



# 2024 AKADEMY



Julius-Maximilians-University of Würzburg /  
Würzburg, Germany / Hybrid Event/  
**Sat 7<sup>th</sup> - Thur 12<sup>th</sup>, September, 2024**

**INFORMATION FOR SPONSORS**

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# AKADEMY

Akademy is the annual world summit of KDE. It is a free, non-commercial event organized by the KDE Community.

Developers, translators, designers, and other contributors meet in one place for talks program, meetings, and coding on the different projects that are part of KDE.

Our attendees numbers keep growing year over year.

During 2020 and 2021 Akademy moved to an online model which saw an increase in online engagement during the conference. In 2022 and 2023 we combined online and live audiences, reaching hundreds of people.

The same model will apply during Akademy 2024, and as things gradually return to normal, we expect to increase the number of attendees moving forward. This is going to be a big year for Akademy!



“A world in which everyone has control over their digital life and enjoys **freedom** and **privacy**.”



# WHAT IS KDE?

KDE is a diverse, worldwide Free Software Community dedicated to creating an open and user- friendly computing experience. From file managers, email clients, and text editors to multimedia players and digital graphics tools, KDE applications help users control their digital lives regardless of their background and skills.

Always ahead of the curve, KDE is expanding its presence on mobile devices with Plasma Mobile and Kirigami. The KDE Community has also developed a wide range of Android apps, such as Minuet, Marble, KDE Connect, KStars and many more. These apps provide users with a seamless operational experience on smartphones and tablets.

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# OUR COMMUNITY

An international team developing and distributing Open Source software.

Our community has developed a wide variety of applications for communication, work, education and entertainment. We have a strong focus on innovative solutions to old and new problems, creating a vibrant, open atmosphere for experimentation.





# WÜRZBURG, GERMANY

A city of roughly 130,000 inhabitants, Würzburg is located in the north of Bavaria, about halfway between the technological city of Nürnberg and Germany's economic powerhouse, Frankfurt.

Founded more than 1300 years ago, it rose to significant importance in the German empire due to its location at important trade routes. Historic highlights include the 1796 Battle of Würzburg, the absorption into the Kingdom of Bavaria in 1814, and the 1997 Linux Kongress held in the Fortress Marienberg. There, Matthias Ettrich, founder of KDE, gave a talk about "The K Desktop Environment", one of the earliest presentations of the project.

Akademy 2024 will be held in Würzburg, Germany, when the weather is ideal for both conference and recreational activities, such as sightseeing, alfresco meetups, and day trips.

# Why sponsor **AKADEMY?**

Sponsoring Academy gives you an excellent way to reach top Open Source developers and contributors comprised of an educated audience of highly-skilled technologists, always on the lookout for new projects and ways to improve their workflow.

As a player in the IT arena, your collaboration will give you a front-row seat to the sharpest and most motivated people in FLOSS as well as early access to potentially game-changing technologies and the single-minded people that can make them happen.



# Sponsorship LEVELS

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<b>Platinum</b> EUR 16.000	<b>Gold</b> EUR 10.000	<b>Silver</b> EUR 6.000	<b>Bronze</b> EUR 4.000	<b>Supporter</b> EUR 2.000
<ul style="list-style-type: none"><li>✓ 3 min. Lightning talk presentation.</li><li>✓ "Thank you" mention in opening session and social media.</li><li>✓ Distribute promotional material during conference</li><li>✓ Featured logo in event's home page and sponsors page with description.</li><li>✓ Featured logo in conference videos.</li><li>✓ Featured logo in front of badge.</li><li>✓ Company banner in reception and hacking area.</li><li>✓ Access to KDE Board's networking event. 4 seats.</li><li>✓ Reserved recruiting and meeting space during event.</li></ul>	<ul style="list-style-type: none"><li>✓ 3 min. Lightning talk presentation.</li><li>✓ "Thank you" mention in opening session and social media.</li><li>✓ Distribute promotional material during conference.</li><li>✓ Featured logo in event's home page and sponsors page with description.</li><li>✓ Featured logo in conference videos.</li><li>✓ Featured logo in front of badge.</li><li>✓ Company banner in reception and hacking area.</li><li>✓ Access to KDE Board's networking event. 2 seats.</li></ul>	<ul style="list-style-type: none"><li>✓ 3 min. Lightning talk presentation.</li><li>✓ "Thank you" mention in opening session and social media.</li><li>✓ Distribute promotional material during conference.</li><li>✓ Featured logo in event's front page and sponsors page with description.</li><li>✓ Featured logo inside badge.</li><li>✓ Access to KDE Board's networking event. 2 seats.</li></ul>	<ul style="list-style-type: none"><li>✓ 3 min. Lightning talk presentation.</li><li>✓ "Thank you" mention in opening session and social media.</li><li>✓ Distribute promotional material during conference.</li><li>✓ Featured logo in event's front page and sponsors page with description.</li><li>✓ Access to KDE Board's networking event. 2 seats.</li></ul>	<ul style="list-style-type: none"><li>✓ 3 min. Lightning talk presentation.</li><li>✓ "Thank you" mention in opening session and social media.</li><li>✓ Access to KDE Board's networking event. 2 seats.</li><li>✓ Logo and company description in sponsor page of the event website.</li></ul>



## Additional Opportunities

Various social events happen during Akademy. If you would like to sponsor any of our social events, feel free to contact us. These can be part of a package or negotiated separately. Available are welcome event, coffee breaks, sponsor's lunch, social event and day trip.

## Media Partners

We welcome news publishers - both of print and online publications - to become media partners by giving suitable coverage of Akademy. Media partners help us attract new participants, and can help us spread the news with reports during and after the conference.

Media partners will have their company or journal logo displayed on the website sponsors' page and in the conference program. Copies of your publications can be distributed to attendees. At the event itself, there will be a press room and a press team available to cater to the needs of visiting journalists.

## Custom Sponsorship Packages

If none of the listed sponsorship packages fit the needs or budget of your company or organization, we can design a custom sponsorship package for you. If you want to discuss sponsorship or receive more information, please contact us by email at [akademy-sponsoring@kde.org](mailto:akademy-sponsoring@kde.org)

## Signing Up for a Sponsorship Package

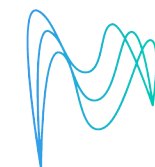
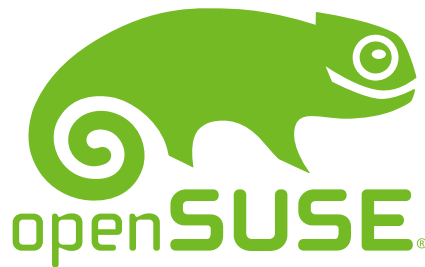
If you are interested in sponsoring Akademy, connect with us to discuss levels and terms. Please share your confirmation via email at [akademy-sponsoring@kde.org](mailto:akademy-sponsoring@kde.org) and we can share the sponsorship agreement with you.

The Akademy team is looking forward to your confirmation of the sponsorship level that suits you and will be pleased to welcome you on board for Akademy 2024.





# Past Sponsors



M B I T I O N



# TERMS AND CONDITIONS

- Akademie is organized by KDE e.V., for the effects of this document, the Akademie Organizer.
- Sponsorship application and acceptance are managed at the discretion of the KDE e.V. Board in collaboration with the Akademie Organization Team. Sponsors are expected to be committed to Free Software development and improvement, and supportive of Akademie's mission. The Akademie Organizer reserves the right to reject any Sponsor's application.
- After written acceptance by the Akademie Organizer, the Sponsor must provide a signed Sponsorship Agreement, committed funds, a logo image (in the format required by the Akademie Organization) and other necessary details (e.g. Sponsor's legal name, trademarks, etc.) to the Akademie Organizer within 30 days of receiving the invoice.
- Sponsorship pledges will not be processed without payment.
- Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise, or distribute literature, or materials for products or services of any other firm or organization except as approved in writing by the Akademie Organizer.
- The Akademie Organizer will not be liable for any damage or loss of sponsors' property by fire, theft, accident, whether as a result of negligence, or extreme circumstances, or any other cause.
- For Sponsorship Packages that include the use of physical signage, signage space is limited. The Akademie Organization will inform each sponsor of the maximum size or number of signs allowed at the venue.
- The Sponsor will provide banners, signage and promotional materials in advance by the date notified by the Akademie Organizer. Promotional materials are not provided by the Akademie Organizer. The Sponsor is also responsible for arranging the signage collection.
- To minimize waste, the Akademie Organizer may replace some printed inserts and

advertisement with electronic versions. Sponsors will be notified well in advance regarding advertisement changes so they can provide specific materials for the selected medium.

- The Sponsor grants the Akademie Organizer the right and permission to use its name and/ or logo for promotion of the event.
- Any remaining funds from sponsorship will be donated to KDE e.V.
- If the event does not happen, the Sponsorship Agreement will be terminated and sponsorship will be returned after subtracting any direct costs already made for the event, such as materials printed or logistic costs for material returns.

