

linux.conf.au

tasmania
2009

sponsorship
packages

tasmania 2009

Australia's annual linux conference is fun, informal and seriously technical

In 2009, linux.conf.au marches south to Hobart, Tasmania – one of the world's best technical conferences, in one of the world's most beautiful cities. The Tasmania 2009 team plans on making guests feel at home and locals proud.



Why: Linux Australia (<http://www.linux.org.au>) is the peak body for Linux user groups around the country. Since the Conference of Australian Linux Users in 1999, Linux Australia has facilitated this annual event, run by the community, for the community.

When: 19th - 24th January. The conference opens on Wednesday January 21st and concludes with an Open Day on Saturday January 24th 2009, as an opportunity for sponsors and other interested parties to showcase their projects, and to bring aspects of the conference to the general public. Special-interest mini-conference presentations are held before the conference on Monday and Tuesday.

Where: In 2009, The University of Tasmania proudly provides the main venue for linux.conf.au.

Who: Up to 800 Speakers, Delegates, Volunteers and Organisers from the international Free and Open Source Software community and industry will participate in linux.conf.au. Over half the attendees identify themselves as professional delegates, providing a strong opportunity for sponsors to promote their brand to a number of influential business professionals through partnership with linux.conf.au.







linux.conf.au Tasmania 2009 Industry Partnerships

There are five sponsorship packages to support the 2009 conference. These are guidelines for further discussion and we invite and welcome further negotiation of the details, as well as consideration for in-kind support for our infrastructure needs, prizes, or assistance with travel and accommodation costs for speakers and delegates.



-  The Emperor Penguin - \$30,000
-  The King Penguin - \$20,000
-  The Royal Penguin - \$10,000
-  The Adélie Penguin - \$5,000
-  The Fairy Penguin - \$ 1,500

All packages include:

-  Inserts in the conference bag.
-  Company logo and link on the linux.conf.au sponsors web page.
-  Company logo, URL and description in the printed conference booklet. Logo size and description length to vary according to sponsorship level.
-  Table at Open Day to inform delegates and visitors about your organisation, product or project.



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Regional Delegates Program

There are some great Free Software developers and community builders in regional Australia without the means to attend the world's greatest Free Software conference. With the assistance of our sponsors we would like to invite one delegate from each Australian state and territory. Invites will be made on merit, asking each applicant to outline their application in a short paragraph which will be judged by the Tasmania 2009 Organising Committee.



Sponsorship of this programme will entitle the sponsor to name the program: <Sponsor> Regional Delegates Program.

Conference "essentials"

The following items are being offered as exclusive co-branding opportunities. By sponsoring one of these conference essentials, your support of linux.conf.au will be visible and enduring.

Pricing depends on the quality of the selected item, brackets indicate estimated range of cost.

Bag: (\$3,000 - \$25,000)

Tasmania 2009 hopes to provide all speakers and delegates with a durable, useful, well made bag that will last for many years and carry the linux.conf.au 2009 branding in conjunction with your logo.



Lanyard: (\$2,000 - \$3,500)

During the conference this is one of the smallest, but most visible places to show your support for the international FOSS community. Your logo and slogan will appear in conjunction with linux.conf.au 2009 on a quality lanyard.

Gadgets: (\$10,000 - \$35,000)

USB keys, wifi sniffers, retractable network cable etc. Everyone loves a geek gadget. Put your brand in their hands.



Speaker Gifts: (\$10,000 - \$15,000)

The Tasmania 2009 team have a few secret ideas for how to thank our speakers. This exclusive item will signal our appreciation for some of the most influential people in the open source community.

Morning or Afternoon Tea: (\$4000 – 6000 per break)

Pick up the tab for a refreshment break and provide attendees with a special treat; muffins, espresso coffee, fruit, chocolate, etc.

Your support will be announced at the conclusion of the session before the break - "Today's Morning Tea has been generously supported by <Sponsor>" - earning you the appreciation of hungry and caffeine deprived delegates!

BBQ: (Dependent on selection of venue, catering, & entertainment)

As the conference comes to its conclusion, the conference BBQ is a relaxed and informal setting for the entire conference community to wind down at the end of the week.



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The Emperor Penguin - \$30,000

This premium tier linux.conf.au sponsorship package has traditionally been reserved for one or two major supporters of the free and open source software community. It provides the greatest opportunities for brand exposure, and participation in key conference social events.

Identity and participation

- Identified as 'Emperor Penguin' sponsor of the conference and referred to as such in press releases and media opportunities.
- Invitation to give a brief presentation at the Penguin Dinner.
- Opportunity to briefly address the audience at the professional delegates networking session.
- Invitation to attend the professional delegates networking session for 2 sponsor-nominated people not attending the main conference.
- Option to have 2 tables and briefly address audience at Open Day.



Venue signage rights

- Large banner prominently displayed at keynote speech venue.
- Large banner present at the Penguin Dinner venue.
- Large banner present at the professional delegates networking session.
- Small banners may also be prominently placed throughout the conference venue (up to 5).
- Sponsor to provide banners and stands.*



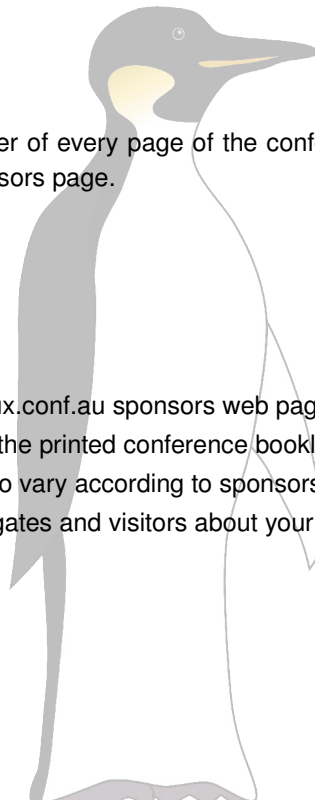
Additional brand exposure

- Logo will be displayed in the footer of every page of the conference website in addition to prominent placement on the sponsors page.



All packages include:

- Inserts in the conference bag.
- Company logo and link on the linux.conf.au sponsors web page.
- Company logo and description in the printed conference booklet.
- Logo size and description length to vary according to sponsorship level.
- Table at Open Day to inform delegates and visitors about your organisation, product or project.



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The King Penguin - \$20,000




The King Penguin Sponsorship package is available for organisations who wish to make a significant contribution to the linux.conf.au experience.

Identity and participation

-  Identified as 'King Penguin' sponsor of the conference.
-  Invitation to attend the professional delegates networking session for 2 sponsor-nominated people not attending the main conference.
-  Option to have a table at Open Day.




Venue signage rights






-  Banner present at the professional delegates networking session.
-  Small banners may also be prominently placed throughout the conference venue (up to 3).
-  *Sponsor to provide banners and stands.*



Additional brand exposure

-  Small logo will be displayed in the footer of every page of the conference website in addition to placement on the sponsors page.

All packages include:

-  Inserts in the conference bag.
-  Company logo and link on the linux.conf.au sponsors web page.
-  Company logo and description in the printed conference booklet.
-  Logo size and description length to vary according to sponsorship level.
-  Table at Open Day to inform delegates and visitors about your organisation, product or project.



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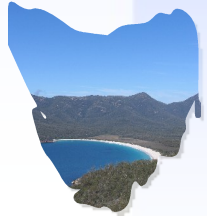
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The Royal Penguin - \$10,000



The Royal Penguin level has historically been one of the most popular options for organisations wishing to make a major contribution to the conference.

Identity and participation

-  Identified as 'Royal Penguin' sponsor of the conference.
-  Invitation to attend the professional delegates networking session for 1 sponsor-nominated person not attending the main conference.
-  Option to have a table at Open Day.








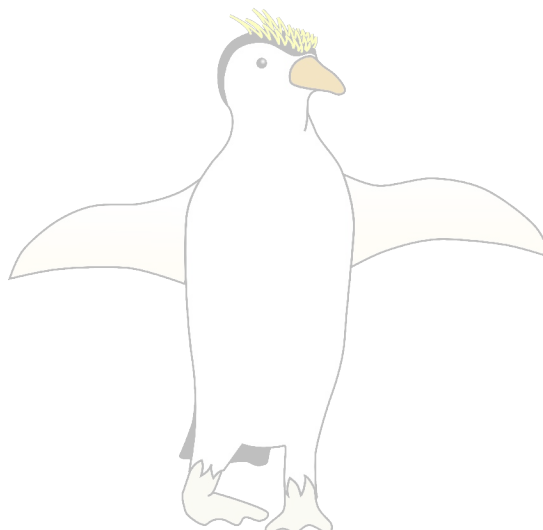
Venue signage rights

-  Small banners may also be prominently placed throughout the conference venue (up to 2).
-  *Sponsor to provide banners and stands.*



All packages include:

-  Inserts in the conference bag.
-  Company logo and link on the linux.conf.au sponsors web page.
-  Company logo and description in the printed conference booklet.
-  Logo size and description length to vary according to sponsorship level.
-  Table at Open Day to inform delegates and visitors about your organisation, product or project.



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The Adélie Penguin - \$5,000



Adélie sponsors assist the conference in real and tangible ways, by making a financial contribution to the speaker travel fund, and assisting with the provision of some of the 'extras' that help make a conference like linux.conf.au both successful and memorable.

Identity and participation

-  Identified as 'Adélie Penguin' sponsor of the conference.
-  Invitation to attend the professional delegates networking session for 1 sponsor-nominated person not attending the main conference.








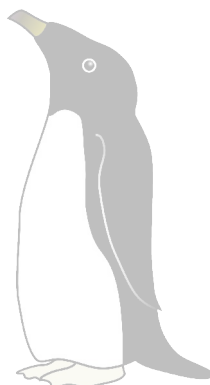
Venue signage rights

-  1 small banner may be prominently placed in the conference venue.
-  *Sponsor to provide banner and stand.*



All packages include:

-  Inserts in the conference bag.
-  Company logo and link on the linux.conf.au sponsors web page.
-  Company logo and description in the printed conference booklet.
-  Logo size and description length to vary according to sponsorship level.
-  Table at Open Day to inform delegates and visitors about your organisation, product or project.



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The Fairy Penguin - \$1,500






The littlest penguin is the figurehead for our 'supporter of LCA' sponsorship package.

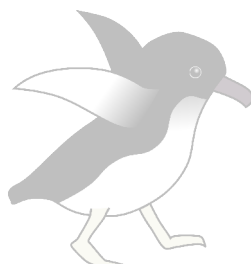
Identity and participation

-  Identified as 'Fairy Penguin' sponsor of the conference.
-  Includes one professional delegate registration.



All packages include:

-  Inserts in the conference bag.
-  Company logo and link on the linux.conf.au sponsors web page.
-  Company logo and description in the printed conference booklet.
-  Logo size and description length to vary according to sponsorship level.
-  Table at Open Day to inform delegates and visitors about your organisation, product or project.



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linux.conf.au responsibilities

LCA will keep confidential (limited to the LCA organisers team, Linux Australia committee and key organisers of future LCAs) the exact figures involved in sponsorship arrangements. However, the total amount of sponsorship revenue from all sponsors must be made public in accordance with the financial reporting requirements of Linux Australia.

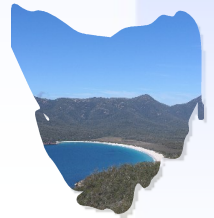
Invoices for sponsorship funds will be issued promptly on receipt of signed sponsor agreements.

The Sponsor Liaison will respond to any and all correspondence from the sponsor's nominated representative in a reasonable time frame.

Once logos are received by linux.conf.au they will be placed on the conference website at the URL <http://lca2009.linux.org.au> within 10 working days.

Banners will be placed as specified by sponsorship level, by linux.conf.au staff (or sponsor representative if prior arrangements are made), by 9am Monday 19th January 2009 (2009-01-19). Banners must be received by linux.conf.au staff by Monday 29th December 2008 (2008-12-29). If not received by this date, no guarantee will be made that banners will be placed as stated.


Details regarding the Open Day setup will be forwarded as soon as they are available, pending venue negotiations. linux.conf.au will provide a trestle table and two chairs for use at your stand. Sponsors will provide any other equipment required.




Sponsor responsibilities


All sponsors to provide:


2 x vertical format logo suitable for website.

 sm: (dimensions) [150x75 jpg/png]


 lg: (dimensions) [200x100 jpg/png]


2 x horizontal format logo suitable for website.


 sm: (dimensions) [75x150 jpg/png]

 lg: (dimensions) [100x200 jpg/png]


2 x high-quality A4 (or similar) portrait logo in vector format.


 (SVG, PS or EPS preferred)


 1 x grayscale

 1 x colour

2 x high-quality A4 (or similar) landscape logo in vector format.

 (SVG, PS or EPS preferred)

 1 x grayscale

 1 x colour



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Sponsor responsibilities cont.

Logos and information for website to be provided within 10 working days of signing sponsorship agreement.

Sponsor copy for printed program to be provided by Friday, 3 October 2008 (2008-10-3).

All sponsorship monies to be received by the Linux Australia treasurer no later than close of business on Friday 16 January, 2009 (2009-01-16).

Should funds fail to be deposited in time without prior written notice and agreement, logos will be removed from the website, and the sponsor may lose the opportunity to sponsor linux.conf.au.

Sponsor to engage in promotion and endorsement of linux.conf.au where possible. For example, including "proud sponsor of linux.conf.au" in print advertising in trade magazines, or online advertising. Sponsor should prepare a press release about linux.conf.au partnership.

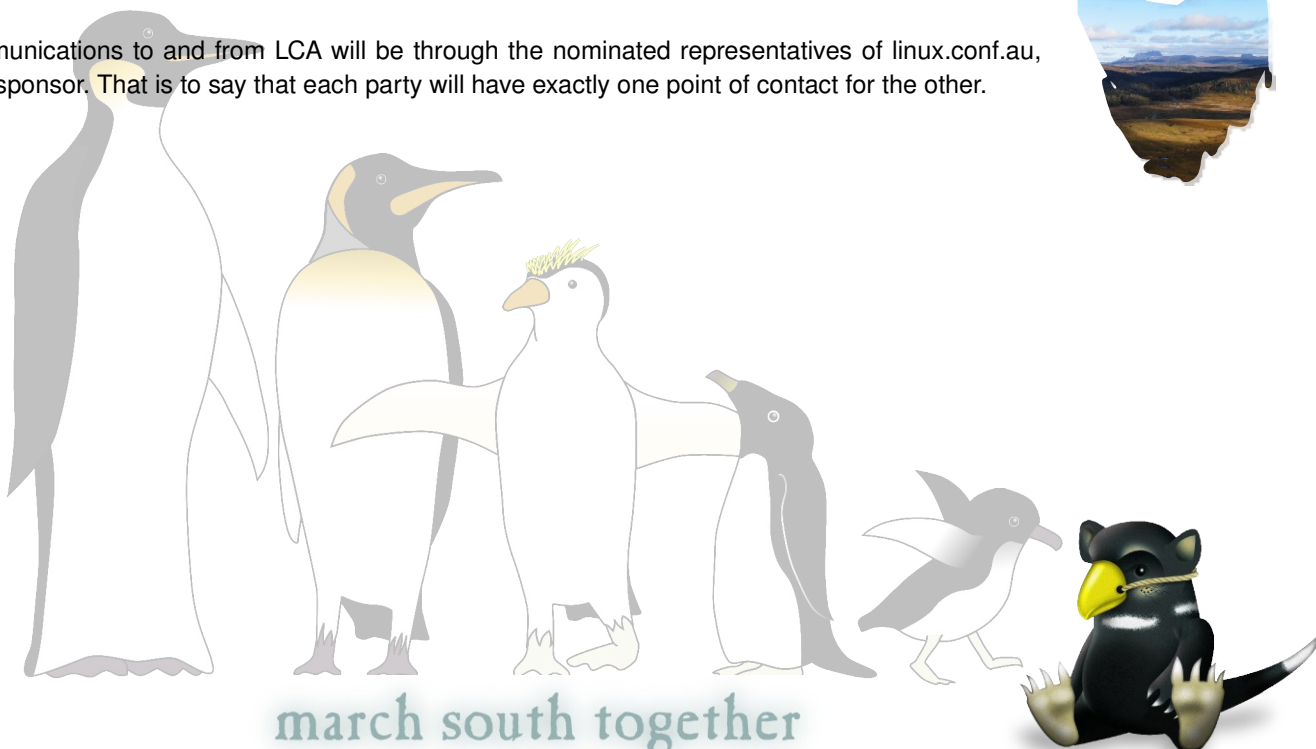
All relevant media releases produced by LCA will be issued to the sponsor with a minimum of 5 working days before release. The sponsor is requested to have any and all feedback to LCA within 2 working days. Changes from all sponsors will be merged and the process repeated. Should further changes be necessary LCA will determine whether to proceed with the press release or postpone for further discussion and amendment.

If a sponsors package includes items to be included in the conference bag the cost of those items is to be borne by the sponsor. In addition, a count of 850 (eight hundred and fifty) items must arrive at the LCA shipping address no later than close of business Friday 28 November, 2008 (2008-11-28).

Employees of sponsors *will not* be given preferential treatment in the paper selection process.

Delegates' contact details *will not* be made available to sponsors. Many of our attendees guard their privacy very seriously. However, sponsors may engage in 'opt-in' promotions during the conference.

All communications to and from LCA will be through the nominated representatives of linux.conf.au, and the sponsor. That is to say that each party will have exactly one point of contact for the other.



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Sponsor Liaison for linux.conf.au Tasmania 2009

Mr Ben Powell

email: ben.powell@marchsouth.org or contact@marchsouth.org

phone: +61 362 344 180 (leave message)

mobile: +61 407 554 625

Sponsor Contact Details:

Name: _____

Email: _____

Postal Address: (for invoicing)

Phone: _____

Mobile: _____



Agreement

Due Dates:

Logos for web: within 10 days of this agreement

Conference program details for printing: 5 October 2008

Bag Inserts delivered: 28 November 2008

Banners for venue delivered: 7 January 2009



All sponsorship funds to be paid in full by 16 January 2009.



Selected Option:

eg Fairy penguin + 1 Morning Tea or Royal Penguin + Lanyards or Adélie Penguin (Morning Tea).

By signing below both parties (linux.conf.au and SPONSOR)
agree to meet the obligations listed in the above pages:

Signed: _____ Signed: _____

Date: _____ Date: _____

Mr Ben Powell
linux.conf.au 2009

Sponsor Representative
Sponsor Company

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