



PyCnIndia

2020, Online



PyConIndia



@pyconindia



pyconindia

About PyCon India

PyCon India is the largest gathering of Pythonistas in India for the Python programming language. The 12th edition of PyCon India will be taking place online from 2nd October to 5th October 2020.

With this unique scenario at hand, we plan to make this year's conference bigger, better, and more accessible to Pythonistas all across the world who can watch, participate and share their views right from the comfort of their homes.



About PyCon India

- It is **our 12th year anniversary**.
- It will be a 4 day event
 - Workshops: Oct 4th (Sun), 2020
 - Conferences: Oct 2th (Fri) - Oct 3th (Sat), 2020
 - Developer Sprints: Oct 4th (Sun) - Oct 5th (Mon), 2020
- Estimated Participation: **1500+**
- Online Community Presence
 - Local User groups : **10,000+** (via different local mailing lists)
 - Facebook: **6500+** (likes and followers)
 - Twitter: **9000+**



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 has a history of attracting smart folks from various backgrounds and also of making matches between them and potential employers. 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 the ecosystem. Sponsorship is a way of giving back to the community and thanking them for their support. Your sponsorship helps PyCon India remain affordable and accessible to the widest possible audience



Why you should sponsor?

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 cream of the community at maybe half (or even less!) of your marketing budget.

Startup Discount

To make PyCon India affordable to small businesses and startups, we provide a 50% discount for Silver sponsorship slab.

Note: In order to avail this discount, your organization must have been established not more than three years ago, with fewer than 10 current employees

Flexibility

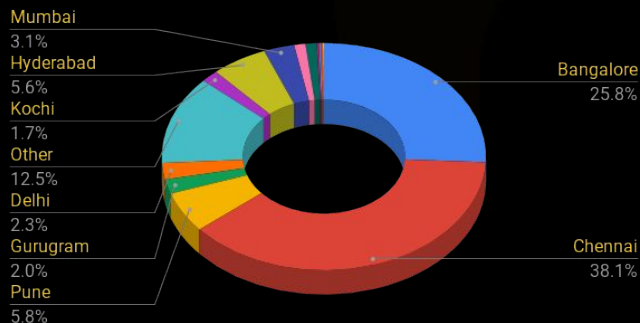
Have something specific in mind? Please don't hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.



PyCon India 2019 demographics

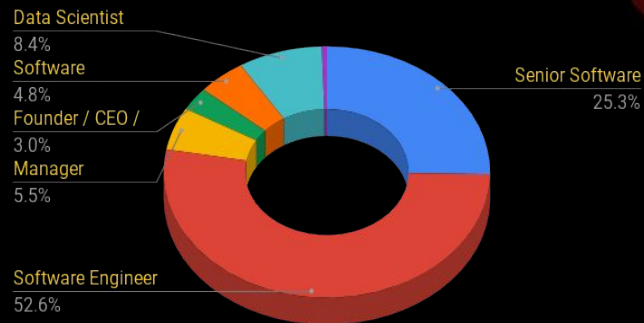
PyCon India 2019 was held in Chennai, India, as an offline event. The conference was attended by close to 2300 people from all over India. The 2020 edition would be an online event, so this time, we are looking forward to a diverse audience from all around the world.

City Distribution



PyCon India 2019 was attended by people from a variety of fields at different stages in their careers. We are expecting an even more diverse set of attendees this year, even from non-endemic fields, as a result of our active promotions.

Designation Distribution

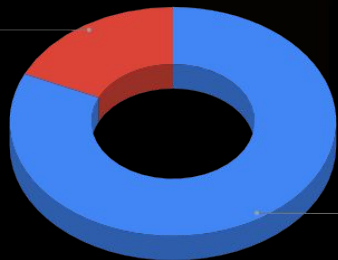


PyCon India 2019 demographics

We are continuously improving the diversity of our attendees and speakers with various initiatives like diversity workgroups, childcare for people with kids, and collaboration with various communities helping underrepresented groups. We are expecting even more improved conference diversity this year with our continued efforts.

Gender Ratio

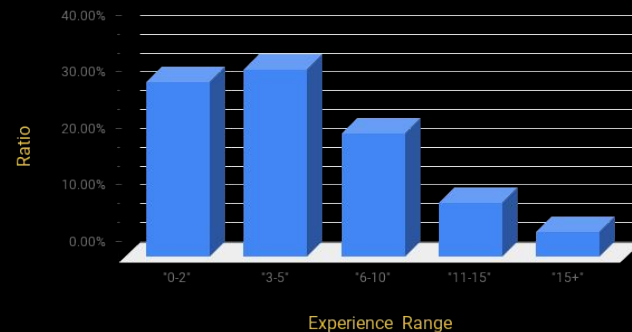
Female
18.2%



Male
81.8%

Throughout all the iterations of PyCon India, the conference has been attended by folks with a wide variety of experience, from students and developers who are just starting to people with 15+ years of experience.

Experience Distribution



Previous Sponsors

 python SOFTWARE FOUNDATION	 zeomega	 Red Hat	 Microsoft	 goibibo.com	 Google
 DBS	 IBM	 aws	 ERICSSON	 Bloomberg Engineering	 G GROFERS
 visible alpha	 ATONARP	 vmware	 elastic	 reckonsys	 MERIT <small>part of Dods Group</small>
 happyfox	 DigitalOcean	 innovaccer	 ERPNext	 PRAMATI	 ThoughtWorks
 indeed	 JET GRAINS	 fossee better education	 Townscript	 LTI Let's Solve	 AQR
 deepsource	 Pipal Academy	 Adobe	 GOJEK	 ZAUBA CLOUD	 hypertrack

Sponsorship Packages

Benefits	Slots	Package Pricing (Tax not included)
Diamond	1	₹6,00,000 \$8000
Platinum	4	₹4,50,000 \$6000
Gold	12	₹3,00,000 \$4000
Silver	Unlimited	₹1,50,000 \$2000
Startup	Unlimited	₹50,000 \$700

Sponsorship Benefits

Benefits	Diamond - 1	Platinum - 4	Gold - 12	Silver	Startup
Package Pricing (Tax not included)	₹6,00,000 \$8000	₹4,50,000 \$6000	₹3,00,000 \$4000	₹1,50,000 \$2000	₹50,000 \$700
Sponsor virtual room	4 Rooms	3 Rooms	2 Rooms	1 Room	1 Room
Sponsor chat room (Zulip)	4	3	2	1	X
Logo, Write-up, link on conference website	✓	✓	✓	✓	✓
Complimentary conference session passes	15	10	6	4	3
A hallway track named after sponsor	✓	X	X	X	X
Mention in the opening session	✓	✓	X	X	X
Mention in the closing session	✓	✓	✓	✓	✓
Logo on final released talk videos	✓	✓	X	X	X
Mention on the website	✓	✓	✓	✓	✓
Mention on the banner (in between talks)	Fixed	Fixed	Rotating	Rotating	X
Advertisement on program guide	Double Page	Single page	Half	X	X
Direct marketing Video ads (up to 20 seconds)	8	6	2	1 (10sec)	X
Virtual Swag: PDF	✓	✓	✓	✓	✓
Virtual Swag: URL + coupon codes	✓	✓	X	X	X
Job Fair	✓	✓	✓	X	X
Recruiting ad on website	✓	✓	✓	X	X
One Recruiting email to attendees (opt-in)	✓	✓	✓	✓	X
Sponsored talk	30 mins	15 mins	X	X	X
Lightning talk	X	X	5 mins	X	X
Mentions in hallway track during breaks	✓	X	X	X	X
Welcome message on all social media platform and mailing list	✓	✓	✓	✓	✓
One reshare to all PyCon India linkedin group subscribers	✓	✓	✓	X	X
Blog posts highlighting the sponsor (word limit)	1000	500	250	250	X
One retweet from @pyconindia	✓	✓	✓	✓	X
One tweet from @pyconindia (apart from welcome tweet)	✓	✓	✓	X	X

Diamond Sponsor

- 4 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 4 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 15 Complimentary conference session passes
- A hallway track would be named after the sponsor
- Mention in the opening and closing sessions
- Sponsor Logo in the final release of the talk videos
- Fixed sponsor mention in the banner between talks
- 2-page advertisement in the digital program guide
- 8 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF, URL + coupon codes
- Recruitment:
 - Participation in the Job Fair
 - Recruiting ad on PyCon India website
 - 1 Recruitment email to the attendees (opt-in)
- 1 Sponsored talk of up to 30 minutes
- Mention in the hallway track during breaks
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 1000 words
- 1 Tweet from the @pyconindia twitter handle to all its followers (apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers



Platinum Sponsor

- 3 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 3 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 10 Complimentary conference session passes
- Mention in the opening and closing sessions
- Sponsor Logo in the final release of the talk videos
- Fixed sponsor mention in the banner between talks
- Full-page advertisement in the digital program guide
- 6 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF, URL + coupon codes
- Recruitment:
 - Participation in the Job Fair
 - Recruiting ad on PyCon India website
 - 1 Recruitment email to the attendees(opt-in)
- 1 Sponsored talk of up to 15 minutes
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 500 words
- 1 Tweet from the @pyconindia twitter handle to all its followers(apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers



Gold Sponsor

- 2 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 2 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 6 Complimentary conference session passes
- Mention in the closing session
- Rotating sponsor mention in the banner between talks
- Half-page advertisement in the digital program guide
- 2 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF
- Recruitment:
 - Participation in the Job Fair
 - Recruiting ad on PyCon India website
 - 1 Recruitment email to the attendees(opt-in)
- 1 Sponsored lightning talk of up to 5 minutes
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 250 words
- 1 Tweet from the @pyconindia twitter handle to all its followers(apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers



Silver Sponsor

- 1 Virtual Sponsor room for 4 days, with a capacity of up to 300 participants
- 1 Chat room on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 4 Complimentary conference session passes
- Mention in the closing session
- Rotating sponsor mention in the banner between talks
- 1 Digital marketing video ad of up to 10 seconds
- Inserts for attendee virtual swag: PDF
- Recruitment:
 - 1 Recruitment email to the attendees(opt-in)
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 250 words
- 1 Retweet from the @pyconindia twitter handle to all its followers



Startup Sponsor

- 1 Virtual Sponsor room for 4 days, with a capacity of up to 300 participants
- Sponsor logo, write-up, and link on the PyCon India Website
- 3 Complimentary conference session passes
- Mention in the closing session
- Inserts for attendee virtual swag: PDF
- Welcome message on all social media channels and the mailing list of the conference

Eligibility Criteria

- The startup should have less than 10 employees.
- The startup should not be more 5 years old.



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.



Privacy Policy

Participant details will not be shared without their explicit permission. Participants are allowed to share their information with you at your stall. Give them a good reason to do so. Make a compelling pitch for yourself or offer goodies in exchange for contact information.

Contact

e-mail: sponsor@in.pycon.org

- Abhishek Mishra, Sponsorship Coordinator
+91 70664 87364
- Chandan Kumar, Sponsorship Coordinator
+91 96072 64082
- Sayan Chowdhury, PyCon India 2020 Chair
+91 96869 92532

