2022
Seattle GNU/Linux
Conference

PARTNERSHIP & SPONSOR PROSPECTUS

WHEN
Friday and Saturday, November 4 and 5, 2022

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.

WHERE
Celebrating its **tenth year**, SeaGL will once again be hosted online as we continue to exert caution due to the COVID-19 global pandemic. Although virtual and available worldwide, attracting volunteers and speakers from around the globe, we will be maintaining our ties to Seattle and the greater Pacific Northwest community.

2022 is the third year SeaGL will be offering a **virtual conference experience**. This year we will refine the Matrix portal that was developed last year, while preparing for a future of hybrid conferences. This Matrix experience was based on prior work done in 2020 and 2021, tying together FLO technologies such as BigBlueButton, Jitsi, KiwiIRC, and Element-web.

EXPECTED ATTENDANCE
Historically, we've grown to have 400+ attendees over the course of both Friday and Saturday. This year we hope that the virtual conference will again make SeaGL accessible to many more!

ENTERPRISE AND NON-PROFIT EXHIBITORS
SeaGL has proudly worked with both enterprise and non-profit exhibitors every year. The virtual expo hall will continue to make space for both business and community partners. To realize this, we are introducing a number of new sponsorship opportunities.

If you have any questions or suggestions about our plans for a virtual expo hall, please send an email to **sponsor@seagl.org** so we can follow up.

If your non-profit or educational organization would like to exhibit at SeaGL, please send an email to **partnerships@seagl.org** telling us about your work, support, or outreach with the free and open source software community.

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**.

SPONSORSHIP LEVELS

Platinum Sponsor : $6,000 and up
- Additional thanks after the keynotes
- Track sponsorship for one track, both days
- Sponsorship for one social event
- *Includes everything from Gold*

Gold Sponsor : $5,000
- Thanks before the keynotes
- Track sponsorship for one track, one day
- Thanks on social media each day of SeaGL
- *Includes everything from Silver*

Silver Sponsor : $4,000
- Prominent position in virtual exposition hall
- Thanks on social media one day of SeaGL
- *Includes everything from Bronze*

Bronze Sponsor : $3,000
- Position in virtual exposition hall
- Thanks at the beginning of each day
- Listing and link on seagl.org website, including logo

Regional Business Sponsor : $1,000
(mixture of in-kind and cash accepted)
- *Includes everything from Bronze*

Non-exhibiting Sponsor : $1,000
- Listing and link on seagl.org website

Media Sponsor : Mutual Promotion
- Monthly thanks on social media
- Thanks on social media each day of SeaGL
- Listing and link on seagl.org website, including logo

Educational / Nonprofit : Free
- Position in virtual exposition hall
- Listing and link on seagl.org website

LIMITED AVAILABILITY SPONSORSHIPS

By popular demand, SeaGL is bringing back opportunities for additional conference support and sponsor visibility, either as an alternative or add-on to booth sponsorship.

Live Transcriptions (per track) : $3,000

Illustrated Recordings (all tracks / days) : $6,000

Career Expo / Job Board : $2,000

IDEA: Inclusion, Diversity, Equity, Access : $1,000

Saturday Post-Event Party : $2,000

Volunteer Appreciation Event : $500

Track (per track, per day) : $500

Hallway Track (per day) : $500

Attendee Lunch Vouchers (per day) : $1,000

Attendee Coffee Vouchers (both days) : $1,000

TeaGL Virtual Afternoon Tea Social (per day) : $250

Have another idea that isn't listed? Wanting more details on an add-on?
Please send an email to sponsor@seagl.org !

VIRTUAL SeaGL EXPERIENCE

During our first remote SeaGL in 2020 we developed a beautiful portal to the live conference. For 2022, we continue to refine the experience which is described briefly below.

Attendees are given the option to view video streams of the presentations directly or to join the conversation. Upon selecting the latter, they may bring their federated Matrix account or register a new one. To maintain our commitment of privacy-respecting attendance, they may use our ephemeral server without entering any personal information.

Once logged on, attendees are placed within a Space that includes all of the other attendees. They will see a variety of social and presentation Rooms and be greeted by our bot, Patch. Rooms are organized to present the most important ones first, and presentation rooms are separated into subspaces between occurring and upcoming. Upon joining a room, it appears on the left side of the attendee's portal.

Presentation rooms display a video at the top of the screen and text chat at the bottom. These rooms exist per-presentation so that the conversation may continue throughout the conference. Social rooms have at-will audio/video functionality that can be enabled/disabled per attendee. This allows attendees to interact at varying levels of gradience depending on their comfort and availability. Private messaging between attendees is also available as a part of the core Matrix functionality.

Behind the scenes, we went great lengths to utilize free/libre/open source software (FLOSS), melding a video conference (BigBlueButton or Jitsi) with a web-based text chat (Element). Additionally, to maximize access and interoperability, attendees may join the conversation from their own Matrix clients, albeit with reduced functionality, and stream presentations via a non-interactive interface.

PUBLIC HEALTH CONTINGENCIES

We recognize the need to adjust along with global public health issues due to COVID-19. In order to give sponsors, attendees, speakers and volunteers ample time to plan, we decided a virtual conference is appropriate for 2022.

By planning ahead, we are creating a positive, educational, community-building virtual 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.