



# flock

Rochester, New York, USA

Sponsor Prospectus 2024  
Wednesday, August 7th to Saturday, August 10th

# Join us for Flock to Fedora

## The Fedora Project's Annual Contributor Conference

Thank you for your interest in sponsoring this year's event!

Welcome back to Flock, a conference organized to bring the global Fedora Project contributor community together. This will be the ninth Flock to Fedora and the twelfth flagship event to gather our community. This annual gathering is an opportunity for our community to discuss new ideas, share what they have been working on, connect with each other, and revitalize for the upcoming year.

The Fedora Project is a rich and thriving international free software community that works together to build a free and open source software platform and share user-focused solutions built on that platform. Fedora Linux is the original upstream used by Red Hat and others to build the downstream Enterprise Linux ecosystem, including Red Hat Enterprise Linux (RHEL), CentOS Stream, Amazon Linux, AlmaLinux, Rocky Linux, and others.



# We are Fedora!

Group photo from Flock 2023 in Cork, Ireland

# Flock to Fedora: What to Expect

## The Fedora Project's Annual Contributor Conference

Flock to Fedora returns for its ninth edition and our twelfth flagship event for the Fedora contributor community. The conference spans four days and includes talks, workshops, hackfests, and social events.

**Communicate the Fedora Strategy.** Everyone in Fedora should understand and feel well-aligned with the project's goals, both tactical and long-term. Flock to Fedora is a crucial unifying force for our community. It offers a unique venue to discuss new ideas with our diverse community based around the world. In-person connections form the most powerful way to get everyone inspired to work towards our shared goals. This makes it the best venue to encourage and motivate our contributors toward reaching our shared goals.

**Make Connections that Lead to Action.** We do amazing work as a global project, but it is hard to know everything that is going on. When we work online, it is easy to focus only on our work and the people we directly work with. At Flock, we meet many other members of the community who we might not otherwise encounter. These unique connections formed in the Flock "melting pot" empower future collaborations and inspire cross-team ideas which couldn't happen otherwise.

**Celebrate Our Successes and Our Community.** The Fedora community is made up of diverse people from various professional backgrounds, cultures, languages, time zones, and interests. This amazing fusion means we never lose sight of the strong value of our *Friends Foundation*. Flock to Fedora demonstrates how we live that value as a community. The social energy generated from Flock to Fedora sustains contributors for the rest of the year, keeping us connected and engaged.

We will offer complimentary swag to Flock to Fedora attendees who would like to receive swag. The swag will include a variety of items from Fedora and sponsors. Attendees will receive information on how to claim swag at the event registration desk.



Freedom.  
*Friends.*  
Features.  
First.

Group photos from Fedora Hatch Pune 2022,  
Rochester 2022, and Cork 2022..

# Sponsor Benefits Overview

<b>Level 1: \$1,500 USD Bronze Level</b>	<b>Level 2: \$5,000 USD* Silver Level</b>	<b>Level 3: \$10,000 USD* Gold Level</b>	<b>Level 4: \$20,000 USD* Platinum Level</b>
Logo on conference website	Inclusion of an additional sticker or small swag item in event attendee swag bag, for a total of two items (swag provided by sponsor).	A room named after your company or project in the event venue.	Logo on conference lanyard and attendee name badges.
Verbal shout-out by Fedora leadership in opening and closing sessions.	Logo on room displays during breaks between sessions (e.g. transition screen).	Daily social media** shout-outs.	Choice of an additional sponsored activity, for a total of two: Meal/Beverage, Audio/Video, DEI Fund, Community Social
One social media** mention during the event.	Social media** mentions on opening and closing days of the event.	4 sponsor invitations to a networking dinner with Fedora leadership (Council, FESCo, Mindshare).	
Inclusion of one company or project sticker in event attendee swag bag (swag provided by sponsor).	2 sponsor invitations to a networking dinner with Fedora leadership (Council, FESCo, Mindshare).	Choice of one sponsored activity: Meal/Beverage, Audio/Video, DEI Fund, Community Social	

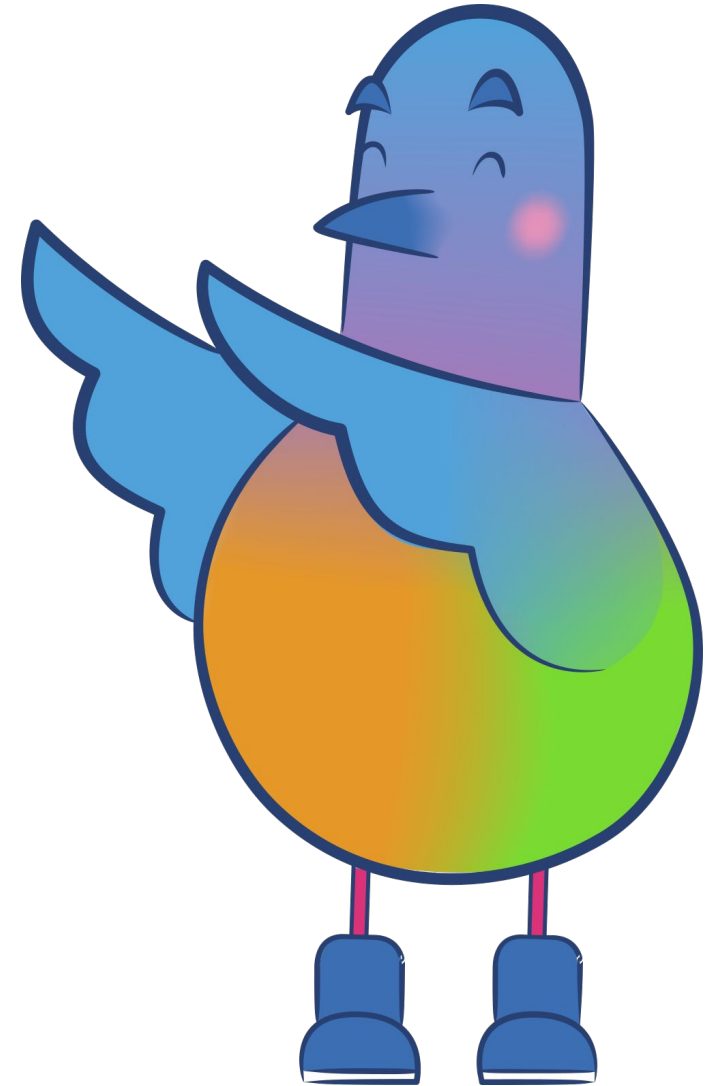
\*All benefits from the previous levels are inherited.

\*\*Available social media accounts include official or verified Fedora accounts on Mastodon, Instagram, LinkedIn, YouTube, and X/Twitter. Please note that there can be flexibility in options depending on what your Organization would find most beneficial.

# Sponsorship Activities

Certain sponsorship levels can choose to be the headlining sponsor for a sponsored activity. Additionally, any of these sponsored activities may be negotiated as an add-on to an existing tier, whether it includes a sponsored activity or not.

**All sponsored activities must be combined with a sponsorship tier**, i.e. they cannot be chosen independently from regular sponsorship.



# Sponsorship Activities

<b>Meal/Beverage sponsor</b> <b>\$2,500 USD</b>	Sponsor a lunch or refreshments break. Lunch and refreshments (e.g. coffee, tea, water) are offered daily at different intervals of the conference. For every \$2,500 sponsored, your organization will be acknowledged with your name and logo for one lunch or refreshment break.
<b>A/V sponsor (A/V)</b> <b>\$3,500 USD</b>	Sponsor our A/V equipment, service costs, and streaming overhead. A company or project logo can be featured on a splash screen in the session recording after the conference ends (e.g. on YouTube / PeerTube / et al).
<b>DEI Fund</b> <b>\$1,000 USD</b> <i>Single, \$1000. Double Dip, \$2000. Triple Play, \$3000.</i>	Contribute to a special reserve funding for helping underrepresented minorities and socio-economically challenged attendees make it to the conference. This fund is only used for travel, accommodation, and visa costs.
<b>Community Social</b> <b>\$3,500 USD</b>	We have done networking dinners, game nights, walking tours, and other fun local activities during the conference. A sponsor can be attributed and thanked for one of these conference-wide evening community social activities.





The Fedora Project envisions a world where everyone benefits from free and open source software built by inclusive, welcoming, and open-minded communities.



Group photo from Flock 2018 in Dresden, Germany



Group photo from Flock 2016 in Kraków, Poland



# Past Sponsors of Nest & Flock

- Ansible
- Adafruit
- AlmaLinux
- Apache Software Foundation
- Amazon.com
- ARM
- Amazon Web Services (AWS)
- Bluehost
- Cavium
- CentOS
- Citrix
- College of Charleston
- Datto
- Dell
- DevExchange
- Destination Linux Network
- Eucalyptus
- It's FOSS
- Jaguarboard
- Lenovo
- Linux Foundation
- Lulzbot
- GitLab
- Google
- Meta
- Network Box
- Rocky Enterprise Software Foundation (RESF)
- Omniband**
- OpenNMS**
- OpenShift**
- openSUSE**
- O'Reilly**
- Puppet Labs**
- Rackspace**
- Red Hat**
- Snow.nl**
- Spigot**



Thank you again for your interest  
in sponsoring Flock to Fedora!  
Please contact [sponsors@fedoraproject.org](mailto:sponsors@fedoraproject.org)  
for more information and next steps.

Thanks!