

PyCon CZ 2020  
6<sup>th</sup> Annual International  
Python Conference  
<https://cz.pycon.org/>

Ostrava, Czech Republic  
5–7 June, 2020

# Sponsorship Prospectus & Contract Agreement

# What is PyCon CZ

PyCon CZ is the Czech Republic edition of the well-known and valued PyCon conference devoted to the Free and Open Source Python programming language.

It is organized for the sixth time by a team of passionate volunteers: members of Czech Python community, with cooperation and underwriting by [Pyvec.org](http://Pyvec.org), a local non-profit organization that focuses on supporting the Python community in the Czech Republic.

To get a better idea of what PyCon CZ is about, check out our [short promotional video](#) or watch

keynotes from recent years: [Van Lindberg](#), [Karen M. Sandler](#), [Naomi Ceder](#), [Sam Trojan](#), [Flavio Percoco and Nick Lang](#) or [Lilly Ryan](#).

The objective of the PyCon conference is to raise participants' qualifications, the overall integration of the Python programmers' community in the Czech Republic and surrounding area, popularisation of new applications of the language as well as to spread good programming practices and exchange of experience between professionals, novices, students and hobbyist Python programmers.

## Value for your company

Sponsoring PyCon CZ is a great way to:

- **Support Python** and the open source ecosystem your company relies on
- **Recruit developers:** talk to attendees looking for their next job
- **Promote your product:** attendees are curious people looking for new tools and ideas
- **Find collaborators and partners** for future development

## What your sponsorship pays for

PyCon CZ wouldn't be possible without our generous sponsors helping us cover the costs of renting the venue, catering, video recording services, financial aid for travel and accommodation for speakers and attendees on lower budgets, and anything else that our volunteers can't do.

## Venue

PyCon CZ will take place at [Hlubina](#) – a coal mine complex re-made into a conference center.



Dolní oblast Vítkovice is a national site of industrial heritage located in the centre of Ostrava. It includes extensive industrial ironworks with a former coal mine, coke ovens and blast furnace operations with exceptional technology flow and specialized machines as well as a unique collection of industrial architecture.

[More info at the venue's official website](#)

# Summary

- Friday June 5<sup>th</sup> to Sunday June 7<sup>th</sup> 2020
- 500 attendees (professionals, students and hobbyist Pythonistas)
- 2 full conference days with 2 tracks primarily in English
- Both tracks streamed online and recorded
- 1 full day of workshops and sprints
- 30+ diverse, international speakers
- Extra talks & workshops for beginners in Czech
- Broad range of both technical and community topics
- Sponsor booths
- Social events and parties
- Organized by a community of volunteers
- Friendly environment
- Food and drinks on all 3 conference days
- Gorgeous industrial venue in Ostrava

## Contacts

Partnerships Lead – PyCon CZ 2020: **Tomáš Orsava** [tomas.p@orsava.cz](mailto:tomas.p@orsava.cz), +420 604 244 198  
[info@pycon.cz](mailto:info@pycon.cz) | <https://pycon.cz> | Twitter: [@pyconcz](https://twitter.com/pyconcz)

## Sponsorship options

	Bronze 20,000 CZK	Silver 40,000 CZK	Gold 80,000 CZK	Platinum 160,000 CZK
Partner announced on PyCon CZ official social media channels	✓	✓	✓	✓
Logo on conference website	✓	✓	✓	✓
Logo on intermission slide deck	✓	✓	✓	✓
Free company tickets to the conference	2	4	8	16
Roll-up at the venue	✗	✓	✓	✓
Booth at the venue	✗	Standard (1 × 2 m) for 20,000 CZK		Large (2 × 2 m) Included
Welcome package insert / promotions for attendees	✗	1	2	3
Promotional post retweets/reshares on PyCon CZ official social media channels	✗	1	2	3
Marketing lightning talk (5 minutes)	✗	✗	✗	✓

## Custom

Select one or more and summarize details in the space below the custom sponsorship agreement.

## Venue Booth (20,000 CZK)

- Booth at the venue (max. 1 m × 2 m)
- Includes 3 full tickets to the conference (for booth staff or for use at your discretion)
- Available with Gold / Silver only

## Lanyard Sponsor – only one available (15,000 CZK)

- Partner logo on the lanyard that everybody will be wearing
- Lanyards will have only one Partner logo printed + logo of PyCon CZ
- Available with Platinum / Gold / Silver only

## Coffee Sponsor – only one available (30,000 CZK)

- Sponsoring the cost of the coffee booth at PyCon CZ
- Coffee booth branded with partner's logo (e.g. roll-up or banner partner provides)
- Option to brand cups (at partner's cost)
- Available with Platinum / Gold / Silver only

## Afterparty Drinks – only one available (40,000 CZK)

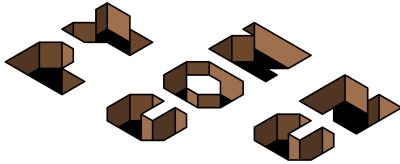
- Sponsoring the cost of drinks (soft, beer, wine) at the afterparty
- Partner's logo on information posters during the party
- Option to brand cups (at partner's cost)
- Host will mention the partner when inviting everybody to the party
- Available with Platinum / Gold / Silver only

## Other (starting from 5,000 CZK)

A few ideas:

- Ice cream sponsor
- Tea sponsor
- Host a quiz or competition or donate prizes
- Diversity sponsor – pay for free tickets for a target demographic
- Event sponsor (party, workshop, etc.)
- **Your idea! We're open to anything interesting and fun...**

Your sponsorship doesn't have to be financial: you can provide a service or goods directly to PyCon CZ attendees and get extra visibility.



# PyCon CZ 2020 – Sponsorship Agreement

## Ostrava, Czech Republic, June 5–7, 2020

### Applicant Company Name

(as it should appear in all marketing and promotional materials for the event)

Mailing Address

Street

City

State / Prov

Zip / Postal Code

Country

Contact Name

Mobile

Email

Payment by PayPal, delivered to [info@pyvec.org](mailto:info@pyvec.org)

Payment by wire transfer to:

Pyvec z.s.  
Hub Praha  
Drtinova 10/557  
150 00 Prague  
(This is not the mailing address)

Transparent account: 2600260438/2010

Bank Name: Fio Banka a.s.

Bank Address: V Celnici 1028/10, Praha 1

IBAN: CZ5020100000002600260438

BIC code/SWIFT: FIOBCZPPXXX

**Pyvec z.s. is not a payer of VAT tax**

Several levels of sponsorship are available. Add a checkmark next to the payment type and level of support you wish to apply for.

PACKAGE	BENEFITS	COST
<input type="checkbox"/> Platinum	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck Booth at the venue (max: 2x2 m)	3 welcome package inserts / promotion for attendees 3 promotional post retweets/reshares on PyCon CZ official social media channels Marketing lightning talk (5 mins) 16 free tickets to the conference 160,000 CZK
<input type="checkbox"/> Gold	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck	2 welcome package inserts / promotion for attendees 2 promotional post retweets/reshares on PyCon CZ official social media channels 8 free tickets to the conference 80,000 CZK
<input type="checkbox"/> Silver	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck	1 welcome package inserts / promotion for attendees 1 promotional post retweets/reshares on PyCon CZ official social media channels 4 free tickets to the conference 40,000 CZK
<input type="checkbox"/> Bronze	Partner announced on social media channels Partner's logo on the official conference website 2 free tickets to the conference	20,000 CZK
<input type="checkbox"/> Afterparty Drinks	Sponsoring the cost of drinks (soft, beer, wine) at the afterparty. Partner's logo on information posters during the party.	Option to brand cups (at partner's cost) Moderator will invite everybody to the party and mention the partner. Available with Platinum / Gold / Silver only 40,000 CZK
<input type="checkbox"/> Coffee sponsor	Sponsoring the cost of the coffee booth Coffee booth branded with partner's logo	Option to brand cups (at partner's cost) Available with Platinum / Gold / Silver only 30,000 CZK
<input type="checkbox"/> Lanyard Sponsor	Partner logo on the lanyard Lanyards will have only one Partner + PyCon logo	Available with Platinum / Gold / Silver only 15,000 CZK
<input type="checkbox"/> Venue Booth	Booth at the venue (max 1 x 2 m)	Available with Gold / Silver only 20,000 CZK
<input type="checkbox"/> Custom	(Specify details here)	CZK

By signing this application, Pyvec and Sponsor agree to the attached terms and conditions.

Pyvec

Sponsor

Signature

Date

Name

Title

Signature

Date

Name

Title

# Event Sponsorship

## Terms and Conditions

Pyvec z.s. ("Pyvec"), and the Sponsor identified above ("Sponsor"), are entering into this Pyvec Event Sponsorship Agreement (the "Agreement") as of the "Effective Date" when the contract was signed, in the section above.

Pyvec is hosting the event identified above (the "Event") and Sponsor wishes to sponsor the Event at the Sponsorship Level identified above, in accordance with the following terms and conditions.

Pyvec and Sponsor agree as follows:

**1. PYVEC'S RESPONSIBILITIES.** Pyvec is responsible for all aspects of planning, arranging, hosting, staffing, managing, and promoting the Event. In addition, Pyvec is responsible for providing the Sponsorship Benefits.

**2. SPONSORSHIP BENEFITS.** Provided Sponsor pays the Sponsorship Fee, Sponsor will receive the benefits identified above for the Sponsorship Level Sponsor has selected.

**3. SPONSOR'S OBLIGATIONS.**

a. Sponsor will pay to Pyvec the Sponsorship Fee for the selected Sponsorship Level within thirty (30) days following execution of this Agreement. Payment will be made via the method selected above.

b. Sponsor will submit a company logo, a company/product description of up to 150 words for use in the Event program, related marketing materials, and Event related websites via email to [info@pycon.cz](mailto:info@pycon.cz). The logo must comply with the following specs:

- vector file i.e. SVG, EPS, AI
- RGB colors
- texts outlined
- optional, but welcome are:
  - versions for both white and black (dark) background
  - CMYK version for printing

Sponsor's failure to deliver materials according to these requirements will result in not publishing them. Submitting them 2 weeks prior to Event start or later might result in not publishing them in printed materials.

c. Sponsor will not schedule or sponsor any event in connection with the Event, including without limitation evening events, during a time that overlaps or conflicts with any Event activities published in Conference schedule without Pyvec's prior written consent.

d. Sponsor will not conduct any drawings, contests or other promotions at the Event without Pyvec's prior written consent.

e. Sponsor will assign all allocated tickets at least 3 weeks prior to the Event start date or within 3 days after signing this agreement, whichever occurs later. After that time, any unallocated sponsor's tickets will be available for use at Pyvec's discretion.

f. If applicable, Sponsor will submit copy and or links of promotional tweets, Facebook posts and direct to registered ticket holder emails to be shared through official PyCon channels at least 2 weeks prior to Event start date.

g. If applicable, Sponsor will mail physical printed promotional materials to be included as part of the Attendee Welcome package to the address agreed between the Event organizers and Sponsor at least 2 weeks prior to Event start date. See "Exhibit B" below.

h. If applicable, Sponsor will not exhibit beyond the agreed booth size.

i. Sponsor agrees to have read and agreed with our Code of Conduct (CoC): <https://cz.pycon.org/2020/coc/>

**4. USE OF TRADEMARKS.**

a. Sponsor grants Pyvec a nonexclusive, nontransferable license to use Sponsor's logo and other trademarks provided to Pyvec solely in the form provided by Sponsor and solely in connection with promoting and marketing Sponsor's sponsorship of the Event.

b. During the term of this Agreement, Sponsor may identify itself as a sponsor of the Event in advertising and marketing. Pyvec will provide Sponsor with an official Event logo, images, and/or phrases to use on advertising, websites, and other avenues as approved by Pyvec.

**5. NO EXCHANGE OF PERSONAL INFORMATION.** Notwithstanding anything else in this Agreement, neither party will provide the other with contact information for Event attendees, unless such attendees have specifically provided written permission.

**6. TERM OF THE AGREEMENT.** This Agreement will commence on the Effective Date and continue through the end of the Event, unless terminated earlier as permitted herein. Should Pyvec learn of facts regarding Sponsor such that Pyvec's continued association with Sponsor could tarnish Pyvec's reputation, Pyvec may terminate this Agreement upon five (5) days' notice and will refund to Sponsor all amounts paid.

*The following Sections shall survive any termination or expiration of this Agreement: 6, 7, 8, 9 and 10.*

**7. CANCELLATION.**

a. By Pyvec. If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or in the event of a widespread viral infection transmitted via bites or contact with bodily fluids that causes human corpses to reanimate and seek to consume living human flesh, blood, brain or nerve tissue and is likely to result in the fall of organised civilization ("Force Majeure"), Pyvec shall determine that the Event or any part cannot be held, Pyvec may cancel the Event or any part thereof. In that event, the liability of Pyvec is limited to the amount of fees paid, and Pyvec shall determine and refund to the Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Pyvec. In the event, however, that Pyvec cancels the Event for any reason other than Force Majeure, Pyvec shall refund to Sponsor the full amount of the fees paid by Sponsor.

b. By Sponsor. If Sponsor cancels its sponsorship more than 3 months prior to the Event start date, it will receive a 50% refund of fees paid. If it cancels its sponsorship less than 3 months prior to the Event start date, it will receive no refund.

**8. WARRANTIES.** Each party represents and warrants that: (i) it has the full right and power to enter into and perform this Agreement without the consent of any third party; (ii) its performance under this Agreement will not conflict with any other obligation it may have to any other party; and (iii) it will comply with all applicable laws. Pyvec further represents and warrants that it has obtained all necessary permits and authorizations required for the Event.

**9. INDEMNITY.** Each party indemnifies, defends, and holds harmless the other party, and its parent and subsidiaries, and the officers, directors, volunteers, employees, representatives, and agents of each of the foregoing, from and against any and all third party liabilities, damages, injuries, claims, suits, judgments, causes of action, and expenses (including reasonable attorneys' fees, court costs and out-of-pocket expenses) arising out of or resulting from its gross negligence or willful misconduct.

**10. LIMITATION OF LIABILITY.** NEITHER PARTY WILL BE LIABLE TO THE OTHER OR ANY THIRD PARTY FOR ANY SPECIAL, CONSEQUENTIAL, EXEMPLARY OR INCIDENTAL DAMAGES, ARISING FROM ANY CLAIM RELATING TO THIS AGREEMENT OR THE SUBJECT MATTER HEREOF, WHETHER SUCH CLAIM IS BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, EVEN IF AN AUTHORIZED REPRESENTATIVE OF SUCH PARTY IS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NEITHER PARTY'S AGGREGATE LIABILITY WITH RESPECT TO ANY AND ALL CLAIMS ARISING OUT OF OR RELATED TO THE SUBJECT MATTER OF THIS AGREEMENT WILL EXCEED THE SPONSORSHIP FEE PAID OR PAYABLE BY SPONSOR HEREUNDER.

**11. GENERAL PROVISIONS.** This Agreement constitutes the entire Agreement between the parties related to this subject matter, and any change to its terms must be in writing and signed by the parties. This Agreement supersedes any prior agreements or understandings between the parties. The failure of either party to enforce any right or provision in this Agreement will not constitute a waiver of such right or provision. If any provision of this Agreement is held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law. The relationship between the parties is that of independent contractors, and neither party is an agent or partner of the other. Neither party shall be liable for the acts of the other in carrying out this Agreement and, specifically, but not by way of limitation, neither party shall be responsible for the legal, financial or any other obligation entered into by the other in performing this Agreement. The parties will be entitled to rely upon a signed copy of this Agreement transmitted via facsimile or email as if it were an original signed counterpart.

## Exhibit A – SPONSORSHIP BENEFITS

**a. BRAND PRESENCE ON STAGE:** This will either be a banner, display of sponsor logo on slides that display between speakers, and/ or verbal mention(s).

**b. INCLUSION ON WEBSITE & IN EMAILS:** We will display sponsor logos on website and email updates. The logos of Sponsors whose Sponsorship level includes this benefit will be displayed on the official website of the Event in a section for sponsors, as well as in Event emails. All sponsor logos will be the same size, and the Sponsorship level of each Sponsor will be identified in association with the logo.

**c. ASSIGNMENT OF SPACE:** Pyvec shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than 2 days before the Event. Location assignments may be modified by Pyvec due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Pyvec.

**USE OF SPACE:** Sponsor is allowed to distribute literature and run demonstrations within the boundaries of the Sponsor's assigned space. Sponsor's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. Music or any other audio production must be kept at the level of a normal conversation. Sponsor must reduce sound volume or completely turn off sound if asked by Pyvec. All booth furnishings, equipment and displays are the responsibility of Sponsor, must be approved by Pyvec prior to installation, must be constructed safely, and must be installed, occupied and dismantled in accordance with Pyvec' schedule. Pyvec may refuse permission to exhibit any products or services Pyvec deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Pyvec, which Pyvec may grant or withhold at its sole discretion. If such permission is given, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives.

**d. LOGO EXPOSURE:** Depending on sponsor level, the Sponsor's logo will appear on slides on main stage, website and/or conference accessories e.g. t-shirts, conference website and emails.

## Exhibit B – CORRESPONDENCE MAILING ADDRESS

Mail 2 (two) copies of this contract, signed, to Pyvec. Mail all other physical items agreed to be sent by the Sponsor to the following address:

<b>1x or 2x signed contract (if you want a copy returned)</b>  Pyvec z.s. Ječná 507/6 120 00 Praha 2 Czech Republic	<b>All other items</b>  Lumír Balhar (+420 732 689 768) Lískovec 368 738 01 Frýdek-Místek Czech Republic
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