SouthEast LinuxFest 2018 Prospectus

Photos courtesy of Eugene Mah and iXsystems

Changes From 2017

This year represents the **10th Anniversary of the SouthEeast LinuxFest**. Accordingly, we have added the following special, limited edition, one year ONLY special sponsorship opportunities:

- Book of Knowledge Sponsorship: $2,000
Binder or book containing custom cheat sheets for many popular programming languages, scripting languages, editors, markups, desktop environments, and much more. Cheat sheets will be custom made and SELF branded. Sponsorship includes your own custom insert for the first page (8.5" x 11" front and back). This will be given away to supporting attendees, bronze+ sponsors, speakers, staff, and volunteers. Upon request, bulk orders can be made at cost as marketing material for your own company.

- Sticker Sheet Sponsorship: $2,000
A full 8.5" x 11" high quality sticker sheet (StickerMule) containing various stickers of the SouthEast LinuxFest. Sponsorship includes bottom strip indicating sheet who the sheet is sponsored by and containing stickers of that company.

- Lanyard Sponsorship: $3,000
High quality full color dye sublimation printed lanyards with custom SELF 10th anniversary artwork as well as your logo alternating over the full length of the lanyard. These are given away to ALL attendees and can be ordered in bulk at cost as giveaways for your own marketing efforts upon request.

- SouthEast LinuxFest Staff Jerseys: $3,000
High quality full color dye sublimation printed and/or stitched fabric baseball jerseys. Sponsorship includes your logo on both sleeves. These are made from high quality materials from a known provider ... our annual t-shirt manufacturer also does athletic orders. These will be given away to staff members, ambassadors, and repeat dedicated volunteers. Optionally includes name or nickname printed on back of jersey where a player's name would normally appear. Sponsorship includes up to 5 jerseys of your own choice name/number for your booth team and/or company VIPs. Additional jerseys available upon request at cost.

- ALL IN TITLE SPONSORSHIP: $10,000
$10,000 of sponsorship in any form (your choice from the entire prospectus!) and we will use in all official press and marketing materials: "The 10th Anniversary SouthEast LinuxFest sponsored by (yourcompanyhere)." First come, first serve. Only one sponsorship at this level is available.

Contact Info

- http://www.southeastlinuxfest.org

- info@southeastlinuxfest.org

- 1-706-389-4258
  (We have an amusing voicemail, so don't let it deter you from leaving a message.)

Reminder: In 2017, the program guide changed to be 8.5" x 11" quad folded into a booklet that hangs from the attendee's lanyard and also has their badge affixed directly to the front of it. Also, pre-roll video ads have been replaced with sponsor logos put into the full length of the video released like so:

Example of New SELF Video Format

<-- Sponsors

<-- Speaker Thumbnail

^ Slides ^

SouthEast|LinuxFest
LINUX IN THE GNU/SOUTH

2018 Prospectus
Sponsorship Opportunities

Standard Tiered Sponsorships

Diamond: $3,000
- Logo placement in video and preroll video in all presentation videos released
- Mention in preroll audio for all audio of presentations released
- Full page color ad in program guide
- Prominent logo placement on website
- Company info page link from sponsor page on website
- Two 6ft tables in best possible location in expo hall
- Ballroom name reference (limited to first four Diamond Sponsorships)
- Includes up to four tickets to Speaker Dinner
- Social media shoutout

Platinum: $2,000
- Mention in preroll audio for all audio of presentations released
- Full page color ad in program guide
- Prominent logo placement on website
- Company info page link from sponsor page on website
- Two 6ft tables in great location in expo hall
- Classroom name reference (limited to first four Platinum Sponsorships)
- Includes up to two tickets to Speaker Dinner
- Social media shoutout

Gold: $1,500
- Half page ad in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in good location in expo hall
- Social media shoutout

Silver: $1,000
- Quarter page ad in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table location in expo hall
- Social media shoutout

Bronze: $500
- Listing in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in expo hall
- Social media shoutout

.Edu/.Org: $50
- Listing in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in good location in expo hall
- Social media shoutout
- Only available to non-profits, FOSS projects, and educational institutions

Additional Sponsorships

(Note: Spending $1,000 or more in additional sponsorships gets you a Bronze Tiered Sponsorship for no additional charge, or you can receive an upgrade of one tier for free on your existing paid Tiered Sponsorship.)

Friday Night Party*: $2,000
- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Saturday Night Party*: $3,000
- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Speaker Dinner: $2,000
- Sponsorship used to pay for Carolina Style BBQ Dinner (hickory smoked, pulled pork, with mustard based saurce) for SELF's speakers, staff, and biggest sponsors. Comes with up to four tickets to attend the dinner.

Internet*: $2,000
- Sponsorship used to pay for equipment and services to provide free internet for attendees. Includes captive portal advertising.

Lanyard: $2,000
- Full color logo used in alternation with SELF logo on lanyards

T-Shirt (name on shirt sleeve): $1,000
Bag Insert: $500
Equipment loan or other ideas not listed here? Contact SELF to discuss.

 * *Typically claimed immediately after the previous year's event ends*
[1] *For the party, we source a number of Deep South microbrews, microdistilleries, and vineyards to provide a selection of adult beverages representative of the southeast and difficult if not possible to find outside of the southeast.*
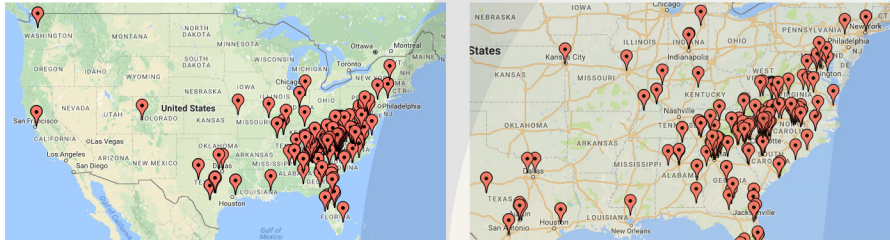
SouthEast|LinuxFest
## LINUX IN THE GNU/SOUTH

2018 Prospectus
Demographics

Attendee Location

SELF's attendees come largely out of the heart of the I-85 corridor. This includes in particular The Research Triangle, Charlotte, Greenville, Spartanburg, and Atlanta. This geographical core represents the biggest areas of government, banking, higher education, high tech, manufacturing, and startups in the entire southeast. So by sponsoring SELF, you cover all the major sectors and tech hubs of the southeast. Other areas of major attendee pull include Washington DC, Birmingham, the I-40 corridor, the I-4 corridor, Chattanooga, and The Grand Strand.


(Maps of 2016 attendees to the SouthEast LinuxFest)
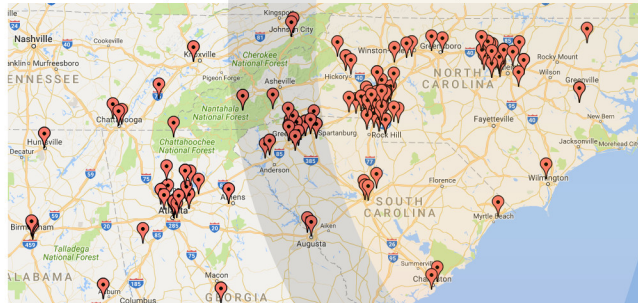
Attendee Reach

The typical attendance at SELF is about 750 people. This isn't a per-day cumulative total like some events do, this is actual unique attendees as counted by unique badges issued during the event. If this is purely about reaching the most people possible, we encourage you to consider Diamond Sponsorship which includes ads in the videos of talks released onto YouTube. The SELF YouTube channel has a global reach, over 80,000 views, 700,000 minutes watched, and has been viewed at least once by every nation on Earth except North Korea. The top countries on the YouTube channel are: USA (39%), UK (5.7%), Germany (5.7%), India (5.3%), Canada (3.9%), Sweden (2.0%), Australia (2.0%), France (2.0%), Brazil (2.0%).

Attendee Age by %
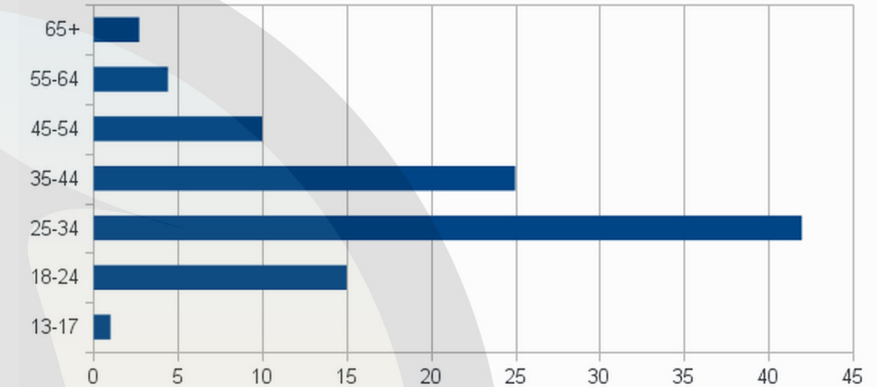
Attendee Job Title

Due to the "creative" nature of job titles, particularly in the tech industry, it is difficult to give meaningful statistics on job titles. However, some general observations can be made about the type of job a typical SELF attendee has. SELF is a very Systems Administrator heavy crowd. People who are SysAdmins or in practice are SysAdmins make up roughly half of all attendees. Beyond that major job roles of attendees include Developers, Ops and DevOps, Network Administrator, System/Network Architect, Analyst, Consultant, Systems Engineer, Database Administrator, and Specialist.

Put into more marketing friendly and concise terms: You will not find the people who sign purchase orders at SELF. You will, however, find the people who spec, research, and test what is put on those purchase orders.

Attendee Mentality

One area that is often overlooked is the mentality of the attendees at an event. The people SELF attracts are not people who look at Linux and Open Source as a tool of their 9 to 5 job. These are people who have a deep passion for Linux and Open Source in general. These are people who would be attending SELF whether or not they had a job dealing with Open Source. They are people who, as SELF has proven with large numbers of successful hires, will jump at the chance to get paid doing what they're already passionate about.