



Linux Bangalore/2003

December 2nd, 3rd and 4th

**National Science Seminar Complex
(J.N.Tata Auditorium)
Indian Institute of Science
Bangalore**

Sponsorship Opportunities



Dated 22-Sep-2003

Dear sir,

It is with great pleasure that we place before you our Request for Sponsorship for India's biggest Open Source event, and the only one driven by the Open Source community itself.

Linux Bangalore/2003 is the third in a series of events that began in 2001, and in itself is a successor to the Open Source community's participation in events such as Bangalore IT.COM since 1999. In fact, it was the Open Source community that caused the inclusion of Linux and Open Source at these events.

We hope that you will find this material of interest, and we sincerely request you to consider taking up one of the sponsorship positions described herein.

For additional information about the event, please feel free to visit our website at <http://linux-bangalore.org/2003>

With warm regards,

For Linux Bangalore

Gopi Garge



About Linux Bangalore

Linux Bangalore is India's premier annual Open Source event, and is the only one that is driven by the Open Source community itself.

Held annually at Bangalore, India, in the month of December, Linux Bangalore offers event participants a means of acquainting themselves with both the concepts of Open Source, as well as the very latest in Open Source technologies and applications.

This year, the event will be held on December 2nd, 3rd and 4th, at the prestigious National Science Seminar Complex (J.N.Tata Auditorium), Indian Institute of Science, Bangalore.

The event caters to both developers as well as users of Open Source products and technologies, from entry to advanced levels, and features speakers from academia, research as well as industry, and addresses audiences ranging from students, professionals, corporates and government officials.

This year, Linux Bangalore/2003 also features the Open Source Expo, which, for the first time, offers developers and vendors of Open Source technologies a platform to showcase their technologies, products and services.

The previously held events, Linux Bangalore/2001 and Linux Bangalore/2002, have attracted wide participation from across India and the world. Linux Bangalore/2003 is the third in a series of these events, and in itself is a successor to the Open Source community's participation in events such as Bangalore IT.COM since 1999.

Linux Bangalore/2002 saw the participation of more than 2000 delegates over the three days of the event. This year's event is expected to better this performance.

You may see the breakup of the participant statistics towards the end of this document.

The event is created and run by a team of managers and volunteers from the Open Source community, and, unlike other events, does not represent the interests of any commercial organisation, but addresses the objectives of the Open Source community – the spread of awareness, proliferation and support of Open Source technologies, products and services.



Funding of Linux Bangalore

Though a modest amount is charged off the participants of the event (Rs.300 for pre-registered participants, and Rs.500 for others), this amount does not represent funding of the event as it is used in its entirety for the delegate kits, which include food coupons for all three days, vendor give-aways, T-Shirts and other such material.

Primary funding of the event will be through Sponsorship, and sponsorship opportunities fall into three categories:

1. Principal sponsorship
2. Primary sponsorship
3. Secondary sponsorship

The Principal Sponsor slot of Linux Bangalore is reserved for the Ministry of Communication and Information Technology, Government of India.

Primary Sponsorship has three positions – Platinum Sponsor, Gold Sponsor and Silver Sponsor.

The Platinum, Gold and Silver sponsors will be the main funding sponsors of the event, associated with every aspect of the event, and therefore have the maximum visibility.

Secondary Sponsorship provides for funding or the provision of facilities such as Internet Connectivity, Travel, Hospitality, etc. However, these sponsorships are associated with these facilities only, and not with every aspect of the event.

The following pages will detail Sponsorship Benefits of Primary Sponsors, i.e. Platinum, Gold and Silver.



Linux Bangalore/2003 Platinum Sponsor Benefits:

As the Platinum Sponsor of Linux Bangalore/2003, you will enjoy maximum visibility at all parts of the event, including the Conferences, Publicity, Give-aways and related items.

There is only one such sponsorship opportunity available for the event.

- You will receive premium display space for your organisation and its products/services in the lobby of the event venue. Your display area will adjoin the display area of the Principal Sponsor, and will be visible to every person entering or leaving the venue. Displays must conform to the theme of the event. As Platinum Sponsor, you will have the first choice of either the left or the right stall area.
- The official event T-Shirt will carry your organisation's logo on the left and right sleeves. The event logo will be on the left breast of the T-Shirt.
- Your organisation's banners will be hung in every conference hall, to a maximum of three banners per hall. (Banners to be provided by the sponsor).
- Your organisation's logo will have pride of place in the Sponsor Roster displayed in each Conference Hall.
- Proportional branding in all publicity material associated with the event.
- Inclusion of your organisation's promotional material in delegate kits.
- ONE vendor presentation in a track most suitable for the presentation you will be giving. The length of the presentation will be no more than 50 minutes, must be on-topic with the conference, and will be non-exclusive in terms of scheduling.
- A two-page advertisement in the official event souvenir that will be published during the event, as well as a write-up about you as a sponsor.

The cost of Platinum Sponsorship will be Rs.400,000 (US\$ 8,700)



Linux Bangalore/2003 Gold Sponsor Benefits:

As the Gold Sponsor of Linux Bangalore/2003, you will enjoy high visibility at all parts of the event, including the Conferences, Publicity, Give-aways and related items.

There is only one such sponsorship opportunity available for the event.

- You will receive display space for your organisation and its products/services in the lobby of the event venue. Your display area will adjoin the display area of the Principal Sponsor, and will be visible to every person entering or leaving the venue. Displays must conform to the theme of the event. As Gold sponsor, your display area will be the one not selected by the Platinum Sponsor.
- Your organisation's banners will be hung in every conference hall, to a maximum of two banners per hall. (Banners to be provided by the sponsor).
- Your organisation's logo will appear proportionally sized on the Sponsor Roster displayed in each Conference Hall.
- Proportional branding in all publicity material associated with the event.
- Inclusion of your organisation's promotional material in delegate kits.
- ONE vendor presentation in a track most suitable for the presentation you will be giving. The length of the presentation will be no more than 50 minutes, must be on-topic with the conference, and will be non-exclusive in terms of scheduling.
- A full-page advertisement in the official event souvenir that will be published during the event, as well as a write-up about you as a sponsor.

The cost of Gold Sponsorship will be Rs.250,000 (US\$ 5,500)



Linux Bangalore/2003 Silver Sponsor Benefits:

As the Silver Sponsor of Linux Bangalore/2003, you will enjoy visibility at all parts of the event, including the Conferences, Publicity, Give-aways and related items.

There are only two such sponsorship opportunities available for the event.

- Your organisation's banners will be hung in every conference hall, to a maximum of one banner per hall. (Banners to be provided by the sponsor).
- Your organisation's logo will appear proportionally sized on the Sponsor Roster displayed in each Conference Hall.
- Proportional branding in all publicity material associated with the event.
- Inclusion of your organisation's promotional material in delegate kits.
- A full-page advertisement in the official event souvenir that will be published during the event, as well as a write-up about you as a sponsor.

The cost of Silver Sponsorship will be Rs.150,000 (US\$ 3,300)



Delegate Statistics for Linux Bangalore/2002

Total Number of Registrations:	2252	
Locals(Bangaloreans)	1922	85%
Non-Locals	330	15%
Areas of Interest		
Development:	1851	82%
System Administration:	1465	65%
Users:	1374	61%
Business and Corporate:	822	37%
Emerging Technologies:	1731	77%
Govt. and Education:	724	32%
Community Topics:	706	31%
Occupation		
Computer related (Developer/Software)	816	36%
Student	480	21%
Computer related (Sysadmin/Networks/Hardware)	301	13%
Engineering	153	7%
Research and development	122	5%
Education/training	77	3%
Computer related (Internet)	60	3%
Executive/senior management	51	2%
Consulting	44	2%
Unemployed/Between Jobs	34	2%
Customer service/support	23	1%
Self-employed/owner	22	1%
Government/Military	21	1%
Other	12	1%
Computer related (Sales)	11	0%
Professional (medical, legal, etc.)	6	0%
General administrative/supervisory	5	0%
Manufacturing/production/operations	4	0%
Sales/marketing/advertising	4	0%
Accounting/Finance	3	0%
Retired	2	0%
Homemaker	1	0%



Terms and Conditions

1. All Sponsorships are available on first-come, first-serve basis. However confirmation of sponsorship status will be at the discretion of the event managers.
2. Confirmation of Sponsorship must be in the form of a formal and irrevocable sponsorship letter, followed by the sponsorship amount within the specified time period.
3. Sponsor information will not be included in publicity material until point (2) above is satisfied.
4. Sponsorship cannot be revoked once the publicity campaign for the event starts.
5. All payments must be made by crossed, company cheque, payable to “**Linux Bangalore**”, payable at Bangalore.
6. As this event is organised by a not-for-profit organisation, no Tax Deduction at Source is applicable.
7. Sponsors must provide all logos and directions for their use before publicity begins. Please note that the appearance of logos in publicity material will be proportionally sized according to sponsor status.



Contact Information

Jessica Prabhakar

sponsor2003@linux-bangalore.org

52/1 17th Cross, 10th Main
2nd Floor
Malleswaram
Bangalore 560-055

Tel: +91 (80) 344-0397, 334-1137

Fax: +91 (80) 334-1137

Web: <http://linux-bangalore.org/2003>