YAPC::NA Proposal for Sponsorship Presented to ActiveState

Introduction

Chicago.pm, the Chicago chapter of Perl Mongers (the international society of Perl programmers) and The Perl Foundation would like to take this opportunity to invite ActiveState to sponsor the seventh annual Yet Another Perl Conference of North America 2006 (YAPC::NA 2006).

YAPC: Yet Another Perl Conference

YAPCs, held around the world, are the annual conferences for Perl programming language professionals and enthusiasts.   Attendees include IT professionals of every stripe: application and systems programmers, database administrators, web developers, technical managers and business decision-makers. The conference is an opportunity for networking and sharing of ideas and solutions over three days of keynotes, technical presentations, social events, and discussions with many of the core developers of Perl.

YAPC::NA 2006

YAPC::NA 2006, hosted by Chicago.pm., will take place at the Illinois Institute of Technology's Crown Hall on June 26-28. It is expected to attract 400-500 attendees from across North America and around the world.   The official web site is at http://www.yapcchicago.org/.

This year's event will be complemented by two days of courses taught by authors of preeminent Perl programming books: Damian Conway, Mark-Jason Dominus, brian d foy, and Randal Schwartz.

The Perl Foundation

The Perl Foundation is a volunteer-run, not-for-profit 501(c)(3) organization which supports development of the Perl programming language and fosters the growth of the Perl community through:

- Sponsoring the YAPC conferences and supporting their organizers
- Managing grants for Perl-related projects
- Working with outside groups, such as Google's Summer of Code project
- Putting a public face on the work of the Perl community
- Providing a technical infrastructure for web hosting and software repositories
- Supporting and coordinating volunteer efforts

More information about The Perl Foundation can be found at http://www.perlfoundation.org.

Benefits of ActiveState Sponsorship

YAPC sponsorship can benefit ActiveState in several ways.

- **Public relations**

  The goodwill generated by the sponsorship will establish a strong awareness of your company among leading developers of major open-source projects.

- **Recruitment**

  Sponsorship grants ActiveState access and visibility to the hundreds of Perl programmers at the conference.

- **Technology**

  Your donation supports the development of the Perl programming language and the Perl community, which aides all users of the Perl programming language.

- **Financial**

  Donations are tax-deductible under applicable U.S. law, as the Perl Foundation is a not-for-profit 501(c)(3) organization.

How ActiveState Can Sponsor YAPC

In order to make this conference a success, we are looking for sponsors at multiple levels. What you will find below are a list of sponsorship opportunities that we have identified as vital to the success of the conference. The opportunities are presented in a descending order that roughly corresponds to the visibility they provide and the relative cost of the sponsorship. It is possible to provide more than one sponsorship at different levels, if that is desired.

Venue Sponsor

The venue sponsor provides funding for the conference at-large. The funds provided by the venue sponsor will underwrite the cost of the conference center and supporting staff, with remaining funds supplementing other areas of the conference as needed.

The benefits of ActiveState becoming the venue sponsor include:

- Sponsorship recognition at select conference announcements
- Conference banner promoting ActiveState as venue sponsor
- Exclusive placement of promotional material on conference program back covers
- Premier banner placement on conference website
- Premier name placement on conference t-shirt
- Inclusion of promotional material in conference attendee packets

This is the highest level of sponsorship that YAPC is seeking. The amount requested for this level of sponsorship is $25,000.

Banquet Sponsor

YAPC typically holds a Tuesday night dinner and auction open to all attendees. The scope of the event is based upon the amount of its sponsorship. Chicago offers a wide array of suitable event venues with variable pricing options. A banquet sponsor can choose to fund a specific event or they can give a financial gift directed toward the evening event, leaving the selection of the event at the discretion of the conference planners.

The benefits of ActiveState becoming a banquet sponsor include:

- Banner promoting ActiveState at the event
- Sponsorship recognition at select conference announcements and event
- Select ActiveState representatives may attend the banquet without attending conference
- Page advertisement in conference program
- Premier banner placement on conference website
- Premier name placement on conference t-shirt
- Inclusion of promotional material in conference attendee packets

The banquet sponsorship is extremely variable in cost, as it is tied directly to the cost per person at the banquet chosen by the sponsor. We anticipate having 500 banquet

attendees and a cost per person between $25 and $100. This puts the cost of the banquet sponsorship between $12,500 to $50,000.

Snack Sponsor

At each of the three days of the conference, mid-morning and afternoon snacks are served to attendees. Each of the six rounds of snacks adds a per-head cost to the conference. At the conference center, there are many snack packages of varying costs. The sponsor can choose which package and snack session they would like to sponsor or can make a financial gift allocated to snacks, leaving the choice of food and time to the conference planners.

Benefits of ActiveState becoming a snack sponsor include:

- Sponsorship recognition at select conference announcements and when snacks are served
- Promotional cards on serving tables advertising ActiveState sponsorship
- Quarter-page advertisement in conference program
- Banner placement on conference website
- Name placement on conference t-shirt
- Inclusion of promotional material in conference attendee packets

The snack sponsorship is also somewhat variable in cost, as it is tied directly to the cost per person of the snack package chosen by the sponsor. We anticipate needing 500 servings per session with costs running between $3 and $10 per person. This puts the cost of the snack sponsorship between $1,500 to $5,000.

Printed Program Sponsor

Each conference attendee receives a printed program containing the conference schedule, presentation abstracts, and some promotional material. The printed program sponsor underwrites the printing of the programs.

Benefits of ActiveState becoming a printed program sponsor include:

- Sponsorship recognition at select conference announcements
- A full-page advertisement immediately opposite the editors welcome
- Banner placement on conference website
- Name placement on conference t-shirt
- Inclusion of promotional material in conference attendee packets

We anticipate needing 500 printed programs at a cost of $3 to $5 each. The total cost of the printed program sponsorship is between $1,500 and $2,500.

Speaker Event Sponsor

Volunteer speakers are why people attend YAPC. These speakers work hard to prepare interesting and cutting edge material that they will then present in front of hundreds of peers. YAPC would like to reward the speakers with a special event that recognizes them and thanks them for helping make the conference happen.

The benefits of ActiveState becoming a speaker event sponsor include:

- Banner promoting ActiveState at the event
- Sponsorship recognition at select conference announcements and event
- Select ActiveState representatives may attend the event without attending the conference
- Page advertisement in conference program
- Banner placement on conference website
- Name placement on conference t-shirt
- Inclusion of promotional material in conference attendee packets

The speaker event is smaller than the banquet. However, its cost is also tied directly to the cost per person of the event chosen by the sponsor. We anticipate having 100 attendees at a cost per person between $15 and $25. This puts the cost of the speaker event sponsorship between $1,500 to $2,500.

Printed Advertisements

Promotional spots are available in the conference program. If ActiveState is interested in advertising in the conference program, full-page, half-page, and quarter-page spots are available. Selection of ad placement in the program is given in order of purchase.

At this time, we have not finalized pricing on advertisements in the program. If you are interested in this type of sponsorship please ask about pricing.

Items for Conference Auction

The Tuesday night conference event includes an auction that benefits The Perl Foundation. ActiveState is welcome to donate any items for auction. It is preferred that the items be new or professionally refurbished and that the items be of interest to technologists. Donors of items are mentioned at the time when their item is auctioned off. They also receive mention in the conference program and at select conference announcements.

Other Support

These sponsorship opportunities address specific requirements of the conference, but there are many other ways to support YAPC. One form of sponsorship is a cash gift. For cash donations, we have multiple levels of sponsorship.

Sponsorship Level	*Amount of Donation*
Platinum	$5,000 or more
Gold	$1,000 to $4,999
Silver	$100 to $999
Bronze	$50 to $99

Sponsors at all levels will receive recognition at the conference and in conference materials and promotions.

If ActiveState finds none of the above-proposed opportunities suitable but would like to help sponsor YAPC, please contact Josh McAdams at josh@yapcchicago.org.

ActiveState Attending YAPC

We also invite ActiveState to attend YAPC. This year's YAPC will offer invaluable recruiting and training opportunities to companies like ActiveState which rely on Perl.

Recruiting

ActiveState is welcome to host a booth for a modest fee at a job fair to be held for a half-day during the conference. ActiveState representatives can take this opportunity to network with and prospect many top-quality Perl programmers. YAPC attracts some of the most active and talented programmers in the Perl community who use YAPC to network and further their careers.

As part of sponsorship, ActiveState may insert promotional material and an invitation to apply to ActiveState in the attendee packets.

If you are not interested in setting up and staffing a booth, ActiveState may still insert promotional material and an invitation to apply to ActiveState in the attendee packets.

Training

New this year, YAPC has arranged with some of the top trainers in the Perl community to conduct two-day open courses following the conference. Current trainers include:

- Damian Conway ([http://damian.conway.org/About_us/Bio_formal.html)](http://damian.conway.org/About_us/Bio_formal.html) Professor at Monash University (Australia), co-designer of Perl 6, and author of multiple Perl books including *Object Oriented Perl* (Manning) and *Perl Best Practices* (O'Reilly Media).
- Mark-Jason Dominus (http://perl.plover.com/) Author of multiple technical articles, many of which were collected to create *Computer Science and Perl Programming: Best of the Perl Journal* (O'Reilly) and author of *Higher-Order Perl* (Morgan-Kaufman).
- brian d foy ([http://www.stonehenge.com/staff.html)](http://www.stonehenge.com/staff.html) Owner of Stonehenge Consulting, publisher of The Perl Review (http://www.theperlreview.com), and author of *Learning Perl* (O'Reilly Media).
- Randal Schwartz ([http://www.stonehenge.com/staff.html)](http://www.stonehenge.com/staff.html) Owner of Stonehenge Consulting, and author of countless published articles and multiple Perl books including *Learning Perl* (O'Reilly Media), *Learning Perl on Win32 Systems* (O'Reilly Media), *Learning Perl Objects, References & Modules* (O'Reilly Media), *Effective Perl Programming* (Addison-Wesley), and *Perls of Wisdom* (Apress).

At only $200 for two days of training, these courses are an excellent value. Attending these training courses does not require also attending the conference, but it is encouraged. Topics of the courses will be announced early in 2006.

Our Thanks

We appreciate our sponsors and recognize them in every way we can.

- All sponsors at all levels are recognized on The Perl Foundation and YAPC::NA 2006 websites. These websites are permanently maintained on the web.

- All sponsorship is publicized throughout the Perl community in YAPC::NA announcements.

- During the conference, all sponsors at all levels earn mentions at the select sessions, during the proceedings and in the program booklet.

- Any sponsor's promotional materials may be included in attendee packets.

YAPC is an accessible conference because of sponsors like ActiveState. We are prepared to work with you to ensure that your sponsorship is beneficial to both ActiveState and YAPC. Please contact the conference chair, Josh McAdams, at josh@yapccchicago.org or 312-224-8558 to discuss any aspect of sponsorship.

We look forward to seeing you in the Windy City in June.

Event co-chairs

Joshua McAdams, josh@yapcchicago.org

Pete Krawczyk, pete@yapcchicago.org