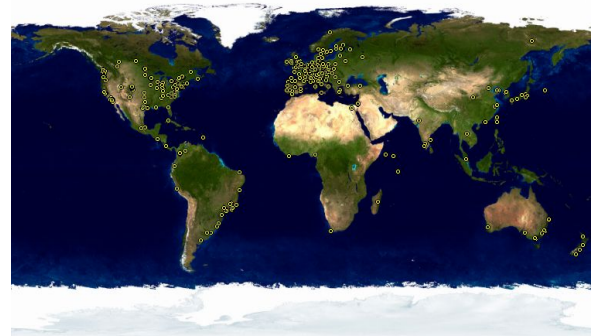
Debian is a free and open operating system, consisting entirely of Free and Open Source Software. Its strict guidelines serve as an example for many other projects. The Debian project is dedicated to remaining 100% free and to being a responsible “citizen” of the Free and Open Source Software ecosystem. 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 over 20,000 software packages for more than ten computer architectures, ranging from the more common Intel 32-bit and 64-bit architectures to ARM (cell-phones and tablets) and the IBM s390 (mainframes). Besides the well-known Linux kernel it also supports the FreeBSD kernel. Debian is the basis for several other distributions, including Knoppix and Ubuntu.

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 (DebConf11 had about 300 attendees from more than 50 different countries). Thanks to our sponsors, **participation, accommodation, and meals are free of charge** to Debian developers and contributors.

DebConf13 will take place in August 2013 on the shore of Lake Neuchâtel in Vaumarcus, Switzerland. The conference venue, “Le Camp”, offers an idyllic, yet affordable environment for informal workgroup meetings as well as more formal discussion sessions and technical presentations. Accommodation for most participants will be on-site.



Three distinct parts

Sponsoring the Debian Conference will help cover the costs of the Conference, as well as enable three distinct sub-events:

DebConf

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

DebCamp

The week prior to the conference is reserved for development teams to participate in undisturbed collaborative work.

Debian Day

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

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 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 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 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.**

My first DebConf I got to really know what the Release Team was about. Not long after I joined the Release Team. Later DebConfs we recruited other team members.

Luk Claes, Debian Developer

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

In DebConf4, I spent days and nights improving the Debian Installer localization infrastructure. Eight years after, most of these achievements are still used to help translating the installation system in more than 70 languages.

Christian Perrier, 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 DebConf 5 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 showed to be very effective.

Joachim Breitner, Debian Developer

During DebConf11 I've met my new, permanent, sponsor (Guido Trotter) and we have a great collaboration since then!

Karolina Kalic, Debian Contributor

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.**

During Debconf8, I wrote some improvements to piuparts. It doesn't appear those changes are actually in the main piuparts tree (!? aw well), but it introduced me to Lucas Nussbaum, QA extraordinaire, and gave me the confidence that people in Debian trusted my contributions."

Asheesh Laroia, Debian Developer

Even though I was a DD for two years when I attended Debconf 0 I felt that this event was the start of a big friendship.

Andreas Tille, Debian Developer

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

Enrico Zini, Debian Developer

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 would not only help Debian, but would gain a huge dividend of goodwill in the Free Software 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 gaining favor for your brand with the attendees. Past DebConf events have also offered 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):

Description	Supporter	Bronze	Silver	Gold	Platinum
Logo on the sponsor web page	✓	✓	✓	✓	✓
Provide corporate materials in conference bags	✓	✓	✓	✓	✓
Logo on all web pages and link back to company homepage		✓	✓	✓	✓
Logo in full-page "thank you" ad in Linux Magazine worldwide		✓	✓	✓	✓
Logo printed on conference T-Shirts			✓	✓	✓
Logo printed on conference bags			✓	✓	✓
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 and description of sponsor in all press releases relating to the conference					✓
45-minute slot for giving a Free Software-related talk					✓
Contribution in CHF	<2'000	2'000	6'000	12'000	25'000



Sponsorship Notes

We also invite sponsors, in addition to their basic sponsorship, to sponsor a specific part of the conference. These 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.

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 250 attendees and



calculate with a budget of around 215,000.00 CHF. DebConf13 is a challenge, as Switzerland is a demanding destination in terms of cost. **We have secured lodging for 22.00 CHF a night** and we are working on arranging catering at 14.00 CHF a meal.

DebConf 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. **There is no minimum amount for sponsorship and we're also interested in material sponsoring** (contact us for details).

Sponsorship will be paid to the "DebConf13 association", a non-profit association under Swiss law. Donations in excess of value received may be tax-deductible depending on your own situation; 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: <http://media.debconf.org/reports/>.

For further details, feel free to contact us through sponsors@debconf.org or visit our website at <http://debconf13.debconf.org>

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

See You in Vaumarcus!