



# UbuCon India 2025

November 15 - 16  
Indian Institute of Science  
Bengaluru, India  
**Sponsorship prospectus**





# About UbuCon India

**UbuCon(s) (Ubuntu Conference)** are non-profit events organized by Ubuntu Communities worldwide. These events bring together hundreds of Open Source enthusiasts, users, developers, and contributors to share their stories and experiences regarding **Ubuntu** and relevant free and open source technologies for **servers, desktops, cloud computing, IoT, robotics, data science, AI/ML, and much more.**

In the spirit of promoting the love of Ubuntu and Open Source, **UbuCon India**, one of the regional UbuCon events **focusing specifically on India (Bharat)**, is organized annually by Ubuntu India LoCo. Following the success of previous edition of UbuCon Asia in Jaipur, we are pleased to announce that the 1st edition of UbuCon India will be hosted at **Indian Institute of Science in Bengaluru, the silicon valley of India.**

As a non-profit event organized by volunteers without compensation or stable funding, we rely on sponsorships to host these events. Such events enable community members to learn, share, and grow together while meeting many of their peers in person, sometimes for the first time.

## Event overview

- **Event name:** UbuCon India 2025
- **Dates:** November 15th - 16st
- **Venue:** Indian Institute of Science, Bengaluru, India
- **Participant scale:** Around 300 or more
- **Organizer:** Ubuntu India LoCo, Databased (IISc's CS crew)



# The Ubuntu Project and Its Community



## Ubuntu

Ubuntu, co-developed by Ubunu Community with people from worldwide and Canonical, stands as the world's leading open source linux based operating system. With its mission to bring free software to the widest audience while accelerating innovation and underpinning operations, Ubuntu powers millions of devices from personal computers to cloud infrastructure, serving as the foundation for technological advancement in AI, cloud computing, IoT, and enterprise solutions.

## Ubuntu Community

The Ubuntu community is an international network united by our name's meaning - "humanity towards others." With millions of users and thousands of contributors worldwide, we shape the future of computing through open collaboration and freely shared work. Our diverse community includes developers, engineers, system administrators, researchers, artists, writers, and more all working together to make technology accessible to everyone.

Our community thrives through:

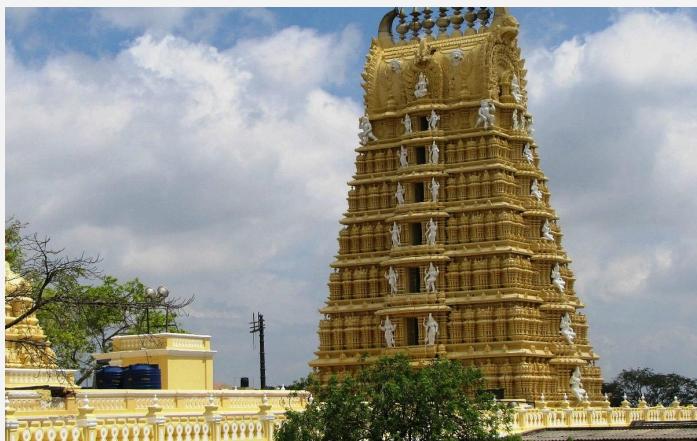
- Active participation across Ubuntu Discourse, Launchpad, GitHub, Matrix chat and more
- Local Community (LoCo) teams advocating across regions
- Technical support and knowledge sharing on Ask Ubuntu and Ubuntu Forums
- Leadership opportunities through Ubuntu Membership and governance
- Commitment to our Code of Conduct and our mission

## UbuCon India

UbuCon India serves as the premier Ubuntu community event in India. By sponsoring UbuCon India, you're directly supporting Ubuntu's mission while connecting with a dynamic community that drives innovation across India and beyond.



# Host city & The venue



## Karnataka

Located in the southwestern region of India, Karnataka is a state celebrated for its rich history as the heartland of powerful ancient and medieval empires. It is a land where glorious heritage seamlessly merges with modern innovation, being home to both UNESCO world heritage sites like Hampi and India's vibrant tech capital, Bengaluru.

## Bengaluru

Bengaluru, the capital of Karnataka, is widely celebrated as the "Silicon Valley of India" for its leadership in the nation's IT industry. The city is a bustling hub of innovation, hosting countless startups, research institutions, and major multinational technology companies. Beyond its tech-centric identity, it is also cherished as the "Garden City" for its pleasant climate and beautiful parks.



## Indian Institute of Science (IISc)

The Indian Institute of Science (IISc) in Bengaluru is India's premier institution for advanced scientific research and postgraduate studies. Established in 1909, it is globally renowned for its pioneering contributions across science and engineering and for nurturing the nation's top scientific talent.



# Who attends UbuCon

## Software Engineers

System, Application (Web, Desktop, etc), Embedded (IoT, Robotics, etc), Kernel & Operating Systems

## Academic & Other

Students (IT related majors), Professors, Researchers, Analysts, Media, Marketing, Enterprisers

## IT Infra & Operations

SRE, SysAdmins, Solution Architects, DevOps, Cloud

## Data & AI

Data Engineers, Data Scientists, DBA, AI/ML Engineers

## Community & Leadership

Community Managers, DevRel, Technical Managers, OSPO Teams

## Highlights from last year

Total ~300 Participants

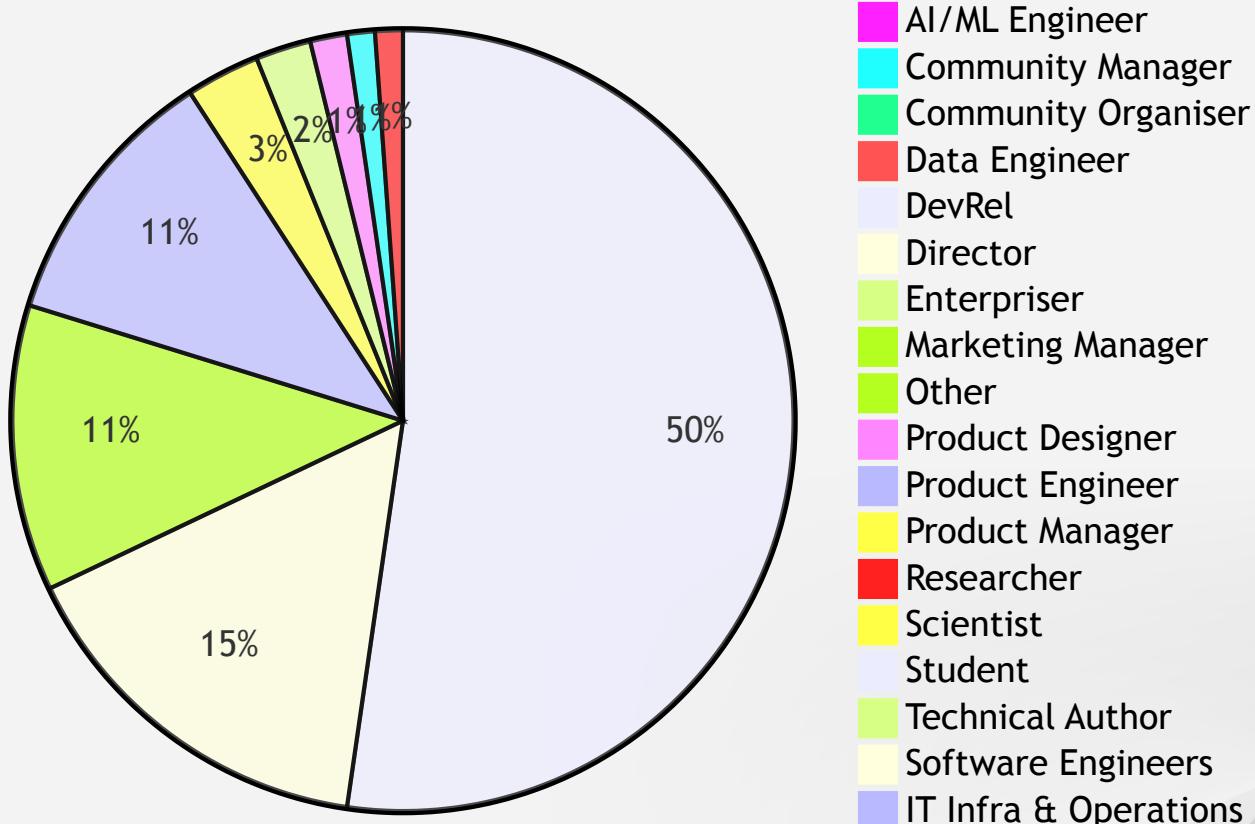
Participants from 9 countries

Session proposals 54 received

30 Speakers in total

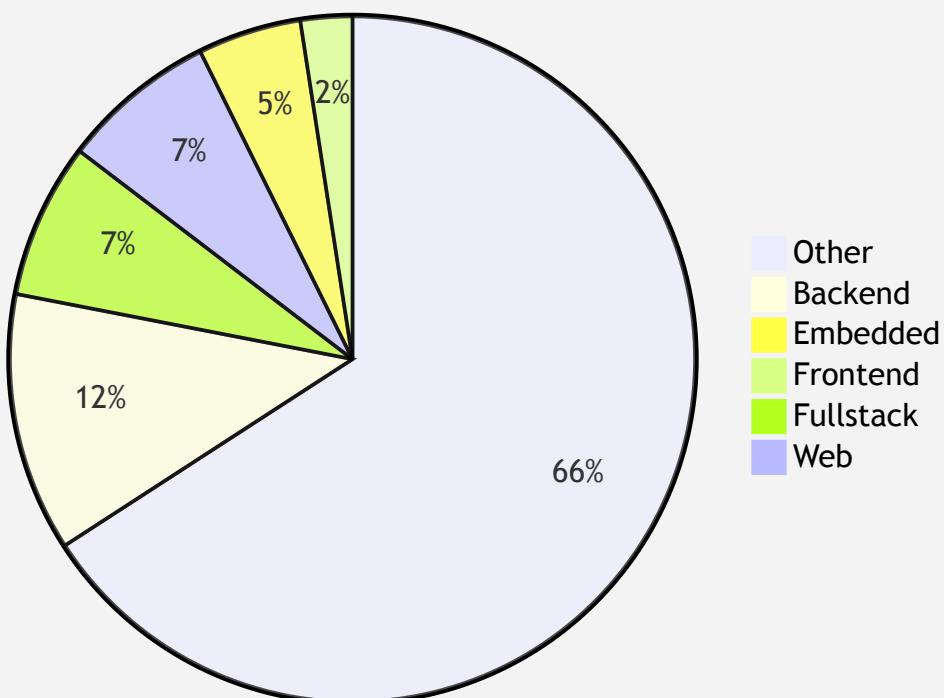
~40% Attendees with career

## Participants demographics

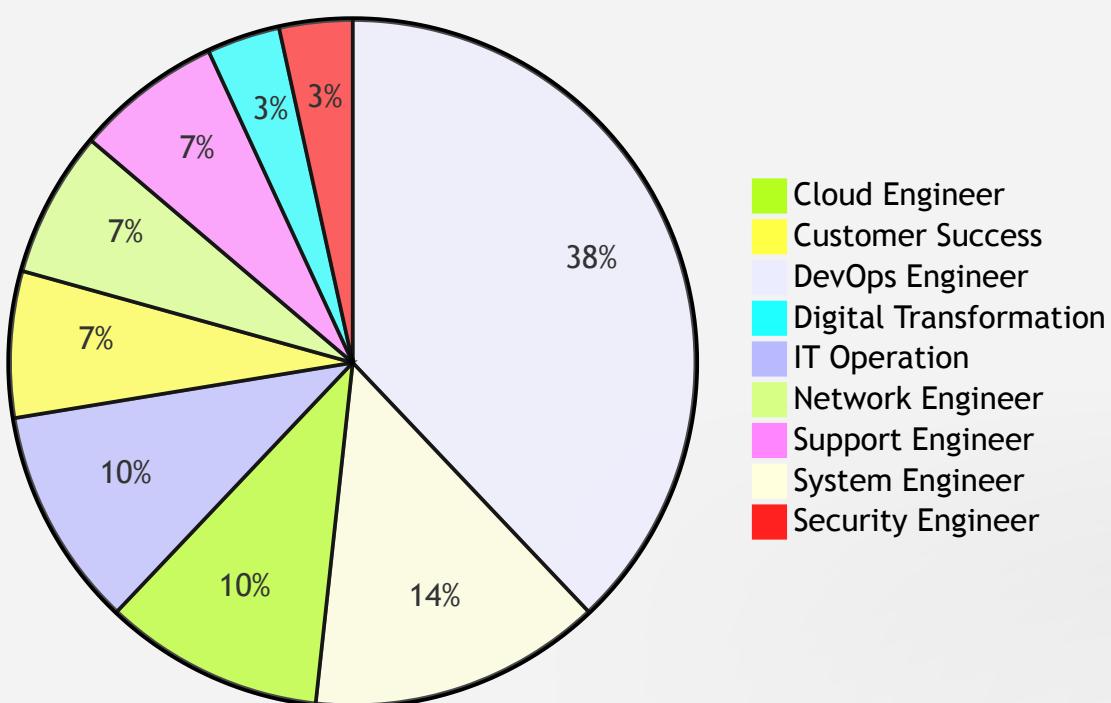




## Demographics breakdown - Software Engineers



## Demographics breakdown - IT Infra & Operations





# Become a sponsor!

UbuCon India is a new and exciting addition to the global UbuCon family, which has seen great success in events across Asia, including Seoul (South Korea), Surakarta (Indonesia), and Jaipur (India). The core mission has always been to create a momentum that activates, revives, and connects local Ubuntu communities. True to the open-source spirit, this event is organized entirely by community volunteers working without any financial compensation. Thus, we rely solely on our sponsors to fund our various expenses and make this conference successful.

Ubuntu is more than just an open-source platform; it embodies a global community committed to diversity, collaboration, and empowerment. Sponsoring UbuCon India will connect you with top Ubuntu developers, contributors, and innovators, providing direct engagement with passionate technology professionals at the heart of India's vibrant tech ecosystem. Your invaluable support will not only elevate your brand within this key community but also help foster crucial technological exchange and community growth across India and beyond.

## Benefits of Sponsorship



### Targeted marketing opportunities

A good opportunity to boost leads through targeted marketing with most of our audience from tech industry.



### Showcase products and services

Showcase your innovative products and service face-to-face with your potential and existing customers and receive valuable feedback.



### Talent acquisition

Recruit the brightest minds in the industry to fill your open positions. 40%+ of our attendees last year were with IT related professions.



### Establish thought leadership

Showcase your expertise on Ubuntu and its ecosystem and educate the community about your organization's products, services and open source strategies.



### Empower your branding

Expose your logo on banners, website, videos and more places to empower your branding and awareness.



### Support Open source and Community

Sponsoring our event is one of the best ways to show your sincere and support to open source and community.



### Mindshare Capture from Developers and Advocates

Position your brand as a key player and a thought leader among influential technical professionals.



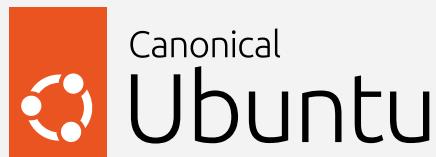
### Media Exposure and PR Announcements

Generate strategic media coverage and amplify brand messaging beyond the event.

**By sponsoring UbuCon India, you get to reach a diverse and varied audience of Ubuntu and open source practitioners, all in one place.**



# Past sponsors



Microsoft



N H N CLOUD



GroMetric



elastic



nipa  
National IT Industry Promotion Agency





# Sponsorship packages

Package	Diamond	Gold	Silver	Bronze	Supporter
<b>Slots</b>	1	2	6	$\infty$	$\infty$
Price(USD)	10,000	6,000	3,500	1,600	500 - 800 (Startups: 200-800* <sup>7</sup> )
Price(INR) <sup>*0</sup>	5,00,000+	3,00,000	2,00,000	1,00,000	50,000 - 80,000 (Startups: 20,000 - 80,000* <sup>7</sup> )
<b>Logo exposures</b>					
Website	XL	L	M	S	S
Plenary banner <sup>*1</sup>	XL	L	M	S	XS
Stage (or Podium) banner	Yes	Yes	Yes	No	No
Nametag	Yes	Yes	No	No	No
Video banner <sup>*2</sup>	Yes	Yes	No	No	No
Video sponsor information scene <sup>*3</sup>	Yes	Yes	Yes	Yes	Yes
T-Shirt (or other swag if no T-shirt)	Yes	Yes	No	No	No
<b>Recognition</b>					
Recognition posting on social media	Yes	Yes	Yes	Yes	Yes
Recognition posting on blog	Yes	Yes	No	No	No
Mention during opening and closing session	Yes	Yes	Yes	Yes	Yes
<b>Engagements</b>					
Sponsored session <sup>*4</sup>	A Keynote(30min) + A Workshop(60min)	A Talk(20min) or A Workshop(60min)	A Talk(20min)	A Lightning talk(5min) (Limited FCFS)	No
Sponsor booth	L	M	S <sup>*5</sup>	S <sup>*5</sup> (500 USD or 30,000 NPR <sup>*0</sup> Add-on FCFS)	No
Promotion video during breaks	3min	2min	1min	No	No
Distribute Promotional Material	Handout on attendee check-in + At booth	Handout on attendee check-in + At booth	At booth	At booth (If booth allocated)	No
Promotional Email to all Attendees <sup>*5</sup>	Yes (One-time with custom content)	Yes (One-time with custom content)	Yes (One-time with custom content)	No	No

Refer to next page for footnotes and additional sponsorship opportunities.



# Sponsorship packages

## Footnotes

- \*0: Price in Nepalese Rupees (INR) is for business with primary office in India.
- \*1: A large size banner installed in reception area usually or entrance of the venue that number of attendees can take photo with banner as backdrop.
- \*2: Banner of both live streams and video recordings if sessions will be streams or just on video recordings if not.
- \*3: Duration of Scene will be around a few seconds in the video or live streams.
- \*4: Sponsored sessions are also subject to approval by the UbuCon India content team. Sponsors are required to share the Abstract alongside or before availing sponsorship for review. Note that session 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.
- \*5: Depending on logistics availability, this could be Booth with Size M but with located in less accessible area.
- \*6: If sponsor desires, this could be replaced with "List of participants data with names, affiliation, job profession and email address". Only data from attendees opt-in to provide their data to sponsors during registration will be provided to sponsors. Attendees will be also informed about data provision to sponsors through registration form and also privacy policy if available.
- \*7: Startup pricing for the supporter package is limited to companies that use Ubuntu internally, have been established for five years or less, and have 30 or fewer employees.

## Additional sponsorship opportunities

### Exhibitor package | 600 USD (or 15,000 INR for Local sponsors)

- Get a booth for your business in our exhibition area!
- Benefits
  - S size booth & Logistics support
  - 3 Tickets with exhibition area access only
  - Logo exposure on exhibitors information page on our website

### Diversity funds package | 200 - 700 USD (or 10,000 - 35,000 NPR for Local sponsors)

- Sponsor travels of underrated people or group in the community. So that we can make Ubuntu community more diverse and inclusive!
- Benefits: Logo exposure on travel grant page on our website and beneficiaries' event report

You may also become our in-kind sponsor by sponsoring coffee break, lunch, conference dinner, day trip and more! We'll work with you to put together the right sponsorship package for your company or organization. These additional opportunities may be sponsored separately or added on to a sponsorship package.

If there are no sponsorship packages that fits your budget and needs, We're also open to discuss adjust existing package or designing package tailored for you.

Please contact us at [sponsorship@ubucon.asia](mailto:sponsorship@ubucon.asia) to discuss such opportunities!



# End of Document

Thank you for consider sponsoring our event.  
For inquires and securing sponsorship,  
Contact sponsorship team at  
[sponsorship@ubucon.asia](mailto:sponsorship@ubucon.asia)

More details on this event can be found at  
<https://2025.ubucon.asia>

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