



UbuCon Asia²⁴

August 31 - September 2, 2024 | Jaipur, India

2024 Sponsorship

Prospectus



UbuCon Asia²⁴

About UbuCon Asia

August 31 - September 2, 2024 | Jaipur, India

UbuCon(s) (Ubuntu Conference) are non-profit events organized by Ubuntu Communities across the world. The events bring together hundreds of Open Source enthusiasts, users, developers, and contributors to share their stories, and experiences regarding not only Ubuntu but, free and open source technologies on servers, desktops, cloud, IoT and much more.

In the spirit of promoting the love of Open Source, UbuCon Asia is one of the regional UbuCon events that especially focuses on the Asian region, organized by Ubuntu Communities and other free and open source communities annually across Asia.

This year, we are pleased to share that UbuCon Asia will be hosted in Jaipur, India with the theme of “The Pink City of Innovation” .

Being a non-profit event, organized by volunteers without compensation or stable funds, we rely on sponsorships to host these events. Events like these allow community members to learn, share and grow together, meeting many of their peers in person, sometimes even for the first time.





Why Sponsor

UbuCon Asia, although a newer addition to the UbuCon events, has grown tremendously in a very short span with attendance peaking at 500+ in UbuCon Asia 2023. The event is NOT organized by Canonical or any organization as such and is purely run by community and volunteer efforts without compensation. Thus, we rely solely on our sponsors to fund our various expenses and have a successful event.

Open Source has always promoted diversity and inclusivity with no barriers to entry, one of the major key players in it is helping people have an equal stand.

Sponsoring UbuCon gives you an excellent opportunity to collaborate with and reach some of the top Open Source developers and contributors. As a player in the IT space, your participation will give you a front-row seat at one of the best IT and FOSS gatherings in India.



Demonstrate Support For
The Open Source
Community



Boost Brand Awareness
And Recognition



Establish Thought
Leadership



Drive Sales Leads And
Customer Acquisition



Showcase Products,
Services, And
Technologies



Capture Mindshare From
Developers And
Technologists



Harness Media
Exposure And PR
Announcements



Utilize Targeted Marketing
Opportunities

Sponsoring UbuCon gives you the opportunity to reach a diverse and varied audience of open source practitioners, all in one place.



UbuCon Asia²⁴

Who Attends UbuCon Asia

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Community and Leadership

Community Managers, Technical
Managers, OSPO Teams

Operations

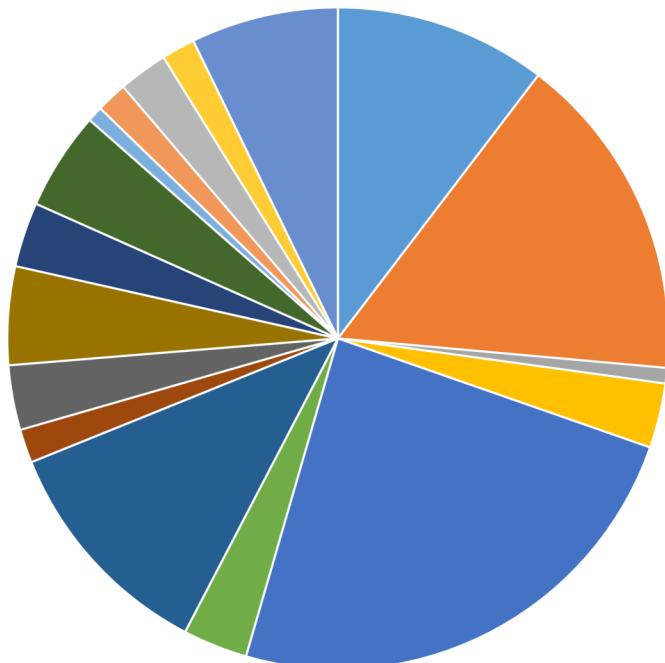
Architects, SRE, System
Administrators, DevOps

Academic/Other

Students, Professors, Media,
Analysts, Marketing

Attendee Demographics

500+ Participants By Their Jobs



- Software Engineer - 8.2%
- Developer - 12.7%
- CTO - 0.6%
- DevOps Engineer - 2.5%
- Students - 19.1%
- Cloud Solutions Architect - 2.5%
- Community Manager - 8.9%
- Freelancer - 1.3%
- Researcher - 2.5%
- Manager - 3.8%
- CEO - 2.5%
- Backend Developer - 3.8%
- Representative - 0.6%
- Developer Advocate - 1.2%
- System Engineer - 1.9%
- Security Engineer - 1.3%
- Others - 5.7%



About Venue

India

India, a nation of vast diversity and rich cultural heritage, has emerged as a global hub for technological advancement. Situated in South Asia, it spans a diverse landscape, from the Himalayan mountains in the north to the tropical shores in the south. Hosting the largest population, India is home to a thriving IT industry and a burgeoning community of tech enthusiasts.

Jaipur, Rajasthan

Nestled in the heart of India's rich cultural tapestry, Jaipur stands out not only for its historic charm and architectural marvels but also for its burgeoning tech industry. The Pink City is rapidly becoming a focal point for innovation and technology in the country. Hosting numerous tech startups and IT hubs, Jaipur offers a unique blend of traditional values and modern dynamism, making it an ideal locale for any event. Jaipur, where tradition meets technology.

Note: Exact venue location is to be announced soon.





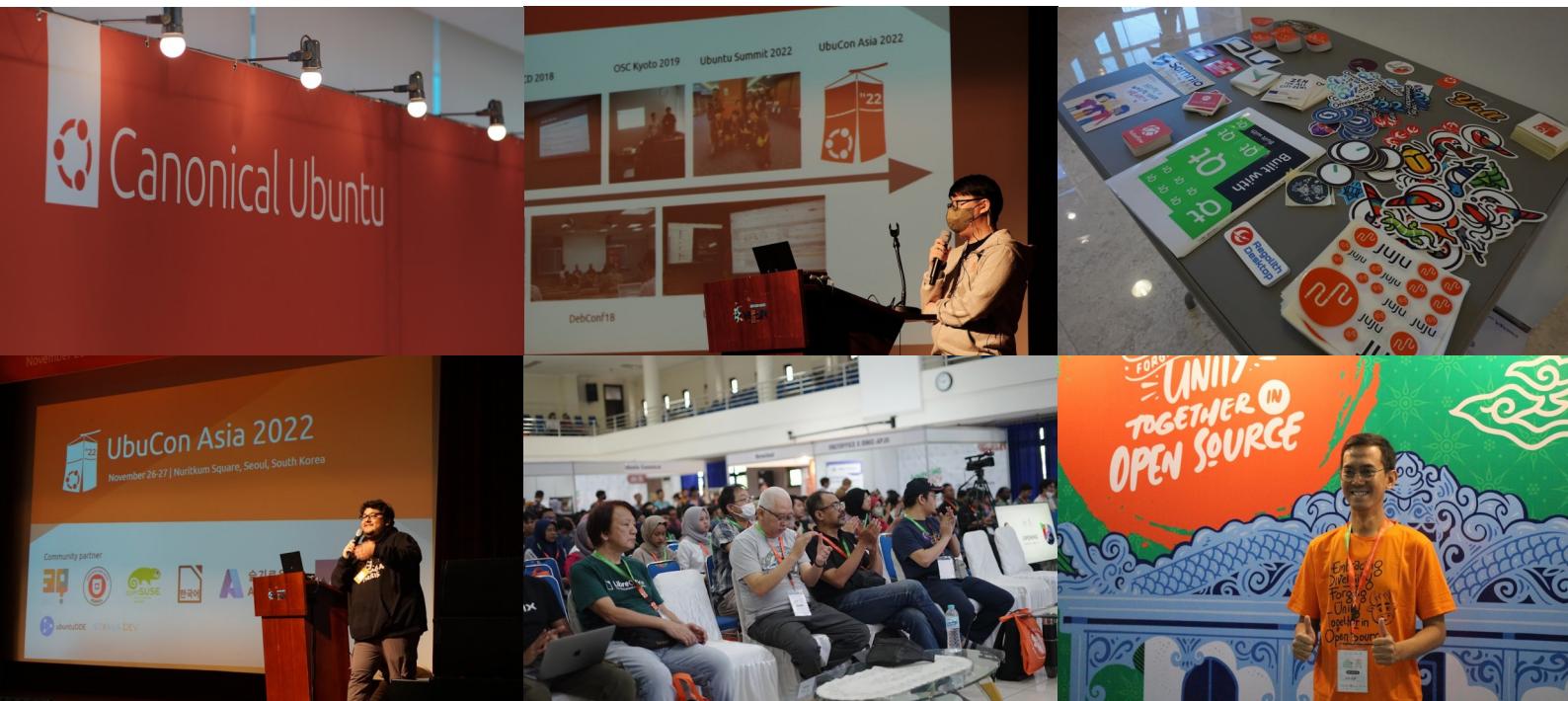
UbuCon Asia²⁴

The Ubuntu Project

Ubuntu, one of the world's leading open-source operating systems, isn't just software – it's a catalyst for global impact. Its free and accessible nature has fueled:

- Digital inclusion: 40+ million users from diverse backgrounds connect, learn, and create without barriers.
- Innovation: Developers worldwide leverage Ubuntu's vast ecosystem to build the next generation of technology.
- Sustainable development: Eco-friendly features and low-resource requirements reduce the digital carbon footprint.
- Entrepreneurship: Startups and small businesses thrive on Ubuntu's stability and affordability.

By supporting UbuConAsia 2024, you become a part of this transformative movement. Connect with a vibrant community of passionate users, contributors, and leaders, shaping the future of open source and its impact on the world.





Sponsorships At A Glance

Package	Diamond	Gold	Silver	Bronze	Supporter
Slots	1	2	3	Rolling Basis	Rolling Basis
Featured Logo On Website	XL	L	M	S	S
Reception standing banners	Dedicated Banner	Dedicated Banner	Shared (a, b) If all slots booked. Else shared (b)	Shared (b)	Shared (b)
Sponsored Talks *	50 min Keynote + 30 min / 90 min Workshop	30 min talk/ 90 min Workshop	30 min	5 min lightning talk (limited FCFS)	—
Logo on Badge	Yes (Front)	Yes (Front)	Yes (Back)	Yes (Back)	—
Sponsor Booth	Yes (L)	Yes (M)	Yes (M)	S (500 USD Add on FCFS)	—
Logo on Stage Screen During Breaks	Yes	Yes	Yes	—	—
Logo on Live Streams	Yes	Yes	—	—	—
Logo on Podium (Or stage banner)	Yes	Yes	Yes	—	—
Logo on T-shirt & Lanyard	Yes	Yes	—	—	—

- Shared(a): Banner for exposing Silver sponsor logos
- Shared(b): Banner for exposing Bronze and Supporter sponsor logos
- Talks are subject to approval by the UbuCon Asia team. Please share the Abstract alongside or before availing sponsorship for review. Note that talks 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.



Sponsorships At A Glance

Package	Diamond	Platinum	Gold	Silver	Bronze
Recognition on Social Media and Email	Yes	Yes	Yes	Yes	Yes
Recognition In Opening Session	Yes	Yes	Yes	—	—
Promo Video	During start (3min) & break(3min)	During start (2min) & break(2min)	During break (1min)	—	—
Distribute Promotional Material	Handout on attendee check-in + At booth	At booth	At booth	At booth (If booth allocated)	—
Promotional Email to all attendees	Yes (one time with custom text)	—	—	—	—
Price (INR)	8.3 Lakh	6.24 Lakh	4.16 Lakh	2 Lakh	83,000
Price (USD)	10,000	7500	5000	2500	1000

Additional Opportunities

Sponsor a coffee break, happy hour, dinner, social activity, day trip, diversity initiatives and more! We'll work with you to put together the right UbuCon Asia package for your company.

These additional opportunities may be sponsored separately or added on to a sponsorship package.

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



UbuCon Asia²⁴

Previous Sponsors



Serving IT & Digital World. Accurately.





UbuCon Asia²⁴

August 31 - September 2, 2024 | Jaipur, India

Contact

Aryan Kaushik (akaushik@gnome.org)

Dr. Bhavanishankar Ravindra (bhavi@ubuntu.com)

CC: sponsorship@ubucon.asia