DC-Baltimore Perl Workshop 2013
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. Now in its second year, the workshop is modeled on a number of successful regional Perl workshops (e.g., Pittsburg Perl Workshop, Orlando Perl Workshop/Perl Oasis, Frozen Perl, etc.) that have been held in various parts of the United States over the past several years. Like these other small regional workshops, DCBPW features:

- 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

After last year's successful launch (over 50 attendees and 15 presentations across two tracks!), this year, we plan to attract between 50 and 100 conference attendees from various parts of the United States to the campus of the University of Baltimore, in midtown Baltimore. We have had some interest expressed from some potential European attendees, who are attracted not only by the conference but also by the variety of tourist attractions available in the area. 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 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. DCBPW attracts a diverse selection of talented programmers from across the world and concentrates 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 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 2013 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 are working with the Perl Foundation to ensure the success of our second in what is hopefully many annual DC-Baltimore Perl Workshops.

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