



# SouthEast LinuxFest 2022 Prospectus

## June 10-12, 2022



Photos courtesy of Eugene Mah and iXsystems





# SouthEast LinuxFest

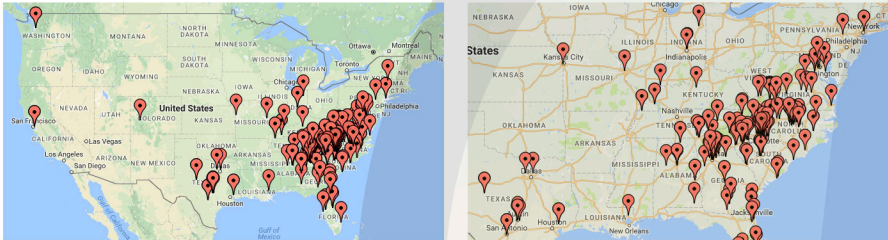
L I N U X I N T H E G N U / S O U T H

# 2022 Prospectus

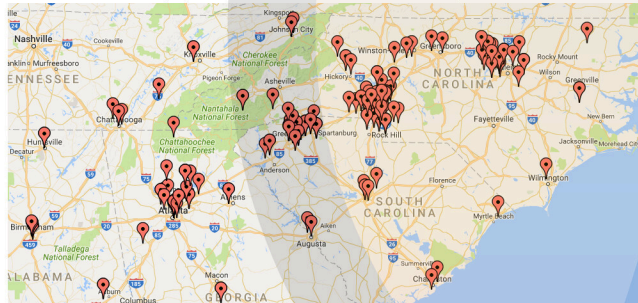
## Demographics

### Attendee Location

SELF's attendees come largely out of the heart of the I-85 corridor. This includes in particular The Research Triangle, Charlotte, Greenville, Spartanburg, and Atlanta. This geographical core represents the biggest areas of government, banking, higher education, high tech, manufacturing, and startups in the entire southeast. So by sponsoring SELF, you cover all the major sectors and tech hubs of the southeast. Other areas of major attendee pull include Washington DC, Birmingham, the I-40 corridor, the I-4 corridor, Chattanooga, and The Grand Strand.



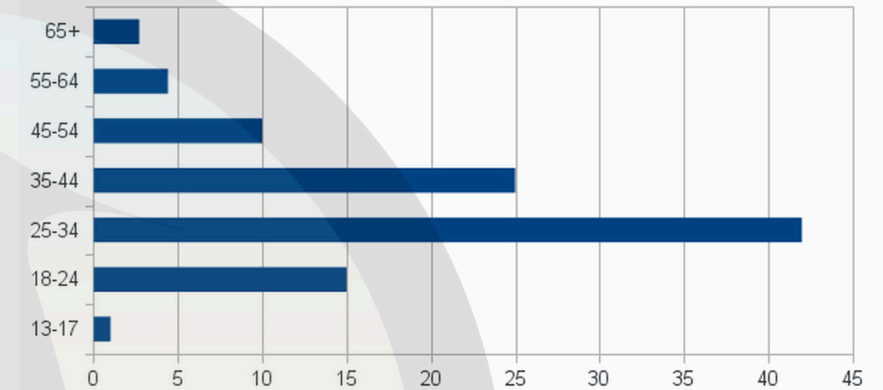
(Maps of 2016 attendees to the SouthEast LinuxFest)



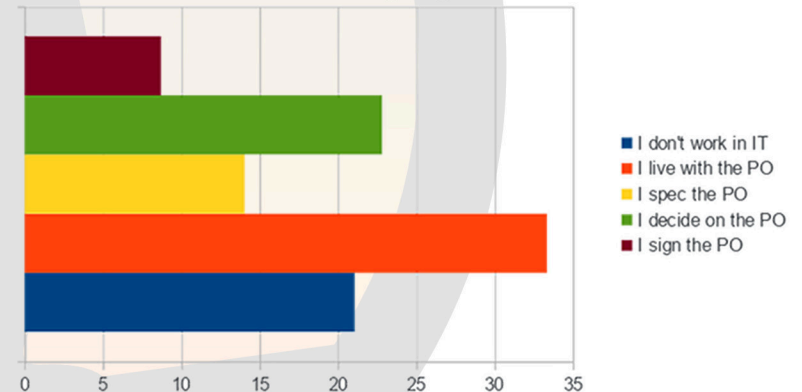
### Attendee Reach

The typical attendance at SELF is about 750 people. This isn't a per-day cumulative total like some events do, this is actual unique attendees as counted by unique badges issued during the event. If this is purely about reaching the most people possible, we encourage you to consider Gold Sponsorship which includes ads in the videos of talks released onto YouTube. The SELF YouTube channel has a global reach, over 100,000 views, 800,000 minutes watched, and has been viewed at least once by every nation on Earth except North Korea. The top countries on the YouTube channel are: USA (39%), UK (5.7%), Germany (5.7%), India (5.3%), Canada (3.9%), Sweden (2.0%), Australia (2.0%), France (2.0%), Brazil (2.0%).

### Attendee Age by %

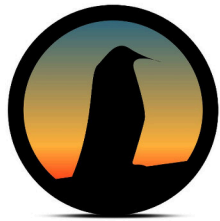


### Attendee PO Authority by %



### Attendee Mentality

One area that is often overlooked is the mentality of the attendees at an event. The people SELF attracts are not people who look at Linux and Open Source as a tool of their 9 to 5 job. These are people who have a deep passion for Linux and Open Source in general. They are the types who would be attending SELF whether or not they had a job dealing with Open Source. They are people who, as SELF has proven with large numbers of successful hires, will jump at the chance to get paid doing what they're already passionate about.



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## Sponsorship Opportunities

### Standard Tiered Sponsorships

#### **.Edu/.Org: \$0**

- Listing in program guide
- Logo placement on website
- Company page with link on website
- 6ft table with cloth and two chairs in expo hall
- Social media shoutout
- Access to parties if sponsored
- Only available to non-profits, FOSS projects, and educational institutions
- Limited spots available... first come, first serve

#### **Bronze: \$500**

- Everything listed above plus:
- Access to hospitality suite
- T-Shirt for booth team
- Saturday lunch on us (food trucks)
- Access to parties if not sponsored, 1hr early access if they are

#### **Silver: \$1,500**

- Everything listed above plus:
- Additional 6ft table with cloth and two chairs
- Non-Ballroom name reference (limited to first two, possibly more, does not carry over to higher tiers)
- Half page color ad in program guide
- 2 tickets to speaker's BBQ dinner on Friday night
- More prominent website listing
- More prominent location in expo hall

#### **Gold: \$3,000**

- Everything listed above plus:
- Logo placement in video of all conference presentations released
- Mention in pre-roll audio for all audio of presentations released
- Full page color ad in program guide
- Most prominent logo placement on website
- Most prominent location in expo hall
- Ballroom name reference (limited to first four)
- Additional 2 tickets to speaker's BBQ dinner on Friday night

### Additional Sponsorships

*(Note: Spending \$1,000 or more in additional sponsorships gets you a Bronze Tier Sponsorship for no additional charge, or an upgrade to the next tier for free on your existing paid Tier Sponsorship.)*

#### **Friday Night Party\*: \$2,000**

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

#### **Saturday Night Party\*: \$3,000**

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

#### **Internet\*: \$2,000**

- Sponsorship used to pay for equipment and services to provide free internet for attendees. Includes captive portal advertising.

#### **SouthEast LinuxFest Staff Jerseys: \$3,000**

High quality full color dye sublimation printed and/or stitched fabric baseball jerseys. Sponsorship includes your logo on both sleeves. These are made from high quality materials from a known provider ... our annual t-shirt manufacturer also does athletic orders. These will be given away to staff members, ambassadors, and repeat dedicated volunteers. Optionally includes name or nickname printed on back of jersey where a player's name would normally appear. Sponsorship includes up to 5 jerseys of your own choice name/number for your booth team and/or company VIPs. Additional jerseys available upon request at cost. These jerseys will be reused year after year.

#### **T-Shirt (name on shirt sleeve): \$1,000**

#### **Lanyard: \$2,000**

#### **Conference Bags: \$1,000**

#### **Bag Insert: \$500**

**Equipment loan or other ideas not listed here? Contact SELF to discuss.**

\* Typically claimed immediately after the previous year's event ends  
[1] For the party, we source a number of Deep South microbrews, microdistilleries, and vineyards to provide a selection of adult beverages representative of the southeast and difficult if not possible to find outside of the southeast.