



# Sponsorship Prospectus

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## AT A GLANCE

Following the huge success of PyCon Africa 2019, the Python community in Africa was prepared to bring a new major software event to the African continent – DjangoCon Africa, to be hosted in Tanzania!

Tanzania is a country in East Africa known for its vast wilderness areas that include Serengeti National Park and Kilimanjaro National Park, home to Africa's highest mountain. It is also known for its offshore tropical islands, Zanzibar and Mafia.

**DjangoCon Africa will take place from the 6th - 11th November, 2023, at State University of Zanzibar in Stone Town, Zanzibar, Tanzania.**



# WHY SPONSOR DJANGOCON AFRICA?

## 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 DjangoCons' tradition of investing great efforts into being a diverse conference. Only with the help of our sponsors, are we able to bring people from all social and cultural backgrounds at our event.

## RECRUITING

There is no better place to recruit Django Developers. DjangoCon Africa is the largest single gathering of Django Developers in Africa. Sponsoring DjangoCon Africa will put you directly in front of Africa's untapped candidate pool.

## GIVING BACK TO THE COMMUNITY

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

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

## KNOW-HOW TRANSFER AND NETWORKING

Your own employees can profit a lot from attending DjangoCon Africa. 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 partners.

# WHERE DOES YOUR MONEY GO TO?

DjangoCon Africa is not possible without your support. The spirit of the event focuses on providing a platform for new and experienced speakers to share their stories and knowledge.

Djangocon Africa is run entirely by volunteers on a non-profit basis. All the support we get will go towards covering the costs of the event and reducing costs for our attendees. This includes:

- catering and refreshments
- technical services
- opportunity grants for travel and accommodation for speakers and attendees on lower budgets
- video recording for talks
- conference merchandise
- basic expenses
- childcare

Anything leftover will be donated to the Django Software Foundation or used for future non-profit open-source events. Endless thanks for your support, and we cannot wait to call you a partner in our mission.



# SPONSORSHIP TEAM



Anna Makarudze



Jessica Upani



Daniele Procida



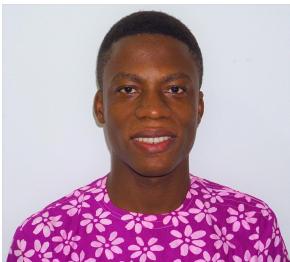
Dawn Wages



Noah Maina



Jacqueline Mushi



Noah Alorwu



Mathilda G. Grisenti

## **PLATINUM**

- 6 free sponsor tickets
- 10% discount on 6 tickets (at business rate)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Logo displayed in slideshow between talks
- Social media: 2 Twitter and Facebook posts
- Logo on conference T-Shirt
- Exhibit Table
- Sponsor banner stands (2 max; provided by sponsor)
- Tote bag insert (provided by sponsor)
- Logo featured on Speaker backdrop
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- One in person or pre-recorded sponsor talk or workshop
- Dedicated table at sprints or hack-a-thon
- Optional ten-minute speaking slot after keynote (max 3 sponsors)

**from \$10,000**

## **DIAMOND**

- 4 free sponsor tickets
- 10% discount on 4 tickets (at business rate)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Logo displayed in slideshow between talks
- Social media: Twitter and Facebook posts
- Logo on conference T-Shirt
- Exhibit Table
- Tote bag insert (provided by sponsor)
- Logo featured on Speaker backdrop
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- One pre-recorded sponsor talk or workshop
- Optional ten-minute speaking slot after keynote (max 3 sponsors)

**from \$8,000**

# SPONSORSHIP LEVELS

## BRONZE

- 10% discount on 1 ticket (at business rate)
- One tweet mentioning you as sponsor
- Logo on website

**from \$1,125**

## SILVER

- 1 free sponsor tickets
- 10% discount on 1 ticket (at business rate)
- One tweet mentioning you as sponsor
- Logo on website

**from \$2,250**

## GOLD

- 2 free sponsor tickets
- 10% discount on 2 tickets (at business rate)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Logo in break video rotation
- Social media: Twitter and Facebook posts
- Logo on conference T-Shirt
- Exhibit Table (space permitting)
- Tote bag insert (provided by sponsor)

**from \$4,500**

## EXTRAS

**Note:** You can add extra benefits to your package for the fees mentioned below:

- Logo on ALL conference talk videos available forever - **\$1,000**
- Featured in wrap-up video with special thanks - **\$1,000**

## LANYARD

- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Social media: Twitter and Facebook posts
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- Logo on lanyard

from \$3,500

## REFRESHMENTS

- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Display name and logo on break tables next to refreshments
- Tote bag insert (provided by sponsor)
- Social media: Twitter and Facebook posts

from \$2,000

## TOTE BAG

- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- Logo on tote bag

from \$1,500

## AUDIO VISUAL SPONSOR

- Tote bag insert (provided by sponsor)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Social media: Twitter and Facebook posts
- Logo on conference T-Shirt
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- Logo at Opening reception

from \$3,000

## CHILDCARE

- 2 Free Sponsor Ticket(s)
- 10% discount for 2 conference tickets (business rate)
- Tote bag insert (provided by sponsor)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Social media: Twitter and Facebook posts
- Logo on conference T-Shirt
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks

from \$4,000



## HEALTH AND SAFETY

- Tote bag insert (provided by sponsor)
- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Social media: Twitter and Facebook posts
- Special thanks in health and safety blog post
- Logo on conference T-Shirt
- Logo on ALL conference talk videos available forever
- Featured in wrap-up video with special thanks
- Display name and logo on signs next to masks and on break tables next to hand sanitizer and sanitizing tissues and first aid kits

from \$4,000

## OPPORTUNITY GRANT

- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Featured in wrap-up video with special thanks
- Access to recruitment channel on slack or discord

from \$1,000

## EXTRAS

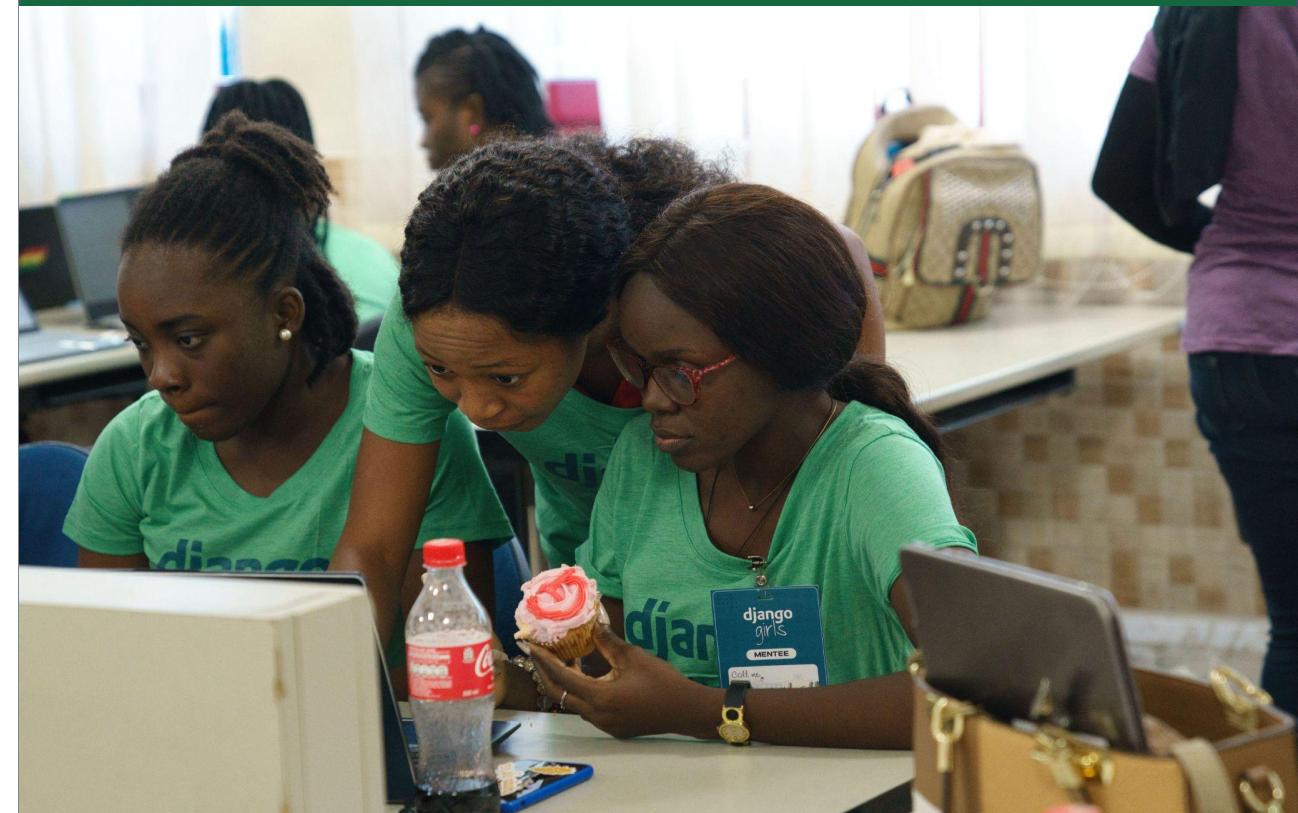
**Note:** You can add extra benefits to your package for the fees mentioned below:

- Logo on ALL conference talk videos available forever - **\$1,000**
- Featured in wrap-up video with special thanks - **\$1,000**

## DJANGO GIRLS

- Sponsor name, logo, link and description on website
- Optional "Is Hiring" indicator with link on website
- Featured in wrap-up video with special thanks
- Access to recruitment channel on slack or discord
- Public thanks in press release and event mailing

*any amount*





# GET IN TOUCH

[sponsors@djangocon.africa](mailto:sponsors@djangocon.africa) – sponsorship enquiries

[hello@djangocon.africa](mailto:hello@djangocon.africa) – all other enquiries

Twitter: [@djcafrica](https://twitter.com/djcafrica)

Website: [2023.djangoproject.com/africa](https://2023.djangoproject.com/africa)

Code of Conduct: [2023.djangoproject.com/africa/conduct/](https://2023.djangoproject.com/africa/conduct/)

An aerial photograph of Zanzibar town, showing a dense cluster of buildings with red roofs built on a hillside overlooking a long, sandy beach and the Indian Ocean. The water is a vibrant turquoise color.

See you in  
Zanzibar!