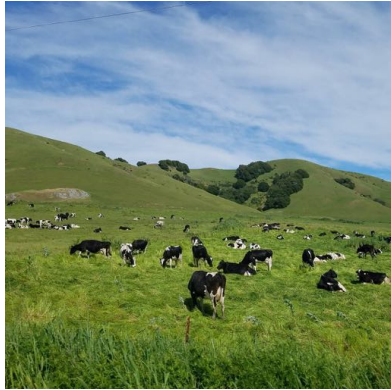# North Bay Python

2017 Sponsorship Packages

@northbaypython
northbaypython.org

A Python conference in California's North Bay
December 2 & 3, 2017

North Bay Python is a weekend conference for professionals, enthusiasts, and students using the Python programming language. Run in the community-driven tradition of Python conferences (known as PyCons) all around the world, North Bay Python is nonprofit and focused on accessibility, inclusion, diversity, and affordability.
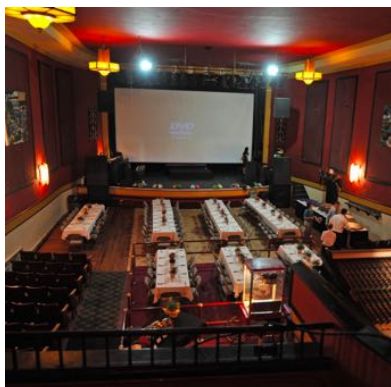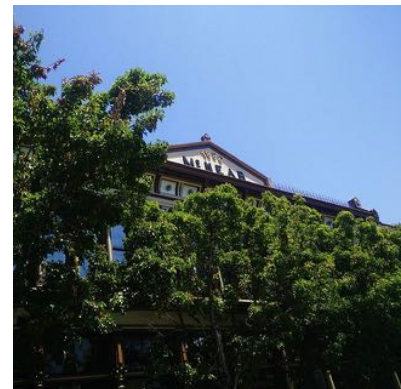
Hosted in Northern California's beautiful North Bay region, less than an hour out of downtown San Francisco, our costs are much lower than a conference in bigger cities. To make it accessible for everyone, we're aiming to organize an event that is very low cost, or even free for some attendees.

North Bay Python will be a single-track, expo-free event in an intimate venue, to offer our attendees a fun and educational shared experience, covering a very wide variety of Python development topics. We're looking forward to delivering an amazing first conference for the people of the North Bay, the Bay Area, and beyond.

Petaluma, Sonoma County, California

Set at the southern end of Sonoma County, the largest region of California Wine Country, Petaluma is a small riverside city, close enough to San Francisco to be easy to get to, but far enough to offer a small-town feel.

Full of natural and architectural beauty, Petaluma is full of buildings that survived both the 1906 and 1989 earthquakes, and is surrounded by countless nature reserves. It's at the epicenter of the maker movement and Northern California's craft brewing industry. We love Petaluma, and we think you will too.

McNear's Mystic Theatre

Built in 1912 in the heart of Downtown Petaluma, the Mystic is a classic Vaudeville theatre, turned beautifully restored 450-seat live music venue. Our attendees can find the best of Petaluma on the Mystic's doorstep during and after the conference – there's more than 50 food and drink options within 10 minutes walk (starting right next door), and the nearest hotel is only one block away.

Sponsorship Overview

Our sponsors help put this conference on. Our base costs, including our venue, printing, web hosting, and more, are all funded through sponsorship.

In return, we offer complimentary corporate level tickets, a chance to talk about your company on our main stage, floor space in the lobby to display your free-standing banners, and as much praise as we can deliver in front of 400 grateful Pythonistas.

Package Sponsorship

Package sponsorships are the widest-reaching and best value sponsorships we offer at North Bay Python. When our attendees arrive at the venue, they'll see your signage as they walk through the door. As they're sitting in the theatre, they'll see your logo on the backdrop behind the speakers, and on-screen on between talks. You'll also get the chance to present a short talk about your organization between two of our invited presentations.

À la Carte Sponsorship

If you're looking for something a bit more exclusive, North Bay Python's *À la Carte* sponsorships allow you to promote your organization as part of an important offering during the conference, including lanyards, catering, or video branding. We'll also recognize you as a Silver package sponsor, with the opportunity for discounted upgrades to higher package tiers.

In-Kind Partnerships

Sponsorship can also be in the form of in-kind donations of goods and services essential to organizing the conference, or in assisting speakers to attend the conference. If you can make a substantial in-kind donation, we will recognize you as a package-level sponsor of equivalent value.

Community Partnerships

Community groups, such as Python Meetups and PyLadies groups, are the lifeblood of the Python community, and we need your help to put on the best conference we can. If you can help us with one of the following, we'll recognize you as a community partner, which comes with all of the benefits of a Silver sponsorship.

- You help us find 10 submissions to our Call for Proposals
- Three members of your group attend at a Supporter level or higher
- You put us in contact with a sponsor who signs on at Silver level or above
- One of your members volunteers with the conference
- Anything else that we agree will make our conference even better

Sponsor Benefits

Logo on backdrop

Every sponsor will have their logo on our stage backdrop, behind the speakers of every talk at the conference. Your logo will appear in photos taken at the event, in the background of our videos, and will be seen by attendees during every talk.

Callout in plenaries

We'll announce all of our sponsors by name at the start of each day, show your name or logos on-screen, and give you special thanks during the conference closing session.

Lobby banner

We want our attendees to know who you are from the moment they walk in the door. We'll put your free-standing banners around the reception lobby, close to the registration desk, coffee station, or entrance halls into the venue.

Website

Your logo will appear on the front page of the conference website, and you'll get your logo and a 100-word company description on the conference sponsors page. In addition, Platinum sponsors will have an acknowledgement in the footer of every page of the website.

Advertorial talks on the conference stage

We want our attendees to enjoy the focused experience of a one-track conference in a special venue, and we want you to be an important part of that. We're giving all of our sponsors an opportunity to deliver a short presentation for our attendees from our main stage. Because we want this to be a great experience for our attendees too, we're more than happy to offer guidance on tone and content, as well as audience demographics as they become available.

Concierge service

Whilst we can't offer any expo hall space this year, we *do* want to help you build a fantastic presence at North Bay Python that lets you engage with our attendees. Want to put on a lunch or coffee chat? We'll help you find a great local restaurant, or coffee shop. Need space for a meeting? We can do that too. We can help facilitate printing, or other tasks when you're on the ground. Our organisers know Downtown Petaluma, and we'll do everything we can to help you make your time here a success.

Swag bag insert

Every attendee will receive one of our conference swag bags when they collect their badge on site. If you have a promotional item or brochure, we'll make sure it goes in every one of those bags.

Package Sponsorships

Tiers and Benefits

	Platinum	Gold	Silver	Individual
How many?	2	6	Unlimited	Unlimited
Cost	$6000	$4000	$2000	$500
Logo on backdrop	Big logo near the top	Medium logo	Small logo	None
Callout in plenaries	Logo with other Platinum sponsors	Logo with other gold sponsors	Logo with other silver sponsors	Slide listing individual sponsor names
Lobby banner (78" x 33")	One banner displayed in reception lobby. Higher tier sponsors get more prominent locations.			None
Website	Top billing; Acknowledgement in footer on all pages	Second billing	Third billing	Fourth billing
Advertorial talk on the main stage	5 minutes before the first keynote	3 minutes	2 minutes	No
Concierge service	Yes			No
Sponsor Tickets	10	5	2	1
Swag Bag Space?	Yes			No

À la Carte Sponsorship

À la Carte sponsorship offers you exclusive opportunities to promote your organization at North Bay Python. In many cases, our *À la Carte* packages are reflective of the true costs of providing these items, and as a low-cost conference, we couldn't provide those features without your support.

- Each *À la Carte* Sponsor is recognised as a Silver sponsor, and comes with additional recognition as listed below.
- *À la Carte* sponsors can upgrade their sponsorship level to Gold for $3000 extra, or to Platinum for $5000 extra.

À la Carte Options

Child care $6000

IT LETS US

Welcome parents with young children to the conference, by providing free childcare at a nearby venue.

IT GETS YOU

- Sign with your logo and banner at entry to the parents' room
- Your company mentioned in plenaries as our childcare sponsor

Outreach/scholarships $5000

IT LETS US

Welcome a diverse range of attendees who live far away from Petaluma by funding their travel, lodging, and per diem expenses.

IT GETS YOU

- Naming rights to our financial assistance and scholarships program
- The opportunity to contact financial assistance recipients who opt-in to being contacted

Video Branding $4000

IT LETS US

Hire professional video recording technicians to produce high-quality recordings of each session, and publish them online within hours of the conference finishing.

IT GETS YOU

- Your company logo on the opening slide for every talk we publish to the conference YouTube channel, the Internet Archive, and pyvideo.org

Open captioning   Price on request

IT LETS US

Make our conference more accessible to people with hearing difficulties, by providing professional live captioning during our talks.

IT GETS YOU

- Your branding on the captioning monitor in the conference hall
- Your company mentioned in plenaries as our captioning sponsor

Coffee   Price on request

IT LETS US

Provide vital caffeine to all of our attendees on both mornings of the conference.

IT GETS YOU

- 1-color logo artwork on coffee cups
- Your logo on signage at coffee stations
- Your company mentioned in plenaries as coffee sponsors

Snacks   Price on request

IT LETS US

Feed our attendees before talks get underway in the morning, and maybe even during an afternoon break.

IT GETS YOU

- 1-color artwork on napkins
- Your logo on signage at food stations
- Your company mentioned in plenaries as break sponsors

Wi-Fi $3000

IT LETS US

Provide all of our attendees with a vital connection to the outside world so they can discuss and share conference talks on social media.

IT GETS YOU

- Your logo on Wi-Fi signage and plenary slides
- Your company name as part of the conference network ID

City shuttle bus   Price on request

IT LETS US

Be more accessible to people from San Francisco, Oakland, and the South Bay, by providing a free shuttle bus with public transit connections on both days of the conference.

IT GETS YOU

- Your logo in the front window of the bus
- A call-out in plenaries as our bus sponsor

Lanyard logo $3000

IT LETS US

Provide our attendees with super-fancy full-color lanyards with conference branding all over them.

IT GETS YOU

- Your logo on the conference lanyard

Anything else   from $3000

If you want to sponsor a key part of our conference, and we haven't put a price tag on it, we're happy to correct that oversight. Get in contact with us!
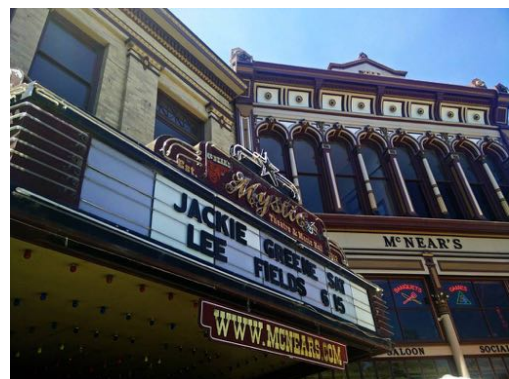
Contact Details

For more information about North Bay Python, please contact our sponsor liaison, Christopher Neugebauer.

Email: sponsor@northbaypython.org

Twitter: twitter.com/northbaypython

Web: northbaypython.org

Credits