

Sponsoring
Drupal
Downunder



Jasper Hotel, Melbourne
13-15 January 2012



What is Drupal?

Drupal is an industry-leading open source content management platform used to power millions of websites. It's also a robust community of Web developers, designers, business people, and everyday citizens around the world.

Drupal is used to power the websites of businesses large and small. It can be found at all levels of government in countries around the world. It's used by educational and cultural institutions to inform and engage. Public and private organisations and associations use it to connect people with common interests and goals.

It's a platform that delivers publications, media, and entertainment of all varieties. And of course, it's used by all kinds of individuals looking to express themselves online.

**It's no exaggeration to say
Drupal is Everywhere.**



Drupal Downunder 2011 attendees in Brisbane



What is Drupal Downunder?

Drupal Downunder brings together the people who use, develop, design, and support the Drupal platform in Australia and New Zealand. More than just another industry event, it's a shared experience that seeks to inspire and engage.

Drupal Downunder Melbourne 2012 will feature sessions and panels from some of the most influential people and brightest minds within the local Drupal community. Opportunities for networking, code sprints and informal conversations in the 'hallway track' will round out the conference experience.

DATES 13 - 15 January 2012

VENUE Jasper Hotel 489 Elizabeth Street
Melbourne Victoria Australia

“*Drupal Downunder 2011 was a great event. A lot of people flew out from other parts of Australia and New Zealand to attend so it was very much a national event. There was a great vibe that reminded me of early Drupal events. It is clear that Australians are passionate about Drupal, and that Drupal is getting a lot of traction. At the same time, based on the size of the Drupal shops, the size of projects being launched on Drupal, and the developer centric audience at the conference, it felt like Australia is a few years behind in terms of Drupal adoption. That makes for a great opportunity because based on what I saw, there is no doubt that Drupal will see a lot of growth in Australia.*”

Dries Buytaert, Project Founder.



Why sponsor Drupal Downunder?

By sponsoring Drupal Downunder you'll be putting your message in the minds of a key target audience. Drupal users, designers, developers, businesspeople, and decision makers are sophisticated web professionals and heavily dependent on web services.

By sponsoring Drupal Downunder, you are not only presenting yourself to the attendees of this event, but also gaining exposure throughout the network of Drupal users and Web professionals around the world.

Whether you're looking for business or talent, sponsoring Drupal Downunder is a unique branding and marketing opportunity.

Drupal people support organisations that support Drupal.

“Sponsoring Drupal Downunder 2012 should be a no-brainer for any Australian company that uses Drupal! A strong Drupal community in Australia just leads to more clients and developers adopting Drupal, so it's in everyone's interest to make sure it grows and thrives.”

Owen Lansbury, PreviousNext
sponsors of Drupal Downunder 2011

The Australian and New Zealand Drupal community is flourishing. Take advantage of this opportunity to establish your business as a key player in this growing industry.





Jasper Hotel, Melbourne

The Jasper Hotel

Our venue is independently operated.

They have indicated we will 'own' the hotel for the duration of Drupal Downunder. This provides ample opportunity for our major sponsors to brand the space for maximum exposure.

Our keynote venue can accommodate 300 people. Around 160 people attended Drupal Downunder 2011 in Brisbane, we're aiming to attract at least 200 people in 2012.

Four breakout streams will ensure we have space in the program to embrace diversity, with topics of interest to users, decision makers, designers and developers.



SESSIONS

Drupal Downunder will feature four tracks of curated sessions and panels from some of the brightest minds within the Australian Drupal community and beyond.

Topics will include design and user experience, coding and development, and business and strategy. Sessions will be targeted at users of all levels, from those new to Drupal to the most seasoned veterans of our community.

CODE SPRINTS

As an open source software project, Drupal is constantly being worked on by a wide community that includes developers, designers, content editors, project managers, and anyone else interested in volunteering their time and talent.

Code sprints are an opportunity for anyone to pitch in and help make Drupal better, whether it's by writing code, reviewing patches, developing new modules and themes, or helping improve content and documentation on the drupal.org website.

BIRDS OF A FEATHER

Birds of a Feather sessions (BoFs) are informal meetings for attendees to discuss a topic of shared interest without a pre-planned agenda.

BoFs facilitate networking and the formation of new partnerships among attendees of like mind.

These flexible, spontaneous sessions allow for more audience interaction than panel discussions, and are usually guided by a facilitator or discussion leader.





Dries Buytaert

Keynotes

Dries Buytaert
Drupal Project Leader

Dries Buytaert is passionate about the web, open source and photography. He is the original creator of Drupal and the project leader.

He is co-founder and chief technology officer of Acquia, a venture-backed software company that offers products and services for Drupal. Dries is also working on Mollom, a service that helps you identify content quality and that stops website spam.



Gian Wild
Usability and Accessibility Specialist

Dimitri Gaskin
Drupal Core Developer

Photo by Greg Dunlap



Sponsorship Packages

Drupal Downunder 2012 is offering four sponsorship packages. These packages provide sponsors with broad visibility before, during and after the conference. The Drupal Downunder conference website and signage highlight our premier sponsors. Please note the number of sponsorships at some tiers are limited, so please reserve your spot early.

- Platinum — \$ 11,000 — (Exclusive) **SOLD**
- Gold \$ 5,500 (3 total) **1 LEFT**
- Silver — \$ 2,750 — (6 total) **SOLD**
- Bronze \$ 770 (no limit)

PREMIUM SUPPORT OPPORTUNITIES

In addition to the sponsorship packages, there are some premium sponsorship opportunities that will help make Drupal Downunder 2012 a more memorable experience for all speakers and delegates.



Fabulous Melbourne by night



Sponsorship Package Details

PLATINUM PACKAGE

\$11,000 (Exclusive)

Large logo & link on all pages of the Drupal Downunder website.

Logo on all conference signage including plenary screens.

Sponsor Table in foyer.

4 conference tickets.

Name the **keynote** venue.
Banner on the stage.

GOLD PACKAGE

\$5,500 (3 total) | left

Logo & link on all pages of the Drupal Downunder website.

Logo on all conference signage including plenary screens.

Sponsor Table in foyer.

3 conference tickets.

Name a **breakout** space.
Banner in that space.

SILVER PACKAGE

\$2,750 (6 total)

Logo & link on sponsors page of the Drupal Downunder website.

Logo on all conference signage including plenary screens.

Sponsor Table in foyer.

2 conference tickets.

BRONZE PACKAGE

\$770 (no limit)

Logo & link on sponsors page of the Drupal Downunder website.

1 conference ticket.



Premium Support Opportunities

TECHNICAL SUPPORT

wireless
internet access

high speed
bandwidth

video
recording

DELEGATE NEEDS

morning &
afternoon teas

daily
lunches

products &
discount offers

CONFERENCE EXPERIENCE

international
keynotes

gala
dinner

prizes &
give-aways

Other options: We're happy to discuss other ideas you might have – T-shirts? Breakfast? Cocktails? All night coder lounge?

Pricing depends on the actual cost of providing the item, but here's some ball park figures to use as a rough guide:

- Conference Dinner \$22,000
- Video Recording \$5,500
- Lunch break \$11,000
- ~~Coffee break \$2,750~~ **SOLD**
- ~~Lanyards \$1,100~~ **SOLD**

In kind support is also welcomed.

Please note, we're trying hard to minimise the 'stuff' generated by conference events which is why we're not doing bags, inserts or a conference booklet.

CONTACT THE ORGANISERS

To discuss these sponsorship opportunities please contact Donna Benjamin donna@drupaldownunder.org 0418310414



Premium Support

VIDEO RECORDING - \$5,500

All conference sessions at Drupal Downunder will be recorded using the innovative services of Next Day Video.

This involves live mixing a video feed of the presenter, with a direct digital feed from the presenters laptop. It is processed, encoded and uploaded to the web as quickly as possible.

Part of the process includes inserting a credit slide at the beginning of the video which includes the presenters name, session title, conference branding and place for sponsors logos. We are offering this as an exclusive branding opportunity to one sponsor for \$5,500.

As an enduring record of the conference, it delivers maximum brand exposure. Videos are seen online by many more people than can attend the conference in person.

CONFERENCE DINNER - APPROX \$22,000

The conference organisers would like to organise a dinner for all conference participants on the evening of Saturday 14 January without asking them to pay, thereby ensuring an inclusive event the whole conference community can attend.

This premium support opportunity includes an option to provide a dinner speaker.

Precise details of venue, menu, drinks package and audio visual requirements will determine the actual cost of this premium support opportunity.

A consortium of smaller organisations willing to share the spotlight and the cost could also be an option.

Please contact Donna Benjamin to discuss the options donna@drupaldownunder.org 0418 310 414

