

# Juju Charm Championship Marketing Opportunities

Entrants into the Juju Charm Championship may be selected to participate in joint marketing initiatives with Canonical. Priority will be given to companies over three years old with at least 10 employees, particularly those focused on selling technology or solutions to businesses and government.

## Charm Championship Participant Package

### 1. Publicity

Selected participants may be granted the following publicity opportunities:

- Profile on Ubuntu.com
- Be a “featured partner” on partners page on ubuntu.com for at least 2 weeks during the Championship
- Be the subject of at least 1 blog post on ubuntu.com
- Be tweeted about via @ubuntu (65K followers)
- Have video of of technology or company posted on ubuntu.com (video development costs may be shared with participant)

### 2. Technology Promotion/Distribution

- Collateral development: Canonical and the partner may work together to produce a joint datasheet with the participant that can be made available for download via ubuntu.com and the participant’s website
- Possibility to author a guest blog on insights.ubuntu.com
- The participant’s technology featured charm on jujucharms.com during or after the Championship runs.
- Logo and profile on Charm Championship collateral and materials to be distributed at the OpenStack Summit in Hong Kong in November (anticipated number of attendees = 6,000) and other events between November 2013 and March 2014
- Canonical will take the lead to schedule, promote and host a joint webinar. The webinar recording will be available for the partner to use after the event as agreed with Canonical
- Canonical will feature the technology in a newsletter that goes out to the Ubuntu contact database
- If the participant wins a category in the Championship, they will feature on a slide during the OpenStack keynote presented by Mark Shuttleworth at the OpenStack summit in Hong Kong, November 2012

### 3. New Customer Acquisition

- Participant will be invited to present their technology in a 15-minute showcase to the Canonical Sales team at an internal meeting
- Canonical will develop an email campaign using the datasheet or other assets as a call to action, and send to relevant subscribers in the Canonical marketing database (>80K total)