AdaCamp Australia call for sponsorship

Summary

The Ada Initiative will host AdaCamp Australia, a one-day summit/unconference bringing together experts in women's participation in open technology and culture, with a regional focus on Australia.

You have a chance to support this exciting event! We're seeking sponsors to help provide funding the first Ada Camp on Saturday January 14, 2012 in Melbourne Australia.

Background

About the Ada Initiative

The Ada Initiative was founded in February 2011 to increase the participation of women in open technology and culture communities (including open source, free culture, Wikipedia and other open knowledge communities, open government, remix culture and others). Co-founders Valerie Aurora and Mary Gardiner each have over a decade of experience in both open tech/culture and advocacy for women.

In less than a year, the Ada Initiative has helped dozens of conferences to adopt an anti-harassment policy to improve women's safety and participation at their events, raised $100,000 from over 100 donors, provided free consulting to several organizations on increasing the participation of women in their communities, taught two workshops, surveyed 2800 people about women in open tech/culture communities, and added 19 members to our board of advisors, including Mitchell Baker (CEO of Mozilla) and Sue Gardner (CEO of the Wikimedia Foundation). We are incorporated in the U.S. as a 501(c)(3) charity and have applied for tax-exempt status.

More information about the Ada Initiative is available at http://adainitiative.org/

About AdaCamp

AdaCamp is a one-day summit/unconference about increasing women's participation in open technology and culture with a regional focus on Australia. AdaCamp will bring women together to build community, discuss issues women have in common across open technology and culture fields, and find ways to address them. In particular, we hope to find out what common responses and resources are needed and how the Ada Initiative can contribute to them.

Existing events for women in open tech/culture are few, limited to a subset of the open tech/culture community, and not focused on increasing women's participation. The Haecksen miniconf in Australia/New Zealand, held annually at linux.conf.au, tends towards technical education and open source. The Grace Hopper Celebration of Women in Computing includes

an open source presentation track and an open source hackathon but is attended by relatively few people in open tech/culture. Many open tech/culture events include an informal women's dinner, BOF, or other meetup. These and independent events like Girl Geek Dinners primarily focus on networking.

AdaCamp is unique in its focus on increasing the participation of women in open technology and culture, and bringing together women's advocates from a wide variety of fields to work in a concerted and effective way to make change in the community.

Sponsorship opportunities

You have a chance to support this exciting event! We're seeking sponsors to help provide funding for this first summit. The event will be **Saturday January 14, 2012** in **Melbourne Australia**. This is the weekend before the linux.conf.au conference, which will bring several women experts in open technology and culture communities to Australia including Leslie Hawthorn (OSUOSL, previously Google Summer of Code) and Selena Deckelmann (organiser of Open Source Bridge, previously Code 'n' Splode).

The following sponsorship levels are available:

AUD 2500 and up
- recognition by the Ada Initiative as an event sponsor in email to participants prior to the event
- verbal recognition by Mary or Valerie at the opening and closing sessions of the day
- display of a poster or banner at the event
- distribution of up to 1 page of A4 material to event attendees
- recognition as a sponsor on the event website

AUD 1000 and up
- recognition by the Ada Initiative as an event sponsor in email to participants prior to the event
- verbal recognition by Mary or Valerie at the opening and closing sessions of the day
- recognition as a sponsor on the event website

AUD 500 and below
- recognition as a sponsor on the event website

The event will be operated by Ada Initiative Australia Pty Ltd on behalf of the Ada Initiative Inc, with any proceeds returned to the latter. Ada Initiative Australia Pty Ltd is an Australian company established to perform Australian transactions on behalf of Ada Initiative Inc. Ada Initiative Inc is a 501(c)3 not-for-profit corporation incorporated in Delaware, USA. Contributions to AdaCamp Melbourne can be made to either organisation depending on your needs.

Budget

Minimal operating expenses

This is the core budget for the event, required for the event to go ahead. This budget allows for 40 attendees.

Venue hire costs (2 small conference rooms)

$1000

Catering costs (morning tea, lunch, afternoon tea at $40 total a head)

$1600

Public liability insurance for event

$ 400

Services of Alex Bayley, local Melbourne community member, for venue research and technical support

$ 500

Total   **$3500**

Maximum operating expenses

If we raise sufficient money from sponsorship we are considering funding two additional programs: one is an evening Girl Geek Dinner the night of 14 January 2012, which otherwise attendees will fund themselves, and partial travel and accommodation sponsorships for attendees.

Expenses from minimal operating budget

$3500

Partial sponsorship of evening social event open to the wider community (Girl Geek Dinner) (up to 60 attendees at up to $40 per head)

$2400

Travel and accommodation subsidies for up to 10 attendees (up to a maximum of $250 each)

$2500

Total   **$8400**