

# djangocon

2019 EUROPE

## SPONSOR OPPORTUNITIES

APRIL 10-14<sup>TH</sup>, 2019 • COPENHAGEN

[sponsors@djangocon.eu](mailto:sponsors@djangocon.eu)  
+45 4292 9666

“ DjangoCon Europe is the event of the year for the community, entrepreneurs and businesses using Django ”

SOME OF OUR SPONSORS IN 2018





**11** years of conferences

The annual Django event has sold out previous years and we expect this year will be just as highly anticipated in Copenhagen, Denmark! 3 days of talks, 2 days of workshops and coding sprints.

**~400** attendees

Attendees at the conference lead impactful careers as software developers, students, consultants, managers, job seekers etc.  
In 2018 some talks had +120 watching the live video stream  
Till date +13.000 views of content from 2018

**~30** impactful talks

High quality talks with topics from novice to advanced.  
Only the best from +130 requests for talks.  
Expect diversity and 40-50% of female speakers.

See more on  
<https://2019.djangocon.eu/talks>

DjangoCon Europe 2018, Heidelberg Germany



DjangoCon Europe is a conference run **by** the Django community **for** the Django community and we believe this is the best conference for partners and sponsors to connect **with** the Django community and to be part of it.

This is a conference for software developers, devops, entrepreneurs, marketeers, sprouting new Djangonauts, recruiters and exciting partners working with Python and Django.



# THE EVENT

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The purpose of the event is: for core contributors to meet outside the virtual world; newcomers to get into the ecosystem; people to share knowledge; developers to try new tools; job hunters to seek opportunities; and the list continues!

**400 attendees** from all parts of the community will be at the conference.  
Many who can't physically attend the event watch the **live stream**.

It is **3 conference days** packed with talks, workshops and time to network and discussions amongst all attendees.

The weekend is **2 intense sprint days** with contributing to Django, trying new tools and services and learning from one and another.

The venue space is designed to **showcase and interact** with all sponsors with banners, booths, conversation lounge spaces and networking drinks.

**All sponsors** is exposed digitally and physically on printed material and on banners!

# WHY SPONSOR?

AS A SPONSOR, YOU CAN ...

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**SHOWCASE AND PROMOTE YOUR SERVICE**

**RECRUIT TOP TALENT**

**BE A COMMUNITY LEADER**

**BE A DIVERSITY ADVOCATE**

**MAKE A STATEMENT**

**JOIN THE CONVERSATION**

**HELP CREATE INCLUSIVE SPACES**







# YOUR SPONSORSHIP IS IMPORTANT

We are only able to run this conference with the support of sponsors that share our goals to create a wonderful, diverse and insightful event.

Support community discourse and code contribution.

**SPONSOR OUR SPRINTS**

DjangoCon Social events are important to fostering a fun and tight-knit community.

**SPONSORING NETWORKING REFRESHMENTS**

Team up with the django community to forge awesome partnerships.

Attract and support diversity in technology.

**SPONSOR CHILD CARE**

Recruit the best and brightest Django developers

Engage with members of the community during conference breaks.

**SPONSOR OUR COFFEE BREAKS**

Limited Availability!

**ACT FAST!**

Get your product in front of the people who need it.

Get the opportunity to meet hundreds of conference attendees.

**DIAMOND, PLATINUM & GOLD SPONSORSHIP**

Lower the barrier for members of our community to attend.

**FINANCIAL AID SPONSOR**

**SPONSOR DJANGOCON!**



# SPONSORSHIP LEVELS

	<b>Diamond</b> € 13,000 (DKK 96,980)	<b>Platinum</b> € 10,000 (DKK 74,600)	<b>Gold</b> € 5,500 (DKK 41,030)	<b>Silver</b> € 2,500 (DKK 18,650)	<b>Bronze</b> € 1,000 (DKK 7,460)	<b>MORE WAYS TO CONTRIBUTE</b> Starting at € 1,000 (DKK 7,460)
Registration Benefits	✓ 5 tickets (value €2.350) ✓ Diamond sponsor badge ribbon	✓ 5 tickets (value €2.350) ✓ Platinum sponsor badge ribbon	✓ 3 tickets (value €1.410) ✓ Gold sponsor badge ribbon	✓ 1 ticket (value €470) ✓ Silver sponsor badge ribbon	✓ Bronze sponsor badge ribbon	<b>Recruitment</b> <ul style="list-style-type: none"><li>- Enterprise</li><li>- Business</li><li>- Start-up</li></ul> <a href="#">package options &gt;&gt;</a> <b>Diversity and Accessibility</b> <ul style="list-style-type: none"><li>- Financial Aid Sponsor</li><li>- Bathroom Basket Sponsor</li><li>- Speech to Text Sponsor</li><li>- Child Care Sponsor</li></ul> <a href="#">package options &gt;&gt;</a> <b>Influencer</b> <ul style="list-style-type: none"><li>- Networking drinks (x2)</li><li>- Registration gift (x2)</li><li>- Coffee Sponsor (x3)</li><li>- Workshop Sponsor (subject to availability)</li><li>- Sprint Sponsor</li></ul> <a href="#">package options &gt;&gt;</a>
Signage & Collateral (provided by sponsor)	✓ Tote bag inserts ✓ Display roll ups in venue	✓ Tote bag inserts ✓ Display roll ups in venue	✓ Tote bag inserts ✓ Display roll ups in venue	✓ Tote bag inserts ✓ Display roll ups in venue	✓ Tote bag inserts	
Logos & Placement	✓ Conference Website ✓ Intermission ✓ Conference videos ✓ Live stream ✓ Reminder Emails ✓ Printed on tickets ✓ Conference hall booth ✓ Banner adjacent to speakers' stage ✓ Logo on crew t-shirts	✓ Conference Website ✓ Intermission ✓ Conference video ✓ Live stream ✓ Reminder Emails ✓ Printed on tickets ✓ Conference hall booth ✓ Banner adjacent to speakers' stage	✓ Conference Website ✓ Intermission ✓ Conference videos ✓ Live stream ✓ Printed on tickets ✓ Conference hall booth (subject to availability)	✓ Conference Website ✓ Intermission ✓ Conference videos ✓ Live stream	✓ Conference Website ✓ Intermission ✓ Conference videos	
Conf. Program	Whole page	Whole page	Half page	Half page	Quarter page	
Press Release	✓ Public thanks in press release and event mailings	✓ Public thanks in press release and event mailings	✓ Public thanks in press release and event mailings	✓ Public thanks in press release and event mailings	–	
Social Media	✓ One tweet announcing you as a sponsor ✓ Welcome tweet during conference ✓ Thank you tweet after the conference	✓ One tweet announcing you as a sponsor ✓ Welcome tweet during conference ✓ Thank you tweet after the conference	✓ One tweet announcing you as a sponsor ✓ Welcome tweet during conference	✓ One tweet announcing you as a sponsor	–	
Sponsor News Article	Article on conference website	Article on conference website	–	–	–	6

# RECRUITMENT: MORE WAYS TO CONTRIBUTE

Recruit from hundreds of high-caliber professionals attending the conference as well as have widespread web and slack presence reaching an audience including senior and mid-level software engineers, business professionals, and community leaders.

Read more about recruitment on <https://2019.djangocon.eu/recruitment/>

	<b>Enterprise Recruitment</b> € 2,000 (DKK 14,920)	<b>Business Recruitment</b> € 500 (DKK 11,190)	<b>Start Up Recruitment</b> € 100 (DKK 3,730)
At venue physical Job Board	Unlimited job postings	Up to 8 job postings	1 job post
Conference website job board	Unlimited job postings	Up to 8 job postings	1 job post
Jobs Channel on Slack	✓ Highlighted in slack jobs channel title	✓ Slack jobs channel posting access	✓ Slack jobs channel posting access
Conference Recruiting	✓ "We're hiring" stickers ✓ Interview lounge	✓ "We're hiring" stickers	✓ "We're hiring" stickers



# DIVERSITY AND ACCESSIBILITY : MORE WAYS TO CONTRIBUTE

	Speech to Text Sponsor (x1) € 5,500 (DKK 41,030)	Child Care Sponsor (x1) € 2,000 (DKK 14,920)	Bathroom Basket Sponsor (x1) <del>€ 1,000</del> <b>SOLD OUT</b> (DKK 7,460)	Financial Aid Sponsor From € 1,000 (DKK 7,460)
Description	<p>DjangoCon provides accessibility features to enhance the conference experience.</p> <p>All conference attendees have the opportunity to view the Speech to Text monitor with your logo. We provide this support with the specific intent to create a more accessible conference for the differently abled.</p>	<p>DjangoCon provides Child Care to create a safe and inclusive space for attendees who are also guardians or caretakers for children.</p> <p>We provide this convenience to support the work-life balance of our conference attendees.</p>	<p>Providing accessible toiletries and personal supplies during the conference removes unnecessary barriers for conference attendees to enjoy and participate in our events.</p> <p>Your contribution helps facilitate the comfort, dignity and humanity associated with freely navigating common spaces.</p>	<p>Important to having a diverse and inclusive conference, we award financial aid to a number of attendees each year.</p> <p>Please consider supporting with any amount.</p>
Dedicated Thank You During Conference	Yes	Yes	Yes	Yes
Logo Placement	<ul style="list-style-type: none"><li>✓ Program</li><li>✓ Website</li><li>✓ Presentation Logo</li></ul>	<ul style="list-style-type: none"><li>✓ Program</li><li>✓ Website</li></ul>	<ul style="list-style-type: none"><li>✓ On products</li><li>✓ Program</li><li>✓ Website</li></ul>	<ul style="list-style-type: none"><li>✓ Program</li><li>✓ Website</li></ul>
Social Media	<ul style="list-style-type: none"><li>✓ One tweet announcing you as a sponsor</li><li>✓ Tweet during conference</li><li>✓ Thank you tweet after the conference</li></ul>	<ul style="list-style-type: none"><li>✓ One tweet announcing you as a sponsor</li><li>✓ Tweet during conference</li><li>✓ Thank you tweet after the conference</li></ul>	<ul style="list-style-type: none"><li>✓ One tweet announcing you as a sponsor</li><li>✓ Tweet during conference</li><li>✓ Thank you tweet after the conference</li></ul>	<ul style="list-style-type: none"><li>✓ One tweet announcing you as a sponsor</li><li>✓ Tweet during conference</li><li>✓ Thank you tweet after the conference</li></ul>





# INFLUENCER: MORE WAYS TO CONTRIBUTE

	<b>Sprint Sponsor (x2)</b> € 2,500 (DKK 18,650)	<b>Networking Drinks Sponsor (x2)</b> € 2,400 (DKK 17,900)	<b>Registration Gift Sponsor (x2)</b> € 1,000 (DKK 7,460)	<b>Coffee Sponsor (x3)</b> € 1,000 (DKK 7,460)	<b>Workshop Sponsor</b> <i>(subject to availability)</i> € 1,000 (DKK 7,460)
Description	All are welcome to share ideas to hack on, support our thriving community and share knowledge with talented professionals and hobbyists.	Every afternoon to conclude the day, networking refreshments are provided.	<div>LIMITED AVAILABILITY ACT FAST!</div> <div>Your choice of lanyard <b>(SOLD OUT)</b> or tote offered to every attendee at registration.</div>	Each day during the 2 designated coffee breaks, breakfast and lunch. All coffee for your day will be sponsored by you and all cups will be decorated with your logo.	<div>LIMITED AVAILABILITY ACT FAST!</div> <div>Each day Sponsors can host 60 minute tutorials and demos either during the conference or sprint days.</div>
Dedicated Thank You During Conference	Yes	Yes	Yes	Yes	Yes
Logo Placement	✓ Program ✓ Website	✓ Program ✓ Website	✓ On products	✓ On products ✓ Program ✓ Website	✓ On products ✓ Program ✓ Website
Social Media	✓ One tweet announcing you as a sponsor ✓ Tweet during conference ✓ Thank you tweet after the conference	✓ One tweet announcing you as a sponsor ✓ Tweet during conference	✓ One tweet announcing you as a sponsor	✓ One tweet announcing you as a sponsor ✓ Tweet during conference ✓ Thank you tweet after the conference	✓ One tweet announcing you as a sponsor ✓ Tweet during conference ✓ Thank you tweet after the conference



# SERVICE DETAILS & CONTACT DETAILS

## SERVICE DETAILS

- The prices and packages in this brochure are not binding offers and are subject to availability. The conference organizers may reject sponsors at their discretion.
- All physical marketing material (banners, goodies, etc.) are expected to be provided by the sponsor by the deadline set up by the organizer.
- Goodies are expected to be either a Flyer (max. A4 size) or brochure (max. 20 pages) or a small giveaway (pen, lighter, notepad, sticker, ...). Up to 3 items per sponsorship.
- Booths are available in the break area or foyer. One table and chair are included, everything else is expected to be brought by the sponsor. This is customizable, please ask about possibilities.
- Included conference tickets are given out in the form of vouchers that need to be redeemed until a given deadline.
- The sponsorship is active when the funds have been received by Django Denmark.
- All prices in this brochure are listed without VAT. 25% Danish VAT are added on the final payment except if the sponsor is eligible for reverse charge taxation.

## CONTACT

We are more than happy to discuss individual options or answer all your questions. You can reach our sponsor relations team at [sponsors@djangocon.eu](mailto:sponsors@djangocon.eu). For general inquiries on the conference, please use [2019@djangocon.eu](mailto:2019@djangocon.eu)

DjangoCon Europe 2019 is organized by:  
**Django Danmark**  
CVR/VAT ID DK-39311062

C/O Arbejdsfaellesskabet  
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DjangoCon Europe 2018, Heidelberg Germany

# GET IN TOUCH!



**SPONSORS@DJANGOCON.EU**

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**<https://2019.djangocon.eu/sponsors>**