



2020 Sponsorship Prospectus

Adelaide Convention Centre
7-11 August 2020

sponsorship@pycon.org.au





Conference Overview

PyCon AU is the national conference for developers using the Python Programming Language. After two years in Sydney with over 700 attendees each year, it is Adelaide's turn to host, bringing the national and international Python community together for the 11th edition of PyCon AU.

Python is used widely in the information technology community, including industry, science, government and education, regularly topping [rankings](#) of programming language popularity. As an open source programming language, it has a large community of developers, both using the language, as well as contributing to its continued growth.

Unlike many developer conferences, PyCon AU is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Australia. Sponsor contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Australian Python and Open Source communities through our parent organisation, Linux Australia.

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



Conference Schedule

7th August - Specialist Tracks

Curated content from interest groups within the Python community hold their own individual ‘miniconf’ during the Friday. Previous tracks have included: DjangoCon AU, Education, OpenStack, Security and Privacy, Internet of Things, and more. Selected tracks to be announced Q1 2020.

8th - 9th August - General Conference

Invited local and international speakers will open and close each day, with the main conference schedule running in four tracks. Selected talks will be announced Q2 2020.

10th - 11th August - Development Sprints

‘Sprints’ are an open development space allow conference attendees from many companies and projects to connect, develop and share within the community. Sprints give developers inexperienced in open source an opportunity to be introduced to a project by experienced open source maintainers. Experienced maintainers get the chance to engage new developers in their projects, rapidly delivering improvements for their users.

Outreach

PyCon AU is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many deserving Python developers cannot afford to attend the conference. PyCon AU runs a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covers registration, accommodation, and in some cases, travel costs to attend the conference. The generous contribution of sponsors will help put PyCon AU 2020 within reach of many more deserving Python developers from across Australia and around the world.





Diversity Statement

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement. PyCon AU focuses on outreach towards minority groups, for both speakers and general attendees of the conference. Outreach initiatives include a wide-ranging financial assistance scheme, and a call for papers process that focuses on providing a rich and diverse speaker list across the many fields of interest that Python generates. PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

Sponsorship

Sponsoring PyCon AU puts your company front and centre with the Python community. We offer several sponsorship tiers to suit any marketing budget as well as a range of additional packages.

Tiers

- Platinum (\$10,000)
- Gold (\$7,500)
- Standard (\$2,500)

Additional Packages

- Exhibitor Booth (\$2,000/\$3,000)
- Lanyard Sponsor (\$4,000)
- Coffee Sponsor (\$10,000)
- Video Sponsor (\$4,000)
- Specialist Track Sponsor (\$2,000)
- Development Sprints Sponsor (\$3,000)

The tiers, additional packages and what they offer are detailed in the following sections.

Please contact sponsorship@pycon.org.au to discuss sponsorship.

Platinum Sponsorship Tier

\$10,000

Maximum 3 sponsors.

Platinum sponsors enjoy exclusive benefits and marketing opportunities.

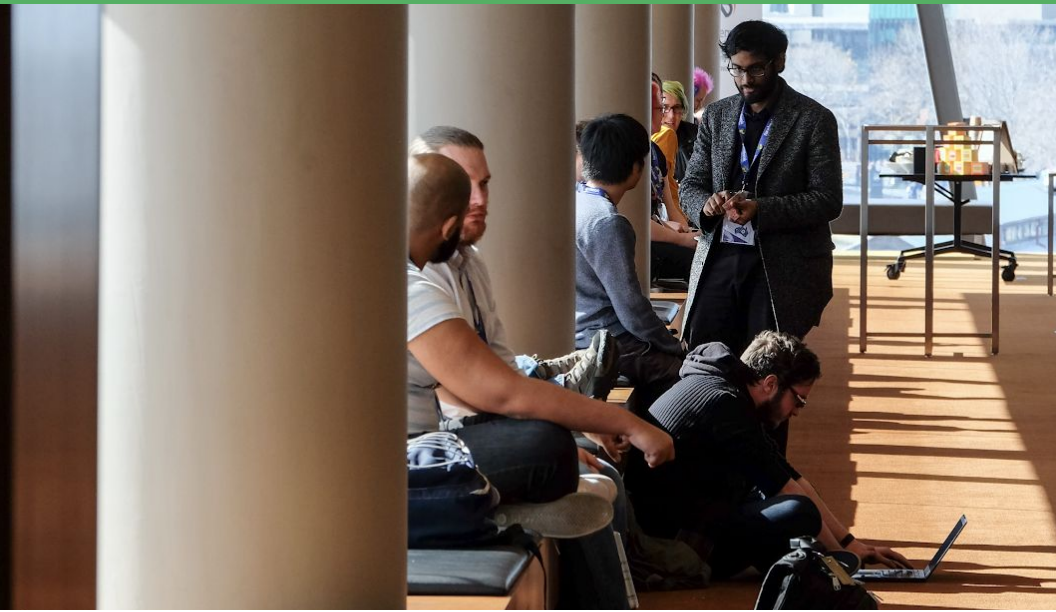
- Three complimentary Professional-level tickets.
- Early-bird discount on a further five Professional-level tickets.
- Logo & Primary Mention at Plenary Sessions and Sponsor Rotational Slides.
- 3 minute plenary session address to all attendees during the main conference (content subject to approval).
- Primary placement on on-stage banners.
- Three Hallway Banners.
- Logo on PyCon AU website + 300 word blurb (content subject to approval).
- Access to exhibitor booth add-on option.

Gold Sponsorship Tier

\$7,500

Maximum 6 sponsors.

- Two complimentary Professional-level tickets.
- Early-bird discount on a further two Professional level tickets.
- Logo & Mention at Plenary Sessions and Sponsor Rotational Slides following Platinum sponsors.
- Placement on on-stage banners following Platinum sponsors.
- Two Hallway Banners.
- Logo on PyCon AU website + 200 word blurb (content subject to approval).
- Access to exhibitor booth add-on option.



Standard Sponsorship Tier

\$2,500

No limit to sponsors.

- One complimentary Professional-level ticket.
- Early-bird discount on a further one Professional-level ticket.
- Logo & Mention at Plenary Sessions and Sponsor Rotational Slides following Platinum and Gold sponsors.
- Logo placement on on-stage banners following Platinum and Gold sponsors.
- One Hallway Banner.
- Logo on PyCon AU website + 100 word blurb (content subject to approval).

Discounts are available for non-profits wishing to purchase Standard Sponsorship

Additional Packages

Exhibitor Booth

\$2,000 - Platinum Sponsors

\$3,000 - Gold Sponsors

Maximum of 5 sponsors.

- 3 x 3 metre booth in the main hall.
- 1.8 metre trestle table, linen table cloth & 2 chairs.
- Custom furnishing in arrangement with venue.

Available as an additional opportunity to Platinum and Gold sponsors.

Lanyard Sponsor

\$4,000

Exclusive to 1 sponsor.

As the exclusive Lanyard Sponsor, your logo will appear on the lanyard attached to the name badge for every attendee of the conference. We do not sell the rights to place any logo on the conference badge itself, just the attachment lanyard.

Available as an additional opportunity to a sponsor of any tier.

Coffee Sponsor

\$10,000

Exclusive to 1 sponsor.

As the exclusive Coffee Sponsor, you will be providing the delegates with barista brewed coffee from a branded coffee cart. Further marketing opportunities such as branded cups are available for an extra fee.

Available as an additional opportunity to a sponsor of any tier.

Video Sponsor

\$4,000

Exclusive to 1 sponsor.

As the exclusive Video Sponsor, your logo will appear on the title card of all videos uploaded to YouTube.

Available as an additional opportunity to a sponsor of any tier.

Specialist Track Sponsor

\$2,000

Maximum of 4 sponsors total (1 for each track).

Gain exclusive marketing rights by having your hallway banner placed directly on the stage during your choice of Specialist Track

with opportunity to address the track attendees in the opening. Banner is moved to the general hallway area for the duration of the conference.

Available as an additional opportunity to a sponsor of any tier.

Development Sprints Sponsor

\$3,000

Exclusive to 1 sponsor.

Have a direct financial impact on assisting us run our Development Sprints. This sponsor will be able to address sprint attendees (content subject to approval) and have their banners flank the entrance way to the Development Sprints venue.



Additional Opportunities

If you are after a more unique approach with your marketing, we can tailor to your needs.

We are also open to discussion of sponsoring of networking events, outreach activities, and anything else you might think would be of interest to attendees.

Please note that PyCon AU is a dry conference, and no alcohol is served on site.

We love it when sponsors host additional community events, but we ask that these events have their own appropriate code of conduct, and are advertised as third-party events. We'd love to work with you to make these events a success.



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