

Pittsburgh Perl Workshop 2011

Sponsor's Prospectus

About the Pittsburgh Perl Workshop

The Pittsburgh Perl Workshop (PPW) is a code-oriented technical conference for Perl programmers and would-be Perl programmers. PPW has been held in four prior years, each time drawing students and professionals from around the world to the much-loved event. (Over 95 percent of surveyed attendees said they would attend again.)

The hallmarks of a PPW conference are the following:

- a balanced mix of theory and practice, of academic and industry speakers;
- emphasis on technical talks that feature real code and immediate, practical applications;
- low-cost admission, to encourage student participation (industry participation at Perl conferences has always been strong); and
- an academic-style conference environment that eliminates distractions, keeps the focus on the content, and promotes fellowship among talented programmers.

About this year's conference

Carnegie Mellon
University
Late Fall, 2011

This year, we expect over 100 conference attendees. As in the past, PPW 2011 will feature multiple tracks. This year's tracks are "Perl the Language" and "Perl Ops"; the first focuses on Perl as a modern programming language, and the second on Perl as infrastructure for running enterprises of all sizes, from start-ups to campuses to global data centers. We will also continue to offer the day-long "From Zero to Perl" tutorial, which was praised by attendees in past years. This year, we also plan to offer more-advanced tutorials that emphasize Perl Ops.

Why sponsor the Pittsburgh Perl Workshop?

- 1 **Sponsorship puts you on display.** It demonstrates your leadership to the very professionals who are shaping the future of technology.
- 2 **Sponsorship helps you meet talented future employees.** The PPW draws a diverse selection of particularly talented programmers from around the world and concentrates them at one event. Show these programmers that you are an employer that supports what they value.
- 3 **Sponsorship aids a great cause.** It supports the programming community and the community's traditions of rich technical talks, sharing, and fellowship.

How to become a sponsor

Contact
sponsors@pghpw.org

Sponsoring is easy: Just email sponsors@pghpw.org and say, "I'm interested in sponsorship." We'll work something out. In general, though, here's what we are looking for.

Our budget estimate for PPW 2011 is \$20,000, which will cover conference facilities, food service, social gatherings, limited speaker expenses, printing costs, and the tutorials. We are seeking a few sponsors to underwrite the bulk of these expenses. Ideally, we would have –

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| Event sponsor
Minimum contribution
\$10,000 | • one event sponsor to underwrite about one-half of the conference expenses, in consideration for which the sponsor will be prominently recognized on the conference web site and in all official conference materials; |
| Contributing sponsor
Minimum contribution
\$2,500 | • two to four contributing sponsors to underwrite the balance of the major conference expenses, in consideration for which the sponsors will be acknowledged on the conference web site and in all official conference materials; and |
| Community sponsor
Minimum contribution
\$500 | • two to four community sponsors to provide limited sponsorship for events such as after-event social gatherings and programming "hackathons." |

Please take this opportunity to become a sponsor. Sponsorship is made in the form of a donation to The Perl Foundation, a 501(c)(3) non-profit organization having nearly a decade of experience creating and aiding extremely successful conferences, including PPW. We and the Perl Foundation are working closely to ensure the continuing success of the Pittsburgh Perl Workshop conferences.

If you have any questions or would like to initiate a sponsorship, please contact us at sponsors@pghpw.org.