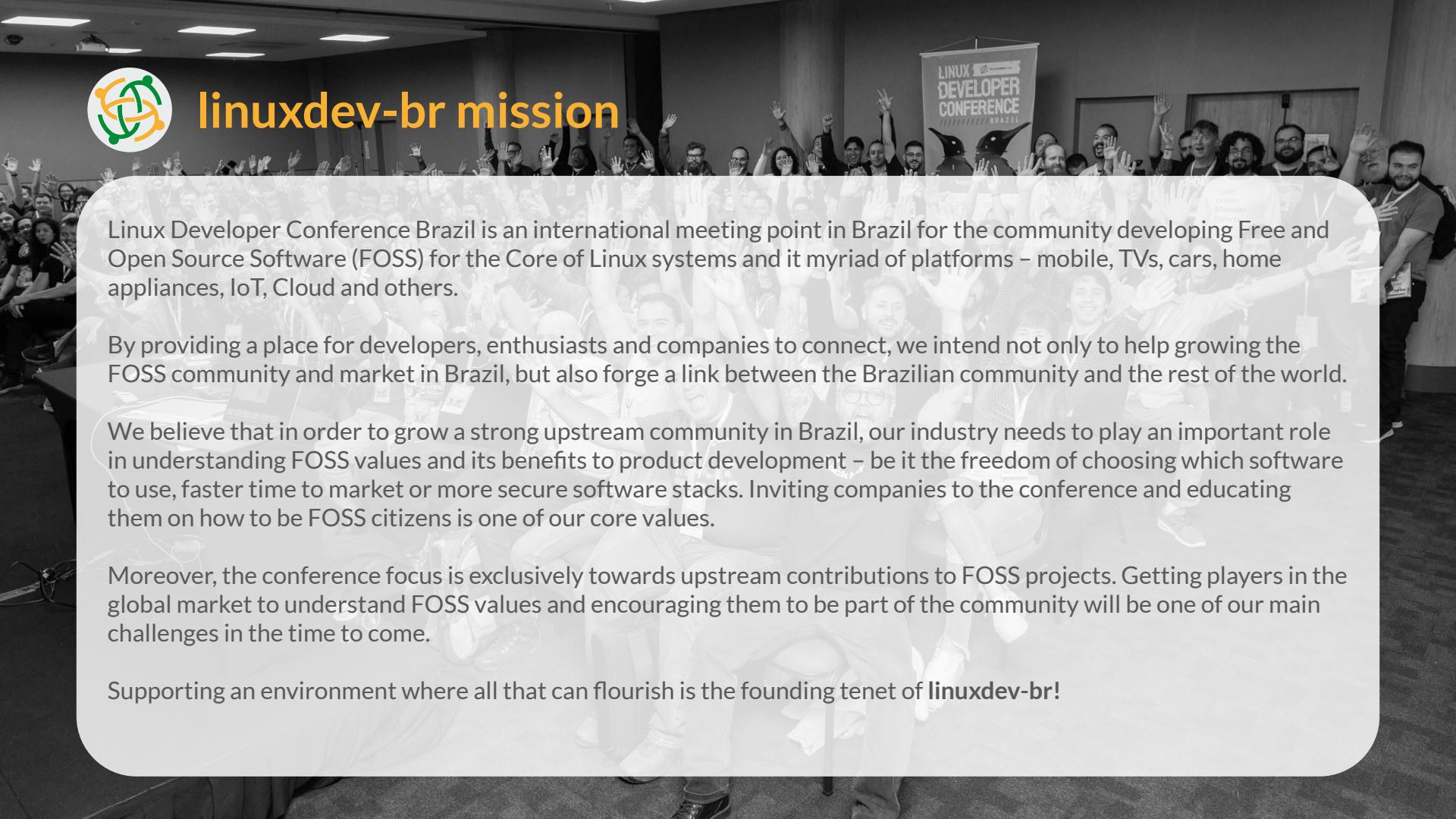






# linuxdev-br mission



Linux Developer Conference Brazil is an international meeting point in Brazil for the community developing Free and Open Source Software (FOSS) for the Core of Linux systems and its myriad of platforms – mobile, TVs, cars, home appliances, IoT, Cloud and others.

By providing a place for developers, enthusiasts and companies to connect, we intend not only to help growing the FOSS community and market in Brazil, but also forge a link between the Brazilian community and the rest of the world.

We believe that in order to grow a strong upstream community in Brazil, our industry needs to play an important role in understanding FOSS values and its benefits to product development – be it the freedom of choosing which software to use, faster time to market or more secure software stacks. Inviting companies to the conference and educating them on how to be FOSS citizens is one of our core values.

Moreover, the conference focus is exclusively towards upstream contributions to FOSS projects. Getting players in the global market to understand FOSS values and encouraging them to be part of the community will be one of our main challenges in the time to come.

Supporting an environment where all that can flourish is the founding tenet of **linuxdev-br!**



# Values

- 
- 1 International meeting point for the FOSS community**
  - 2 Focus on Open Source Software development**
  - 3 Connect the industry to the community**
  - 4 Integrate new people to the community**
  - 5 Inspire more contributions and collaboration**
  - 6 Be a friendly and welcoming environment for everyone**



# Open Source in Brazil

This time we will be at the heart of the 4th largest city in the world. São Paulo will be our home for the 2020 edition. The conference will happen on July 17th and 18th at [Reboucas Convention Center](#), a very central place in the city. The first day will be of trainings and hack sessions at July 16th.

Beyond bringing excellent technical content in 2020 we want to further our international presence and support more people to learn and contribute back to the Open Source community. Following the success of the three first editions we expect 300 attendees this year.

**Sponsor us!** We need your help to make **linuxdev-br** a success one more time.

Conference venue





## More details

**Training and Hacking sessions.** Since the first edition, we have seen some of the attendees starting to contribute changes to the Open Source Community. So for 2020, the first day of the conference - Jul 16th - will be of training and hack sessions hosted at the University of São Paulo.

**English.** We plan to deliver the keynotes and at least half of the talks in English. We always keep part of the talks in Portuguese for those who do not have English fluency.





# Our audience in 2019

**240**

attendees in  
2019

**33%**

contributed to  
Open Source

**6%**

international  
attendees

**25%**

of students





# Why sponsor?

1

Expose your brand, products and services through the various opportunities we offer.

2

Delivery your Open Source message through a keynote talk.

3

Recognition as an Open Source friendly company.

4

Connect to attendees through a booth at the conference's main hall.



# Sponsorship levels

Level	Number of slots	Social media interaction [2]	Logo on videos from the talks	Logo on the badge	Keynote talk	Message to attendees [3]	Tabletop at the venue [4]	Mention in Opening/Closing	Post to our jobs page	Logo in banners	Logo on the website	Complimentary passes	Investment
<b>Diamond</b>	2	Yes	Yes	Yes	25 min	Yes	Yes	Yes	Yes	Biggest	Biggest	12	<b>9000 USD / 37000 BRL</b>
<b>Platinum</b>	4	-	-	-	15 min [1]	Yes	Yes	Yes	Yes	Big	Big	8	<b>4500 USD / 18500 BRL</b>
<b>Gold</b>	*	-	-	-	-	-	Yes	Yes	Yes	Medium	Medium	6	<b>2200 USD / 9000 BRL</b>
<b>Silver</b>	*	-	-	-	-	-	-	Yes	Yes	Small	Medium	4	<b>1000 USD / 4200 BRL</b>
<b>Bronze</b>	*	-	-	-	-	-	-	-	-	Small	Small	2	<b>500 USD / 2100 BRL</b>

[1] eligible to submit a keynote talk for consideration by the conference board

[2] details to be discussed

[3] 500 character message to all attendees sent by the conference board

[4] Diamond sponsors have 2.5mx2.5m to mount a booth if they wish  
all other sponsors will get a tabletop. Details to be discussed.



# Networking events sponsorships

## Happy Hour

At linuxdev-br we truly value the social interaction between the attendees so every year we hold a happy hour to foster networking.

**INVESTMENT  
4000 USD**

## Pre-event evening

In the evening before the conference starts we get together for drinks and get warm up for two days of talks, keynotes and more.

**INVESTMENT  
750 USD**

## Diversity Lunch

Diversity is one of our cornerstones. We want promote a lunch event for all under represented groups in technology.

**INVESTMENT  
500 USD**

## Coffee-break

Be our coffee-break sponsor and keep all our attendees fed.

**INVESTMENT  
3000 USD**



## Other opportunities to sponsor

We are open to discuss more sponsorship opportunities such as lanyards, gifts, special events, wifi and more. Talk to us!



# Thank you.

board@linuxdev-br.net

