



LIBREPLANET 2021 EMPOWERING USERS

The annual conference on technology and social justice from the Free Software Foundation

LibrePlanet will be online. We anticipate over 500 unique attendees, and exciting talks covering a range of interesting subjects for the free software movement. We invite you to join us and support this event!

If you have any further questions please do not hesitate to contact us at campaigns@fsf.org

Guest keynotes for LibrePlanet 2021: Empowering Users are copyright reform activist Julia Reda, digital fabrication expert Nadya Peek, and Guardian Project's Nathan Freitas.

Sponsor and Exhibitor Brochure

March 20-21, 2021
libreplanet.org/2021





ABOUT LIBREPLANET

LibrePlanet is the FSF's annual conference for free "as in freedom" software enthusiasts and anyone who cares about the intersection between technology and social justice. LibrePlanet brings together a diverse community of software developers, law and policy experts, activists, students, and computer users.

LibrePlanet is the preeminent free software conference of its kind. Hundreds of attendees will be participating from all over the world. Previous Keynote speakers have included NSA whistleblower Edward Snowden, former executive director of the Wikimedia Foundation Sue Gardner, author and activist Cory Doctorow, and Software Freedom Conservancy and Perl Foundation board member Allison Randal.

ATTENDANCE

750+

Attendees are expected from all over the US and 15+ countries.

SESSIONS

46

Sessions and workshops will be held over 2 days.

WEB

275K+

Unique Web site visits to libreplanet.org/2020.

MEDIA

160K+

Unique visits to hosting platform of recorded videos and photos (now also available via PeerTube).

The 2021 online edition of LibrePlanet will feature copyright reform activist Julia Reda, Human Centered Design & Engineering PhD Nadya Peek, and founder of the Guardian Project, and Berkman Klein Center fellow, Nathan Freitas, as keynotes, as well an FSF keynote and Free Software Award presentation.

LibrePlanet is made possible thanks to generous sponsors and exhibitors who want to be at the nexus of technological innovation, user freedom, education, community, and a free society. Event sponsors and exhibitors tangibly demonstrate commitment to the free software community while engaging not only the attendees and organizations at the conference, but also the Free Software Foundation's 4,800+ dues-paying members, 225,000+ email subscribers, and nearly 2.2 million unique Web visitors annually.

2020 LibrePlanet: At a glance

- 300 unique viewers online at any time, coming from 31 US states and 15+ countries, and a satellite event in Canada.
- Diversity is a conference priority: LibrePlanet 2020 featured 42 speakers, 40% of whom were women or nonbinary, 28% were people of color.
- Partial list of organizations represented: Debian, The Document Foundation, Electronic Frontier Foundation, GNOME Foundation, IBM, Mozilla, Open Invention Network, Open Source Initiative, Red Hat, Software Heritage, The Tor Project, Wikimedia, and Yale Privacy Lab.

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BECOME A SPONSOR

Your support will help sustain, energize, and inspire the free software community. Sponsoring provides you the unique opportunity to engage hundreds of legal and policy experts, developers, students, activists, free software and technology enthusiasts, and potential employees with your brand, message, and organization.

LibrePlanet offers the opportunity for you to:

- Invest in the free software community and introduce your organization to our audience.
- Engage one-on-one with an influential audience of decision-makers and technology professionals.
- Build your reputation and gain visibility with top industry talent in software development, licensing, and free software applications.
- Strengthen connections with other companies that are making an impact.
- Establish your organization as a leader in the free software community.

SPONSORSHIP SUPPORTS

- Research, staff time and technology needed to deliver a fully free event online
- Bandwidth and servers to provide the event livestream gratis for anyone to join
- Gratis additional privileges like workshop attendance for all student attendees
- Social and networking events
- Streaming and recording resources using all free software
- Other event and planning logistics



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SPONSORSHIP PACKAGES

SUPPORTER (\$2,500)

- Logo and information space in online exhibit hall
- Acknowledgment on social media
- Logo displayed on conference Web site under the Supporter level
- Exposure in the LibrePlanet trivia event
- Admission to all events, conference T-shirts, and "sponsor" badges for your organization
- "Social time" in the event for conversations with LibrePlanet attendees



BENEFACTOR (\$5,000)

ALL SUPPORTER BENEFITS, AND MORE:

- Logo displayed on conference Web site under the Benefactor level
- Prime location in exhibit hall
- Add a video to your exhibitor space
- Feature your logo in the transitions between talks
- Onstage acknowledgement at closing (day 2)

ADVOCATE (\$7,500)

ALL BENEFACTOR SPONSOR BENEFITS, AND MORE:

- Logo displayed on conference Web site under the Advocate level
- Your own social space in the hallway track
- Feature a short message in the transition between videos about why you support free software



AMBASSADOR (\$15,000)

ALL OFFICIAL SPONSOR BENEFITS, AND MORE:

- On-stage acknowledgement at opening sessions on both days
- More prominent display in program book (color back cover)
- Inclusion of a social event you organize in the program
- Dedicated press release about your organization's support of LibrePlanet and free software

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EXHIBITORS



EXHIBITORS

(\$1,000/\$300 nonprofits & individual projects)

Early bird until March 15 \$800/\$250

- Logo and information space in the online exhibit hall
- Inclusion in exhibitor announcement press release
- Acknowledgment on social media and conference Web site
- 2 conference T-shirts and registrations to all events
- Exposure in the LibrePlanet trivia event

All materials must be submitted by March 15, 2021 in order to guarantee visual inclusion.

We have a range of custom sponsorship opportunities at LibrePlanet besides these standard options, and we are happy to create a package that fits your organization.

**If you're interested in supporting
LibrePlanet 2021: Empowering Users
Contact: Zoë Kooyman at campaigns@fsf.org**



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"ONE OF THE MOST INSPIRING
WEEKENDS IN A LONG TIME."

— AVNI KHATRI

About the Free Software Foundation (www.fsf.org)

The Free Software Foundation is a nonprofit with a worldwide mission to promote computer user freedom, defending the rights of all software users. Free software is software that gives users the freedom to share, study, and modify it. The software is free because the user is free to do with the software as they like. As a recognized authority on digital freedom, the Foundation's work spans from technology and educational resources to software licensing, hardware certification, and policy/advocacy efforts, touching the lives of millions of computer and software users across the globe every day.

The Foundation is home to the GNU Project, which resulted in the world's first free software operating system, GNU/Linux. The organization is further entrusted with thousands of software copyright assignments from individual developers and corporations, defending those licenses through monitoring and legal compliance. The Foundation also publishes the GNU General Public License (GPL), the world's most popular free software license, and maintains free public resources, including an online educational tutorial on email encryption and the Free Software Directory, a collectively maintained repository similar to Wikipedia of over 15,000 free software packages.

The FSF has been a registered 501(c)(3) in the United States since 1985, currently with thousands of individual supporters around the world, each contributing on average \$200 a year. With over 80% of the organization's budget spent on programs, the FSF has the highest possible rating on independent nonprofit evaluator Charity Navigator — four stars and 100%.

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