



UbuCon Asia 2025

August 30 - 31

St. Xavier's College

Kathmandu, Nepal

Sponsorship prospectus





About UbuCon Asia

UbuCon(s) (Ubuntu Conference) are non-profit events organized by Ubuntu Communities worldwide. These events bring together hundreds of Open Source enthusiasts, users, developers, and contributors to share their stories and experiences regarding **Ubuntu** and relevant free and open source technologies for **servers, desktops, cloud computing, IoT, robotics, data science, AI/ML, and much more.**

In the spirit of promoting the love of Ubuntu and Open Source, **UbuCon Asia**, one of the regional UbuCon events **focusing specifically on the Asian region**, is organized annually by Ubuntu Communities and other free and open source communities across Asia. Following the success of previous editions in Seoul (South Korea), Surakarta (Indonesia), and Jaipur (India), we are pleased to announce that the 5th edition of UbuCon Asia will be hosted at **St. Xavier's College in Kathmandu, the cultural capital of Nepal.**

As a non-profit event organized by volunteers without compensation or stable funding, we rely on sponsorships to host these events. Such events enable community members to learn, share, and grow together while meeting many of their peers in person, sometimes for the first time.

Event overview

- **Event name:** UbuCon Asia 2025
- **Dates:** August 30th - 31st
- **Venue:** St. Xavier's College, Kathmandu, Nepal
- **Participant scale:** Around 300 or more
- **Organizer:** UbuCon Asia Committee, GNOME Nepal



The Ubuntu Project and Its Community



Ubuntu

Ubuntu, co-developed by Ubuntu Community with people from worldwide and Canonical, stands as the world's leading open source linux based operating system. With its mission to bring free software to the widest audience while accelerating innovation and underpinning operations, Ubuntu powers millions of devices from personal computers to cloud infrastructure, serving as the foundation for technological advancement in AI, cloud computing, IoT, and enterprise solutions.

Ubuntu Community

The Ubuntu community is an international network united by our name's meaning - "humanity towards others." With millions of users and thousands of contributors worldwide, we shape the future of computing through open collaboration and freely shared work. Our diverse community includes developers, engineers, system administrators, researchers, artists, writers, and more all working together to make technology accessible to everyone.

Our community thrives through:

- Active participation across Ubuntu Discourse, Launchpad, GitHub, Matrix chat and more
- Local Community (LoCo) teams advocating across regions
- Technical support and knowledge sharing on Ask Ubuntu and Ubuntu Forums
- Leadership opportunities through Ubuntu Membership and governance
- Commitment to our Code of Conduct and our mission

UbuCon Asia

UbuCon Asia serves as the premier Ubuntu community event in the Asian region. By sponsoring UbuCon Asia, you're directly supporting Ubuntu's mission while connecting with a dynamic community that drives innovation across Asia and beyond.



Host city & The venue



Nepal

Nepal is a small yet beautiful country located between India and China. It is famous for its stunning natural beauty, diverse culture, and warm hospitality. The country is home to Mount Everest, the world's highest mountain, which attracts adventurers from all over the globe. From the peaceful Himalayas to the lively cities, Nepal offers something for everyone.



Kathmandu

Kathmandu, the capital city of Nepal, is a vibrant place filled with history, culture, and spiritual significance. Known as the "City of Temples," it is home to UNESCO World Heritage Sites like Durbar Square, Pashupatinath Temple, and Boudhanath Stupa. The city is a melting pot of diverse traditions, languages, and foods, making it a fascinating destination for travelers. Blending old traditions with modern life, Kathmandu offers a unique and unforgettable experience.



St. Xavier's College (XSC)

St. Xavier's College (XSC) in Kathmandu is one of Nepal's most respected educational institutions. It is run by the Nepal Jesuit Society, which has been providing quality education in Nepal since 1951. Over the years, the Jesuits have established many schools and colleges across the country, focusing on service, leadership, and building strong communities.



Who attends UbuCon Asia

Software Engineers

System, Application (Web, Desktop, etc), Embedded (IoT, Robotics, etc), Kernel & Operating Systems

Academic & Other

Students (IT related majors), Professors, Researchers, Analysts, Media, Marketing, Enterprisers

IT Infra & Operations

SRE, SysAdmins, Solution Architects, DevOps, Cloud

Data & AI

Data Engineers, Data Scientists, DBA, AI/ML Engineers

Community & Leadership

Community Managers, DevRel, Technical Managers, OSPO Teams

Highlights from last year

Total ~300
Participants

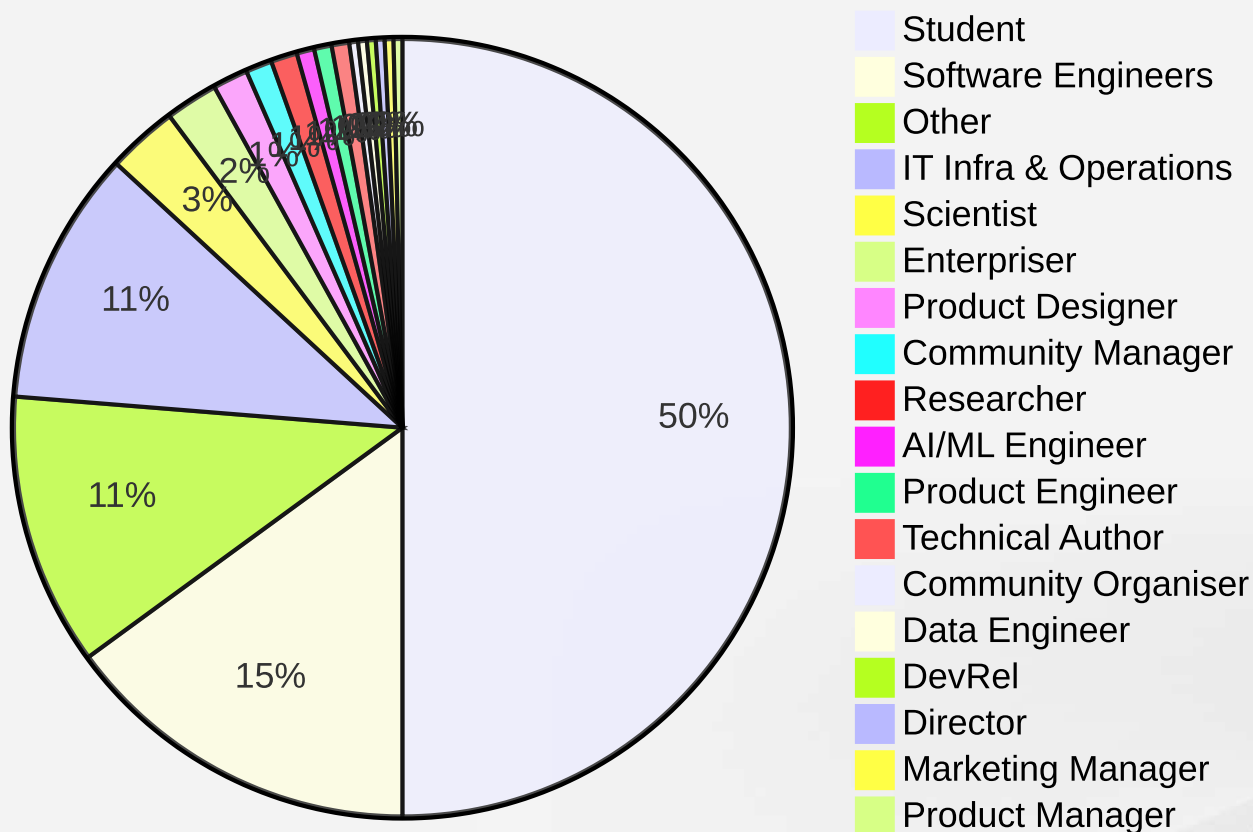
Participants from
9 countries

Session proposals
54 received

30 Speakers
in total

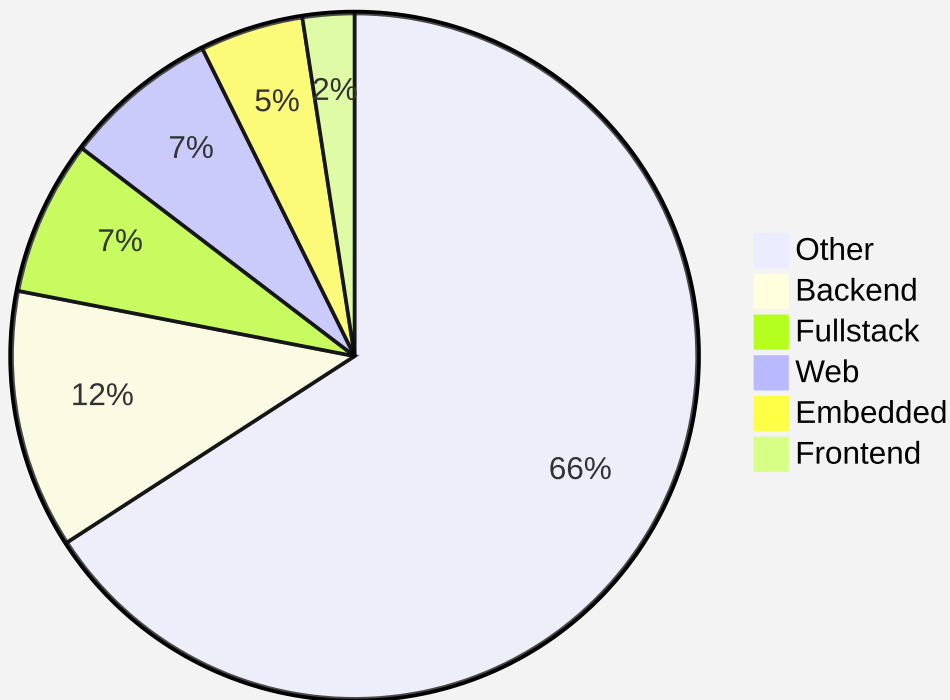
~40% Attendees
with career

Participants demographics

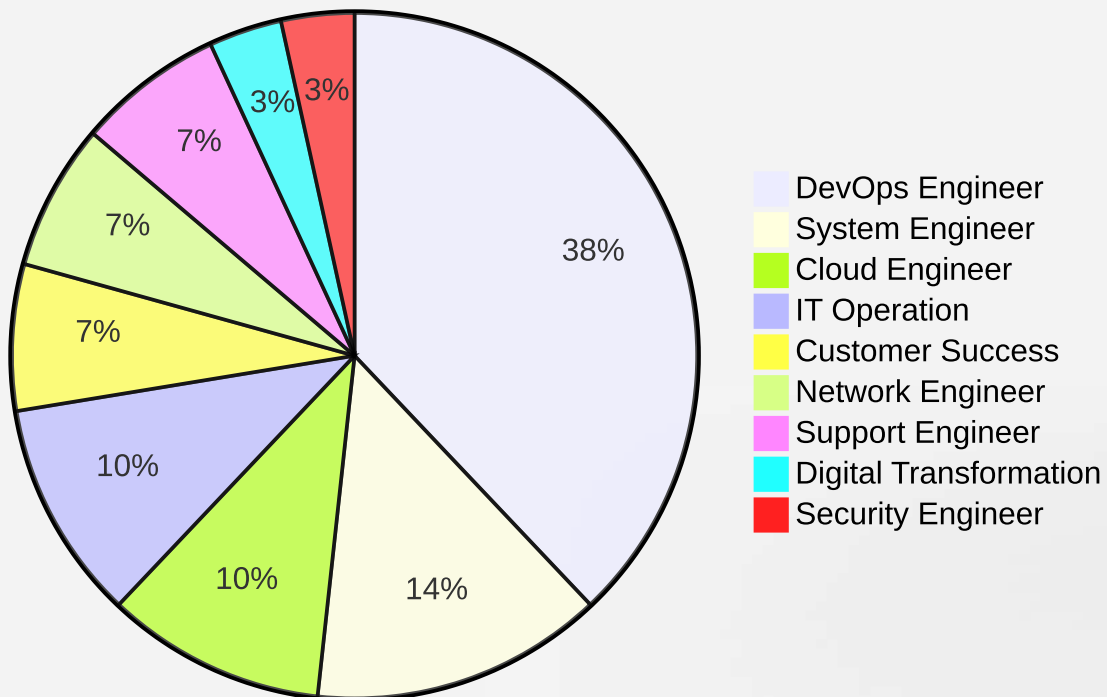




Demographics breakdown - Software Engineers



Demographics breakdown - IT Infra & Operations





Become a sponsor!

UbuCon Asia, although being a new addition to the UbuCon events, has already been organized in Seoul(South Korea), Surakarta(Indonesia) and Jaipur(India) with many success. It has been a momentum to drive making local Ubuntu communities active or revive and connect with each other. The event is solely organized by community and volunteer efforts without any financial compensation. Thus, we rely solely on our sponsors to fund our various expenses and make the event successful.

Ubuntu is more than just an open-source platform; it embodies a global community committed to diversity, collaboration, and empowerment. UbuCon Asia is a unique opportunity to engage with passionate technology professionals across the Asia. Sponsoring this event will connect you with top Ubuntu developers, contributors, and innovators from diverse Asian communities, gaining insights into the region's vibrant tech ecosystem. Your support will help foster technological exchange and community growth across Asia and beyond.

Benefits of Sponsorship



Targeted marketing opportunities

A good opportunity to boost leads through targeted marketing with most of our audience from tech industry.



Showcase products and services

Showcase your innovative products and service face-to-face with your potential and existing customers and receive valuable feedback.



Talent acquisition

Recruit the brightest minds in the industry to fill your open positions. 40%+ of our attendees last year were with IT related professions.



Establish thought leadership

Showcase your expertise on Ubuntu and its ecosystem and educate the community about your organization's products, services and open source strategies.



Empower your branding

Expose your logo on banners, website, videos and more places to empower your branding and awareness.



Support Open source and Community

Sponsoring our event is one of the best ways to show your sincere and support to open source and community.



Mindshare Capture from Developers and Advocates

Position your brand as a key player and a thought leader among influential technical professionals.



Media Exposure and PR Announcements

Generate strategic media coverage and amplify brand messaging beyond the event.

By sponsoring UbuCon Asia, you get to reach a diverse and varied audience of Ubuntu and open source practitioners, all in one place.



Past sponsors





Sponsorship packages

Package	Diamond	Gold	Silver	Bronze	Supporter
Slots	1	2	6	∞	∞
Price(USD)	10,000	6,000	3,500	1,600	500 - 800 (Startups: 200-800 ^{*7})
Price(NPR) ^{*0}	10,00,000	6,00,000	4,00,000	2,00,000	70,000 - 1,00,000 (Startups: 30,000 - 1,00,000 ^{*7})
Logo exposures					
Website	XL	L	M	S	S
Plenary banner ^{*1}	XL	L	M	S	XS
Stage (or Podium) banner	Yes	Yes	Yes	No	No
Nametag	Yes	Yes	No	No	No
Video banner ^{*2}	Yes	Yes	No	No	No
Video sponsor information scene ^{*3}	Yes	Yes	Yes	Yes	Yes
T-Shirt (or other swag if no T-shirt)	Yes	Yes	No	No	No
Recognition					
Recognition posting on social media	Yes	Yes	Yes	Yes	Yes
Recognition posting on blog	Yes	Yes	No	No	No
Mention during opening and closing session	Yes	Yes	Yes	Yes	Yes
Engagements					
Sponsored session ^{*4}	A Keynote(30min) + A Workshop(90min), A Talk(30min) or A BoF(40-50min)	A Talk(30min) or A Workshop(90min)	A Talk(30min)	A Lightning talk(5min) (Limited FCFS)	No
Sponsor booth	L	M	S ^{*5}	S ^{*5} (500 USD or 30,000 NPR ^{*0} Add-on FCFS)	No
Promotion video during breaks	3min	2min	1min	No	No
Distribute Promotional Material	Handout on attendee check-in + At booth	Handout on attendee check-in + At booth	At booth	At booth (if booth allocated)	No
Promotional Email to all Attendees ^{*5}	Yes (One-time with custom content)	Yes (One-time with custom content)	Yes (One-time with custom content)	No	No

Refer to next page for footnotes and additional sponsorship opportunities.



Sponsorship packages

Footnotes

- *0: Price in Nepalese Rupees (NPR) is for business with primary office in Nepal.
- *1: A large size banner installed in reception area usually or entrance of the venue that number of attendees can take photo with banner as backdrop.
- *2: Banner of both live streams and video recordings if sessions will be streams or just on video recordings if not.
- *3: Duration of Scene will be around a few seconds in the video or live streams.
- *4: Sponsored sessions are also subject to approval by the UbuCon Asia content team. Sponsors are required to share the Abstract alongside or before availing sponsorship for review. Note that session should be Ubuntu or relevant Open Source topics and need to comply with our Code of Conducts. Also, Sales or marketing pitches are not allowed.
- *5: Depending on logistics availability, this could be Booth with Size M but with located in less accessible area.
- *6: If sponsor desires, this could be replaced with "List of participants data with names, affiliation, job profession and email address". Only data from attendees opt-in to provide their data to sponsors during registration will be provided to sponsors. Attendees will be also informed about data provision to sponsors through registration form and also privacy policy if available.
- *7: Startup pricing for the supporter package is limited to companies that use Ubuntu internally, have been established for five years or less, and have 30 or fewer employees.

Additional sponsorship opportunities

Exhibitor package | 600 USD (or 50,000 NPR for Local sponsors)

- Get a booth for your business in our exhibition area!
- Benefits
 - S size booth & Logistics support
 - 3 Tickets with exhibition area access only
 - Logo exposure on exhibitors information page on our website

Diversity funds package | 200 - 700 USD (or 20,000 - 70,000 NPR for Local sponsors)

- Sponsor travels of underrated people or group in the community. So that we can make Ubuntu community more diverse and inclusive!
- Benefits: Logo exposure on travel grant page on our website and beneficiaries' event report

You may also become our in-kind sponsor by sponsoring coffee break, lunch, conference dinner, day trip and more! We'll work with you to put together the right sponsorship package for your company or organization. These additional opportunities may be sponsored separately or added on to a sponsorship package.

If there are no sponsorship packages that fits your budget and needs, We're also open to discuss adjust existing package or designing package tailored for you.

Please contact us at sponsorship@ubucon.asia to discuss such opportunities!



End of Document

Thank you for consider sponsoring our event.
For inquires and securing sponsorship,
Contact sponsorship team at
sponsorship@ubucon.asia

More details on this event can be found at
<https://2025.ubucon.asia>

