



# 2024 Seattle GNU/Linux Conference

## PARTNERSHIP & SPONSOR PROSPECTUS

### WHEN

Friday and Saturday, November 8 and 9, 2024

### WHERE

The Husky Union Building (HUB) on the University of Washington campus in Seattle, WA

Celebrating its twelfth year, SeaGL will be **hybrid**, returning for a second **in-person** year at the HUB, while maintaining an **online** experience for our community members around the globe.

### WHAT

Founded in 2013, SeaGL (the *Seattle GNU/Linux Conference*) is a free—as in freedom and tea—grassroots technical summit dedicated to spreading awareness and knowledge about free / libre / open source software, hardware, and culture.

SeaGL strives to be welcoming, enjoyable, and informative for professional technologists, newcomers, enthusiasts, and all other users of free software, regardless of their background knowledge; providing a space to bridge these experiences and strengthen the free software movement through mentorship, collaboration, and community.

### EXPECTED ATTENDANCE

Historically, we've grown to welcome **400+** attendees over the course of both Friday and Saturday. This year we hope a hybrid conference will make SeaGL accessible to many more!

### ENTERPRISE AND NON-PROFIT EXHIBITORS

SeaGL has proudly worked with both enterprise and non-profit exhibitors every year. We will continue to make booth space available for both business and community partners. If you have any questions or suggestions about our sponsorship opportunities, please send an email to [sponsor@seagl.org](mailto:sponsor@seagl.org) so we can follow up.

If your FLOSS project, nonprofit, or educational organization would like to exhibit at SeaGL, please send an email to [partnerships@seagl.org](mailto:partnerships@seagl.org) telling us about your work, support, or outreach with the free / libre / open source community.

\*\*\* *Exhibitor space is limited, so please contact us right away if you are interested in a table. We aim for 50% enterprise and 50% non-profit.* \*\*\*

## SPONSORSHIP OPTIONS

SeaGL depends on community support! We are interested in talking with you about creative ways to sponsor this year's event. If you would like to offer other financial support or would like to offer some type of in-kind support, please send an email to [sponsor@seagl.org](mailto:sponsor@seagl.org).

### SPONSORSHIP LEVELS

#### Platinum Sponsor : \$6,000 and up

- Full-page listing in program guide
- Track sponsorship for one track, second day
- Additional thanks after the keynotes
- Sponsorship for one social event
- *Includes everything from Gold*

#### Gold Sponsor : \$5,000

- Prominent position in exposition hall
- Half-page listing in program guide
- Track sponsorship for one track, one day
- Thanks on social media each day of SeaGL
- Thanks before the keynotes
- *Includes everything from Silver*

#### Silver Sponsor : \$4,000

- Quarter-page listing in program guide
- Thanks at the beginning of each day
- Thanks on social media one day of SeaGL
- *Includes everything from Bronze*

#### Bronze Sponsor : \$3,000

- Position in exposition hall
- Listing in program guide and on website

#### Regional Business Sponsor : \$1,500 (mixture of in-kind and cash accepted)

- *Includes everything from Bronze*

#### Non-exhibiting Sponsor : \$1,000

- Listing in program guide and on website

#### Media Sponsor : Mutual Promotion

- Monthly thanks on social media
- Thanks on social media each day of SeaGL
- Listing in program guide and on website

#### Educational / Nonprofit : Free

- Position in exposition hall
- Listing in program guide and on website

### LIMITED AVAILABILITY SPONSORSHIPS

By popular demand, SeaGL makes available opportunities for additional conference support and sponsor visibility as an add-on to sponsorship level. Have an idea that isn't listed? Want more details about an add-on? Please email us, [sponsor@seagl.org](mailto:sponsor@seagl.org) !

#### \$3,000 +

- Illustrated Recordings ( all tracks / days )
- Live Transcriptions ( per track )
- Saturday Post-Event Party
- Health and Wellness

#### \$3,000 - \$1,000

- Childcare ( both days )
- Attendee Lunch ( per day )
- Attendee Coffee ( both days )
- IDEA ( Inclusion, Diversity, Equity, Access )

#### \$1,000 - \$500

- Hallway Track ( per day )
- Track Room ( per track, per day )
- Volunteer Appreciation Event

#### \$500 - \$250

- Afternoon TeaGL Social ( per day )
- Digital Sticker Pack
- Speaker Gift

## HYBRID SeaGL EXPERIENCE

In-person attendees will experience presentation rooms and an exhibitor hall during both conference days, and evening social activities on both Friday and Saturday night. The schedule will include flexible time for mingling and sharing ideas. We hope to attract enough sponsors enabling us to provide a wide variety of amenities such as: coffee, snacks, and childcare.

Our **goal** is to provide a first class experience for both in-person and online participants. However, our first attempt proved to stretch the all-volunteer staff too thin. Thus, we are currently planning to provide a full in-person experience and a progressively enhanced online experience, depending on volunteer availability.

Virtual attendees will experience the conference portal we have been refining since 2020. This features on-demand two-way voice and video socialization, public text chat rooms, embedded presentation streams, and the ability to select a schedule. We hope to further develop interactions bridging the remote and in-person events, as volunteer hours allow.

Behind the scenes, we strive to utilize free / libre / open source software (FLOSS) wherever possible. Our portal is developed on-top of Element-web, allowing users to join with their federated Matrix account or register a new one on our ephemeral server.

We continue to maintain our commitment of privacy-respecting attendance. Thus participants, both in-person and remote, may join either event without entering any personal information.

## CODE OF CONDUCT

SeaGL is dedicated to providing a harassment-free conference experience for everyone. To this end, we expect all sponsors and partners to review and abide by our [code of conduct \(CoC\)](#). This CoC applies during the entire conference and in any conference associate space, online or otherwise.

Any harassment concerns should be directed to a member of the conference staff immediately. They may be reached year-round by emailing [CoC@seagl.org](mailto:CoC@seagl.org) .

## PUBLIC HEALTH CONTINGENCIES

We recognize the need to adjust along with global public health issues due to COVID-19. However, we decided in 2023 that returning to an in-person conference experience was appropriate. In order to give sponsors, attendees, speakers, and volunteers ample time to plan, we plan to release an update to our [public health guidelines](#) at least 6 months before the conference.

By planning ahead, we are creating a positive, educational, accessible, community-building hybrid conference that matches SeaGL's mission. Accordingly, we will continue to adjust the plan as necessary to meet global health conditions. We will gladly work with sponsors to make suitable arrangements if adjustments are necessary.