



Sponsorship Brochure



















Introduction



One of the amazing things about the GNOME project is how it brings people together, either by bringing new developers into open source for the first time, or by fostering cooperation and iteroperability between different open source components. Our conferences are a vital part of that effort: to not only develop our own software, but a complete integrated open source technology stack. These events are key opportunities for the open source world to collaborate and work on joint solutions.

2017 is a particularly exciting year for GNOME, with the emergence of important new technologies, particularly Flatpak and GTK+4. These are changing the shape of many open source products for the better, and our face-to-face events will be vital in enabling participation around their development.

We hope that we can count on your support.

Nuritzi Sanchez

President, GNOME Foundation

GUADEC 2017

GUADEC is GNOME's main annual event. Held since 1999 [?], it brings developers, enthusiasts, leaders, governments and businesses together from all over the world. The conference focuses on technical development, community initiatives, social networking and planning.

Nearly 200 people attend GUADEC each year. The conference serves as a meeting place not just for members of the GNOME project, but also other key open source projects, including ncluding systemd, the Linux kernel, X.org, Wayland and PulseAudio.

Presentations cover a range of topics, including developments within the GNOME project itself, best practices for software development, testing and design, developments in related fields and projects, and non-technical activities, such as documentation writing and project management.

GUADEC plays a critical role for the GNOME project, both socially, and as a venue for planning, discussion and problem-solving. For anyone who is interested or involved in the GNOME project, it is the major event on the calendar.

Throughout its history, thousands of people have attended GUADEC, including many who have gone on to play significant roles elsewhere. The event's combination of technical innovation, community spirit and social events, means that it always leaves a positive impression which is long-remembered. This is particularly true for new contributors, whose first GUADEC is always an important event.

The conference has a strong online precense, aided by widescale awareness of the GNOME project more generally. Marketing activity primarily utilizes social media, as well as the GNOME website. Awareness of the event is also generated by attendees, with reports featuring on blogs and personal Twitter and Facebook accounts.

In 2017, GUADEC is being held in Manchester, England. The city is amongst the top European locations for science, healthcare, education, business and leisure. Manchester is a first-class region for higher education, with over 18 universities and half a million students.

About GNOME

GNOME is one of the most recognised and respected projects in the open source world. Started in 1997 by two university students, today its software is used by hundreds of thousands of people worldwide, and it is one of the largest open source projects.

GNOME is best known for its desktop, which is a key part of the most popular Linux distributions, including Ubuntu, Debian and Fedora. However, the project also has a long history of producing critical pieces of software infrastructure: common parts of countless open source systems that are today taken for granted.

Many essential, ubiquitous technologies began their life in the GNOME project, including D-Bus (a inter-process communication framework), GStreamer (a mature and powerful multimedia library), and PulseAudio. Each of these projects are essential ingredients for many products. Today, GNOME's software is found in televisions, ebook readers, in-vehicle infotainment systems, and much more.

The GNOME project continues to play a significant role today, producting new innovative technologies which are transforming the Linux ecosystem. The GNOME desktop continues to be used by tens of thousands of people and is a popular choice for software engineers.

Throughout its history, the GNOME project has been the training ground for software engineers who have gone on to play important roles elsewhere. The project's focus on quality engineering, design driven development and system-level plumbing serves as an excellent environment for new engineers. Today, GNOME alumni hold positions at Google, Apple, Microsoft and beyond.



GNOME's influence on the Linux ecosystem

Over the course of its history, the GNOME project has been responsible for a plethora of new technologies, many of which have gone on to play a significant role within the wider Linux ecosystem.

Sponsorship Levels

	Platinum	\$13,000
*	Gold	\$10,000
**	Silver	\$7,000
*	Bronze	\$4,000
*	Supporter	\$1,000

TODO: this needs more detailed information about what sponsors get. We also need to differentiate between the different levels somehow.

Rates and benefits are open to negotiation. Sponsors are advertised through social media, at the conference venues, and through websites. A variety of other sponsor benefits are available, depending on sponsorship level. These include the opportunity to host a booth, distribution of advertising material, banner placement opportunities and more.

For questions or queries about conference sponsorship, please contact board@gnome.org.

Other Sponsorship Opportunities

GNOME 20th anniversary celebration (£2000)

This year GNOME celebrates its twentieth birthday, and a special celebration will be held at GUADEC. Sponsoring this event is a way to be a part of an important moment in the history of the GNOME project, and open source more generally.

Welcome drinks (£500)

Help to welcome attendees to the conference and make your presence felt right from the beginning.

Social event drinks package (£500)

Pay for a round of drinks and earn the gratitude of the GNOME community.

Coffee and snacks (£500)

Sustain conference attendees during the core days by providing coffee and snacks.

Sponsors will be prominently advertised during the conference and will be publicised on social media and the web.

Image Credits

Clockwise from top-left:

tiansworld	https://www.flickr.com/photos/tiansworld/	CC BY SA 2.0
Garrett LeSage	https://www.flickr.com/photos/garrett/	CC BY SA 3.0
Garrett LeSage	https://www.flickr.com/photos/garrett/	CC BY SA 3.0
Garrett LeSage	https://www.flickr.com/photos/garrett/	CC BY SA 3.0
Oliver Propst	https://500px.com/photo/169441809/lanyards-at-guadec-by-oliver-propst	CC-BY-SA 3.0
Bin Li	-	CC BY-NC-SA 2.0
Bin Li	-	CC BY-NC-SA 2.0
Allan Day	https://www.flickr.com/photos/allanday/	CC BY SA 3.0
Jakub Steiner	https://www.flickr.com/photos/jakubsteiner/	CC BY SA 3.0

