

# DC-Baltimore Perl Workshop 2012

## Sponsor's Prospectus

### About the DC-Baltimore Perl Workshop

The DC-Baltimore Perl Workshop (DCBPW) is a code-oriented technical conference for Perl programmers and potential Perl programmers. While this is the inaugural year for DCBPW, the workshop is being modeled on a number of successful regional Perl workshops (e.g., Pittsburgh Perl Workshop, Orlando Perl Workshop/Perl Oasis, Frozen Perl, etc.) that have been held in various parts of the United States over the last several years. Like these other small regional workshops, we intend for DCBPW to feature:

- A mix of theory and practice in Perl programming, featuring viewpoints from a variety of backgrounds (academic, government, enterprise)
- An emphasis on technical talks involving actual code and pragmatic applications of material covered
- Low-cost admission to encourage attendance (and free admission for students and the currently unemployed)
- An academic-style conference environment that eliminates distractions, maintains a strong focus on the content, and promotes fellowship and interaction between talented programmers

### About this year's conference

We anticipate attracting between 50 and 100 conference attendees from various parts of the United States to the conference venue, at the Catonsville campus of the Community College of Baltimore County (CCBC), just outside Baltimore. At this point in time (early February 2012), we have had approximately 35 people express interest, with 20 having confirmed they will attend. This year's conference will feature two tracks, one featuring a variety of submitted talks and the other focusing on "beginner" level Perl topics. This latter track will begin with talks that assume no prior Perl experience and continue on to feature various aspects of modern Perl development, including Moose and at least one Perl web framework.

## Why sponsor the DC-Baltimore Perl Workshop?

1. Sponsorship puts you on display. It demonstrates your leadership and community involvement to the very professionals that are shaping the future of technology.
2. Sponsorship helps you meet talented future employees. We expect DCBPW to attract a diverse selection of talented programmers from across the world and concentrate them at one event. This is a great way to demonstrate that you are an employer that supports things they value; it's also a great opportunity to initiate a conversation with these programmers about potential employment opportunities you have to offer. One of the great laments about Perl in the Baltimore and DC tech communities is how hard it is to hire great Perl programmers — this is a chance to meet a whole conference worth of them.
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

Sponsoring is easy: just email [sponsors@dcbpw.org](mailto:sponsors@dcbpw.org) and say, "I'm interested in sponsorship." We'll work something out. In general, though, here's what we're looking for.

Our budget estimate for DCBPW 2012 is \$5,000, which will cover conference facilities, food service, social gatherings, limited speaker expenses, printing costs, and other expenses. We are seeking a few sponsors to underwrite the bulk of these expenses. Ideally, we would have:

- One event sponsor to underwrite approximately one-half of the conference expenses (minimum contribution \$2500), in consideration for which the sponsor will be prominently recognized on the conference web site and in all official conference materials
- Two to four contributing sponsors to underwrite the balance of the major conference expenses (minimum contribution \$500), in consideration for which the sponsors will be acknowledged on the conference web site and in all official conference materials
- Two to four community sponsors to provide limited sponsorship (minimum contribution \$100) for events such as snack breaks, 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 with nearly a decade of experience creating and aiding extremely successful conferences. We and the Perl Foundation are working closely to ensure the success of what is hopefully the first of many DC-Baltimore Perl Workshops.

If you have any questions or would like to initiate a sponsorship, please contact us at [sponsors@dcbpw.org](mailto:sponsors@dcbpw.org).