## 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 govern-
ment, 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.

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 Diamond Sponsorship which includes ads in the videos of
talks released onto YouTube. The SELF YouTube channel has a global reach, over 80,000
views, 700,000 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%).
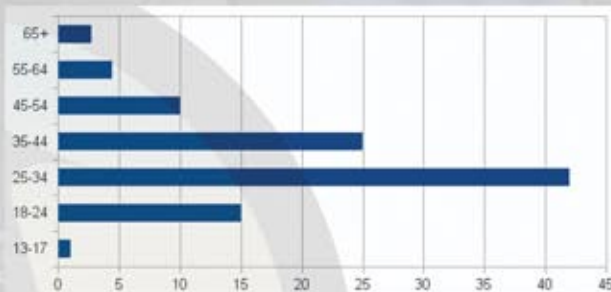
Attendee's Job Titles:

Due to the "creative" nature of job titles, particularly in the tech industry, it is difficult to give mean-
ingful statistics on job titles. However, some general observations can be made about the type of job
a typical SELF attendee has. SELF is a very Systems Administrator heavy crowd. People who are
SysAdmins or in practice are SysAdmins make up roughly half of all attendees. Beyond that major
job roles of attendees include Developers, Ops and DevOps, Network Administrator, System/Network
Architect, Analyst, Consultant, Systems Engineer, Database Administrator, and Specialist.

Put into more marketing friendly and concise terms: You will not find the people who sign purchase orders at
SELF. You will, however, find the people who spec, research, and test what is put on those purchase orders.

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. These are people 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 num-
bers of successful hires, will jump at the chance to get paid doing what they're already passionate about.

chmod

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License to Kill

Southeast Linuxfest
Prospectus 2020

SOUTHEAST LINUXFEST 2020

SPONSOR PROSPECTUS   June 12 - 14, 2020   Charlotte, NC

DIAMOND

$3,000
- Logo placement in all videos released
- FULL page color ad in program guide
- Prominent logo placement on website
- Company info page link from website sponsor page
- Two 6 ft. table in Premium location
- Ballroom name reference (first 4 sponsorships)
- Up to 4 Tickets to the Speaker Dinner
- Social media shoutout

PLATINUM

$2,000
- Logo placement in all videos released
- FULL page color ad in program guide
- Prominent logo placement on website
- Company info page link from website sponsor page
- Two 6 ft. table in Premium location
- Classroom name reference (first 4 sponsorships)
- Up to 2 Tickets to the Speaker Dinner
- Social media shoutout

GOLD

$1,500
- Half page color ad in program guide
- Logo placement on website
- Company info page link from website sponsor page
- 6 ft. table in Good location
- Social media shoutout

SILVER

$1,000
- Quarter page ad in program guide
- Logo placement on website
- Company info page link from website sponsor page
- 6 ft. table location in expo hall
- Social media shoutout

BRONZE

$500
- Listing in program guide
- Logo placement on website
- Company info page link from website sponsor page
- 6 ft. table location in expo hall
- Social media shoutout

EDU/.ORG

$50
- Listing in program guide
- Logo placement on website
- Company info page link from website sponsor page
- 6 ft. table location in expo hall
- Social media shoutout
- Only available to non-profits, FOSS projects, and educational institutions

Want to maximize your reach? YouTube

Sponsor at Diamond Level and have a video ad in our conference videos. Our YouTube channel has over 20,000 views and 200 subscribers in just 2 years. This does not include the downloads of our original format video and audio releases to Archive.org which also number in the thousands.
http://www.youtube.com/user/southeastlinuxfest

Actual Attendees in 2013

By sponsoring SELF, you cover all the major sectors and tech hubs of the southeast.

Our attendees come largely out of the greater I-85 corridor. This includes the research triangle, Charlotte, Greenville-Spartanburg, and Atlanta. We also pull heavily out of Charleston, Washington DC, Knoxville, and Western NC. These areas combine to cover government, education, research, technology, finance, manufacturing, and startup heavy areas.

Additional Sponsorship Opportunites:

Friday Night Pre-Party*: $2,000
Adult beverages and Pizza - address the crowd and logo projected on screen

Saturday Night Party*: $3,000
Adult beverages and Pizza - address the crowd and logo projected on screen

Speaker Dinner: $2,000
Carolina Style BBQ Dinner for SELF's speakers, staff, and biggest sponsors. Up to 4 tickets

Internet*: $2,000
Covers equipment and services to provide free internet for attendees. Includes portal ad

Lanyards: $2,000 your logo & SELF logo

T-Shirt*: $1,500 your logo on sleeve

Bag Insert: $500

Equipment Loan:
Other ideas? 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 typically hard to find outside the southeast.