



django
EUROPE 2018 **CON**

May 23–27th, 2018 · Heidelberg

SPONSORSHIP
OPPORTUNITIES

AT A GLANCE

In May 2018 we will host DjangoCon Europe's tenth edition in Heidelberg, Germany. The last years, DjangoCon Europe was able to attract more than 350 Django developers from all over the world and is one of the year's most important events for the Django community.

This year, we again expect 350+ participants to join us for three days of high-quality talks and two days of workshops and code sprints.

Heidelberg is a historic town on the river Neckar in south-west Germany, most loved by tourists for its romantic cityscape and the old castle. With the infrastructure of a town that hosts many events of all types every year and everything still being in walking distance, Heidelberg has the perfect size to host a DjangoCon Europe. Our talk days will be hosted in the beautiful civic hall right in the center of the baroque style old town. Built in 1901, it is a prestigious venue for all kinds of events. During our sprints, we will be at Dezernat 16, a former fire station close to Heidelberg's central station.





10 YEARS HISTORY

Together with its sister conferences in North America and Australia, DjangoCon Europe is a fixed date in the calendar of the Django community and one of the best places to meet Django developers of all kinds. We are proud to look back at ten years of DjangoCon history in Europe and are thrilled to be able to continue with the tradition once again. Django conferences are known to strive to be the most inclusive and sustainable conferences they can be.

- 2009 Prague
- 2010 Berlin
- 2011 Amsterdam
- 2012 Zurich
- 2013 Warsaw
- 2014 Île des Embiez
- 2015 Cardiff
- 2016 Budapest
- 2017 Florence
- 2018 Heidelberg

WHY SPONSOR DJANGOCON EUROPE?

EXCELLENT MARKETING TOOL

If you are making a product that is useful to Django developers, such as developer tools, hosting platforms or SaaS products, this is the perfect marketing opportunity for you. A booth at our conference will enable you to meet hundreds of potential customers for your product.

SUPPORTING DIVERSITY

We will continue DjangoCon Europe's tradition of investing great efforts into being a diverse conference. Only with the help of our sponsors, we are able to bring people from all social and cultural backgrounds together at our event.

RECRUITING

There is no better place to recruit Django developers. DjangoCon Europe is the largest single gathering of Django developers in the world. Sponsoring DjangoCon Europe will put you directly in front of your candidate pool.

GIVING BACK TO THE COMMUNITY

If you use Django or related projects to build your software products, sponsoring DjangoCon Europe is a good way to give something back to the community and say "thanks" to its members. Any open source community survives on the goodwill of its members and the conference is an important gathering to meet and discuss the future of Django.

At the same time, sponsoring allows us to keep ticket prices affordable and even offer financial aid for developers from marginalized groups who could not join otherwise.

KNOW-HOW TRANSFER & NETWORKING

Your own employees can profit a lot from attending DjangoCon Europe. Not only does the conference provide valuable education in form of talks and workshops that improve their professional and technical skills, it is also the single best place to start building a network within a community of potential future partners.

WHERE DOES YOUR MONEY GO TO?

DjangoCon Europe is run entirely by volunteers, on a non-profit basis. All the support we receive will go towards covering the costs of the event and reducing the cost for our attendees. This includes:

- catering and refreshments
- venue rent
- technical services
- financial assistance for travel and accommodation for speakers and attendees on lower budgets
- video recordings for talks
- live speech-to-text transcription of all talks
- conference merchandise and the conference program booklet
- free child care for our attendees and their children
- basic running expenses

Anything left over after the conference will be donated to the Django Software Foundation or used for future non-profit open source events.



Photo: Tobias Schwerdt © Heidelberg Marketing GmbH

Foyer of Stadthalle Heidelberg, our main venue for 2018

SPONSORSHIP LEVELS

BRONZE

- Logo on conference website (1/6th width) and in conference program
- Public thanks in press release and event mailings

FROM € 500

SILVER

- One free ticket to the conference
- One published post on the job board
- One tweet announcing you as a sponsor
- Logo on conference website (1/4th width) and in conference program
- Public thanks in press release and event mailings

FROM € 2 000

GOLD

- Three free tickets to the conference
- Booth space in the break area
- Three published posts on the job board
- One tweet announcing you as a sponsor
- Goodie placement (see below)
- Logo (1/2th width) and 100 words on conference website
- Half-page ad in conference program
- Public thanks in press release and event mailings

FROM € 5 000

Goodie placement: We'd like to welcome each attendee in the lecture room e.g. with a notebook and a pen to take notes during the talks. Starting with the gold sponsorship level, this could be an opportunity to place your goodies. We'll assign these options on a first-come first-served basis.

PLATINUM (1x)

- Five free tickets to the conference
- Best booth space in the break area
- Large banner in the conference room
- Separate press release to present you as our main sponsor
- We will mention you everywhere as the conference's main sponsor
- Five published posts on the job board
- Goodie placement (see previous page)
- Logo and 200 words on conference website
- Full-page ad in conference program

FROM € 10 000

COFFEE SPONSOR (1–2x)

- Your name and brand will be associated with the coffee breaks. We'll mention you when announcing the break and show your logo at the coffee stations.
- One free ticket
- Quarter-page ad in the conference program
- Logo on conference website (1/4th width)

FROM € 4 000

SPEECH TO TEXT SPONSOR (1x)

- Your name and brand will be associated with the live captioning and subsequent text transcript of all presentations.
- We will thank you in a special press release that you help make the conference more accessible.
- One free ticket
- Quarter-page ad in the conference program
- Logo on conference website (1/4th width)

FROM € 4 000

LUNCH SPONSOR (1–2x)

- Your name and brand will be associated with the lunch breaks. We'll mention you when announcing the lunch breaks and show your logo at the lunch buffet.
- One free ticket
- Quarter-page ad in the conference program
- Logo on website (1/4th width)

FROM € 5 000

CHILD CARE SPONSOR (1x)

- Your name and brand will be associated with the free child care provided for our participants.
- We will thank you in a special press release that you help make the conference more accessible.
- One free ticket
- Logo on conference website (1/4th width) and in the conference program

FROM € 2 000

SPRINT SPONSOR (1x)

- Your name and brand will be associated with the hosting of the sprint days.
- We will thank you in a special press release that you help making the contributions to open source during the sprints possible.
- Prominent banner at the sprints venue
- One free ticket
- Logo on conference website (1/4th width) and in the conference program

FROM € 4 500

BATHROOM BASKET SPONSOR (1x)

- We'll provide baskets with basic medical, sanitary and similar supplies for free at the conference bathrooms.
- We'll put your name and logo on the sign that invites conference attendees to take some of these.
- Logo on conference website (1/4th width) and in the conference program

FROM € 500

HEALTH ACTIVITY SPONSOR (1x)

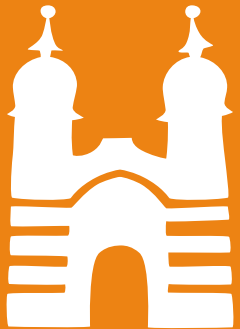
- We plan to provide health and relaxation activities in the break areas with the help of a professional physiotherapist to help compensating in a conference chair all day.
- We'll put your name and logo banner close to these activities and associate your name with them.
- Logo on conference website (1/4th width) and in the conference program

FROM € 1 500

PARTY SPONSOR (1x)

- Sponsor the party at DjangoCon Europe and have fun during a night out in Heidelberg.
- We will associate your name and brand with the party and present your banner at the party.
- One free ticket
- Quarter-page ad in the conference program
- Logo on conference website (1/4th width)
- Let's talk about whether you just want to help running the party or make yourself even more loved by providing some free drinks.

FROM € 5 000



Don't see a package that fits your needs? Do you have a unique idea? If you want to support DjangoCon Europe, we are happy to help you develop a tailored sponsorship package that fits your specific targets.

**Get in touch with us at
sponsors@djangocon.eu!**



Photo: Bartek Pawlik – DjangoCon Europe 2016

SERVICE DETAILS & CONTACT

SERVICE DETAILS

- All prices in this brochure are listed without VAT. 19% German VAT are added on the final payment except if the sponsor is eligible for reverse charge taxation.
- 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 by the organizer.
- Goodies are expected to be either a Flyer (max. A4 size) or a brochure (max. 20 pages) or a small giveaway (pen, lighter, notepad, sticker, ...)
- Booths will have approximately 4–6 square meters of space 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 form of vouchers that need to be redeemed until a given deadline.

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**. For general inquiries on the conference, please use **2018@djangocon.eu**.

DjangoCon Europe 2018 is organized by
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ROSE is registered at Amtsgericht Mannheim with the number VR 701861 and is represented by its board: Tobias Kunze, Andreas Madsack, and Raphael Michel.



Photo: © Heidelberg Marketing GmbH

SEE YOU IN HEIDELBERG!