



# **SPONSORSHIP PROSPECTUS**

**GHANA'S FIRST EVER PYTHON CONFERENCE**

**(PYCON GHANA)**



# About Pycon Ghana

- Pycon Ghana is the annual conference of the Python community in Ghana, which brings together developers, experts, academics, scientists and enthusiasts from all over Ghana and abroad.
- Sponsoring PyCon Ghana will put your company in front of an international audience of software professionals, entrepreneurs, scientists and students. It brings software professionals to Ghana from across Africa, Europe and the world at large. Join us!

# Pycon Ghana 2018

Unlike many developer conferences, PyCon Ghana is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Ghana.

Sponsors contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Python Ghana and Open Source communities ([www.pythonghana.org](http://www.pythonghana.org)).

In 2018, PyCon would be hitting the shores of Ghana for the very **first** time!

Now is the perfect time to help contribute to this growing, vibrant developer community.



# Pycon Ghana 2018

## Diversity Statement

Pycon Ghana is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement.

Our organization focuses on outreach towards minority groups, for both speakers and general attendees of the conference: our outreach programme includes a wide-ranging financial assistance scheme with applications assessed on a needs basis. We would even be hosting a Django Girls event alongside the conference for ladies who would love to join the Python train, and be the driving force for the Pyladies initiative around the country.

There is an enforceable [code of conduct](#), with all complaints treated confidentially and seriously.

# Why you should sponsor

- **Put Your Business In The Spotlight:** Stand out among the attendees by prominently displaying your products and marketing material.
- **Hiring:** The Conference seeks to reach attendees from various backgrounds and expertise, making it a perfect place for potential employers to seek out ideal talents. Get connected, make your pitch and find the best programmers to join your ranks!
- **Give Back To The Community:** Establish your goodwill and show the community that you're a reliable partner, willing to support both diversity and the ecosystem. Sponsorship is a way of giving back to the community and thanking them for their support. Your sponsorship helps Pycon Ghana remain affordable and accessible to the widest possible audience.
- **Low Cost Marketing:** Instead of spending a fortune on traditional advertisements, take a look at our reasonably priced sponsorship slabs and pick one - letting you be discovered and known to the community at maybe half (or even less!) of your marketing budget.
- **Flexibility:** Have something specific in mind? Please don't hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.
- **Startup Discount:** Are you a small business and startup who would still love to support us? We provide a 25% discount for the Gold, Silver and Bronze sponsorship slabs.
  - Note: In order to avail this discount, your organization must have been established not more than two years ago, with fewer than 15 current employees

# Why We Need Sponsors

Pycon Ghana is wholly organized by volunteers. We therefore need sponsors to help us cover the costs of:

- Basic running expenses;
- Provide a decent location to host Pycon Ghana 2018;
- Reimburse the travel and accommodation costs of our international speakers;
- Provide financial assistance to participant who cannot otherwise afford to attend the conference;
- Catering and refreshments;
- Educational materials for the tutorials;
- Video recording of talks!



# Packages Available

Packages	Prices
Diamond	\$3500
Gold	\$2500
Silver	\$1000
Bronze	\$500

# Sponsorship Benefits

Benefits	Diamond	Gold	Silver	Bronze
Your exhibition materials at the venue	✓	✓	✓	✓
Your logo, and a link on our website	✓	✓	✓	✓
Mentions in press releases conference news items, email and Twitter messages to the community	✓	✓	✓	✓
A stand at the venue	✓	✓	✓	
Complimentary tickets to the conference	6	4	2	
Advertisement in the programme booklet	Full page	Half page	Quarter page	
1) Send Recruiting emails to attendees on your behalf and 2) Job-board Table in exhibition hall for recruiting	1 & 2	1		
Company's Brochures in welcome kit (Provided by the company)	✓			
Opportunity to address the conference	✓			



# Further Information

- In event of your inability to attend or send representatives, designated complimentary tickets would be used as sponsored tickets to help those unable to attend with full credit on all media platforms to your organization, and full gratitude on all media platforms.
- Concierge Service on request: want to purchase tickets in bulk? Let us know!

# Contact Us

If you are interested in sponsoring PyCon Ghana, we would love to hear from you! You can contact the organizing team via email or phone. Have questions or comments? Let us know!

**E-mail:** [sponsorship@pyconghana.org](mailto:sponsorship@pyconghana.org)

**Website:** [gh.pycon.org](http://gh.pycon.org)

**Twitter:** [@pyconghana](https://twitter.com/pyconghana)

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