

# DJANGO CON EUROPE 2015

**six days of talks, tutorials & code / Cardiff, Wales / 31st May to 5th June**

SPONSORSHIP PROSPECTUS

# WHY SPONSOR DJANGOCON EUROPE

This event will be attended by 350 Django developers from across the world.

DjangoCons are valued very highly by attendees. Sponsoring DjangoCon Europe will put you right in front of an appreciative audience full of the best talent in the community.

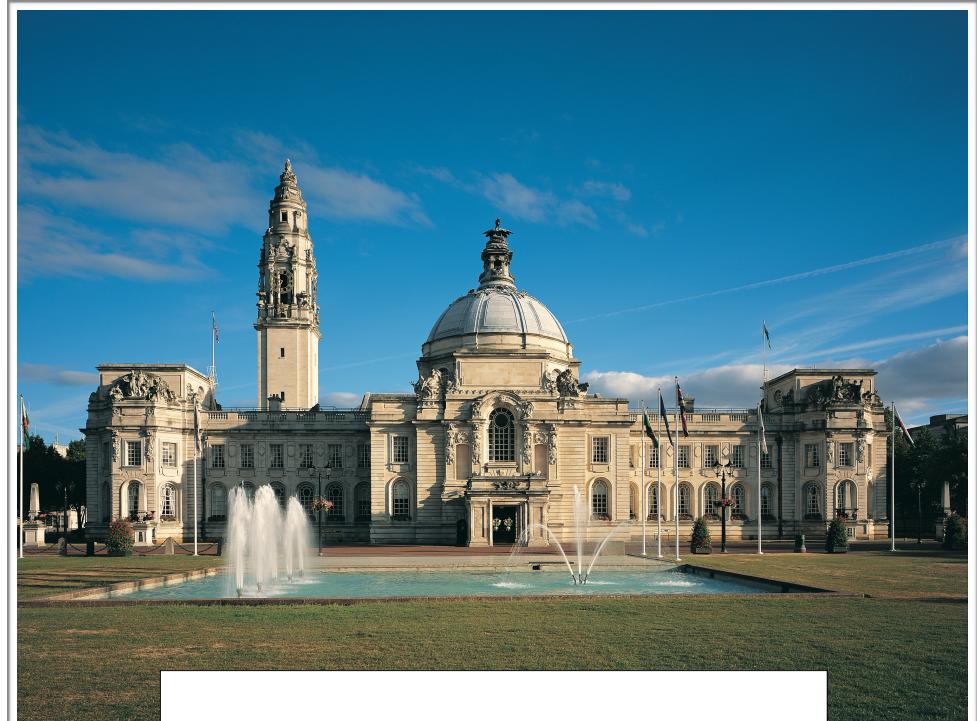
If you use Python or Django, then sponsoring a community event is an effective and meaningful way of contributing to the software you rely on.

If you're looking for **new users** for your product, you'll find those people here - *they too will be looking* for new products and ideas.

If you're **recruiting**, this is the best place to meet new talent: many attendees will be *skilled developers seeking their next big step*.

If you want to **get your message across** and be talked about, it's a great opportunity; *people want to discover and share new things*.

If you want to find new **collaborators and partners** for development, this is where *they will be looking for you*.



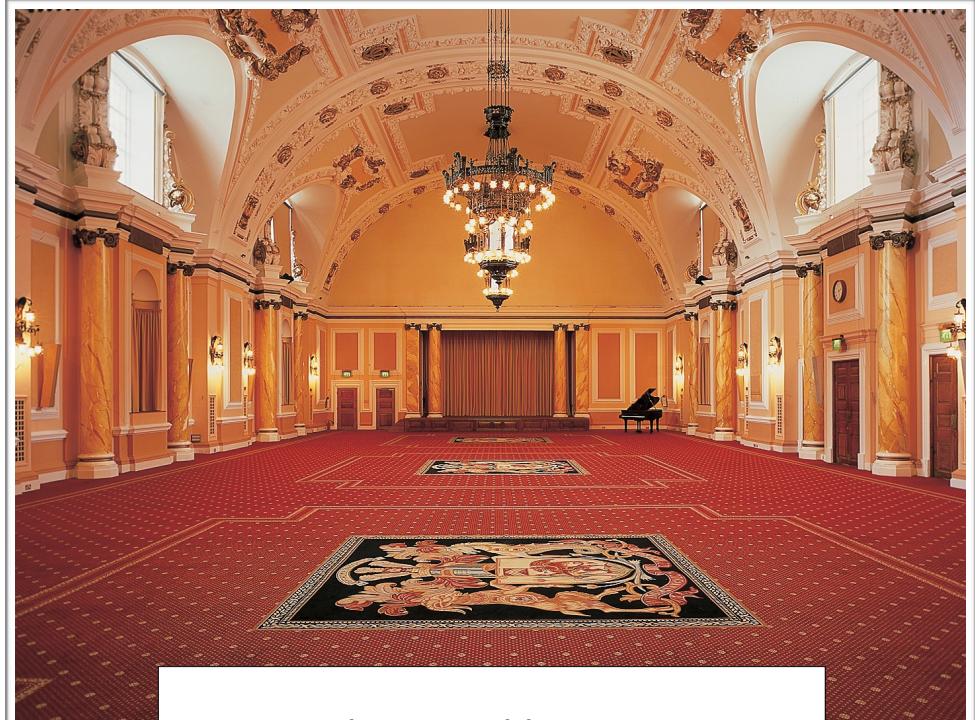
# WHAT YOUR SPONSORSHIP WILL PROVIDE

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. These include:

- ▶ catering and refreshments
- ▶ venue hire
- ▶ audio-visual services
- ▶ our accessibility programme
- ▶ financial assistance for travel and accommodation for speakers on lower budgets
- ▶ video recording of talks
- ▶ conference t-shirts and the conference programme booklet
- ▶ basic running expenses

... and all the other things you'd expect from a successful DjangoCon.



The Assembly Room

# SPONSORSHIP LEVELS

## Bronze (£500)

You'll get:

- ▶ your **logo**, and a **link on our website**
- ▶ mentions in conference **email messages** to the community
- ▶ **public thanks & a standing ovation** at the event

## Gold (£2000)

Similar to Silver, but includes:

- ▶ a **half-page advertisement** in the programme
- ▶ **two complimentary tickets** to the conference

## Silver (£1000)

Similar to Bronze, but includes:

- ▶ a **stand & banners** at the venues
- ▶ a **quarter-page advertisement** in the conference programme
- ▶ a **complimentary ticket** to the conference

# SPONSORSHIP LEVELS

## Platinum (£4000)

Similar to Gold, but includes:

- ▶ your banners **adjacent to the speakers' stage** at the venue
- ▶ a **full-page advertisement** in the programme
- ▶ **four complimentary tickets** to the conference

Only one left!

## Diamond (£6000)

Similar to Gold, but includes:

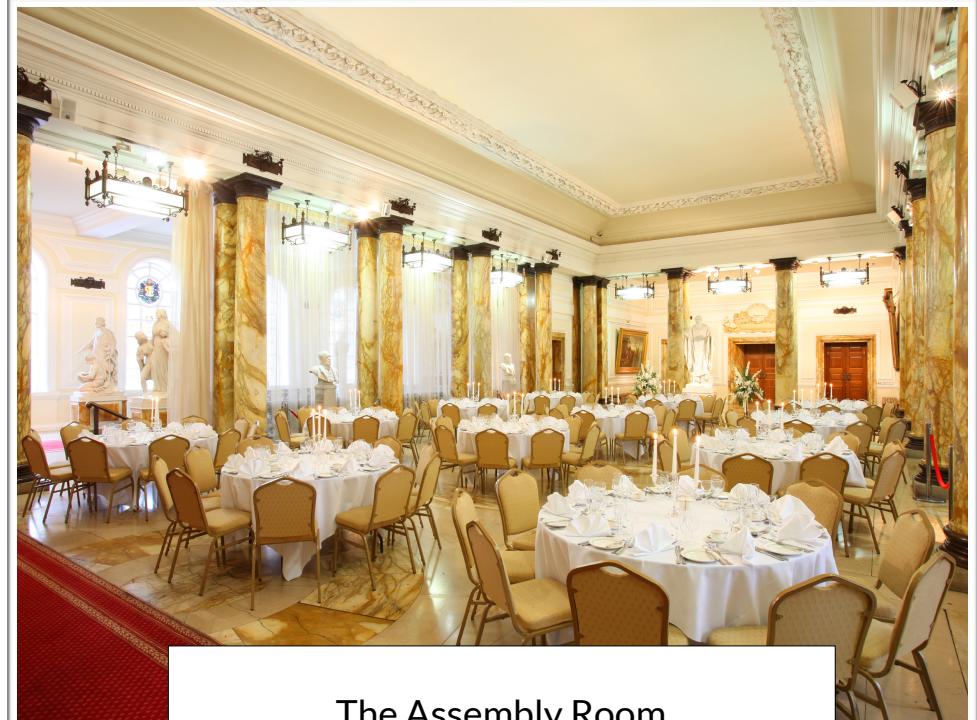
- ▶ your banners **in the very best places** at the venue
- ▶ a **full-page advertisement** in the programme
- ▶ **six complimentary tickets** to the conference
- ▶ other **advantages and benefits** to be agreed, plus **surprises**

## OTHER SPONSORSHIP OPPORTUNITIES

If you'd like your sponsorship to be associated with a particular aspect of the conference, that can be arranged.

You could choose to sponsor or co-sponsor an **evening dinner**, a **drinks party**, **gift bags**, **tutorials** or some **extra facilities for attendees** - or something else. We're open to suggestions and ideas.

And if you want to give us even more than we've bargained for above, please get in touch - we can come up with a suitable package for you.



The Assembly Room

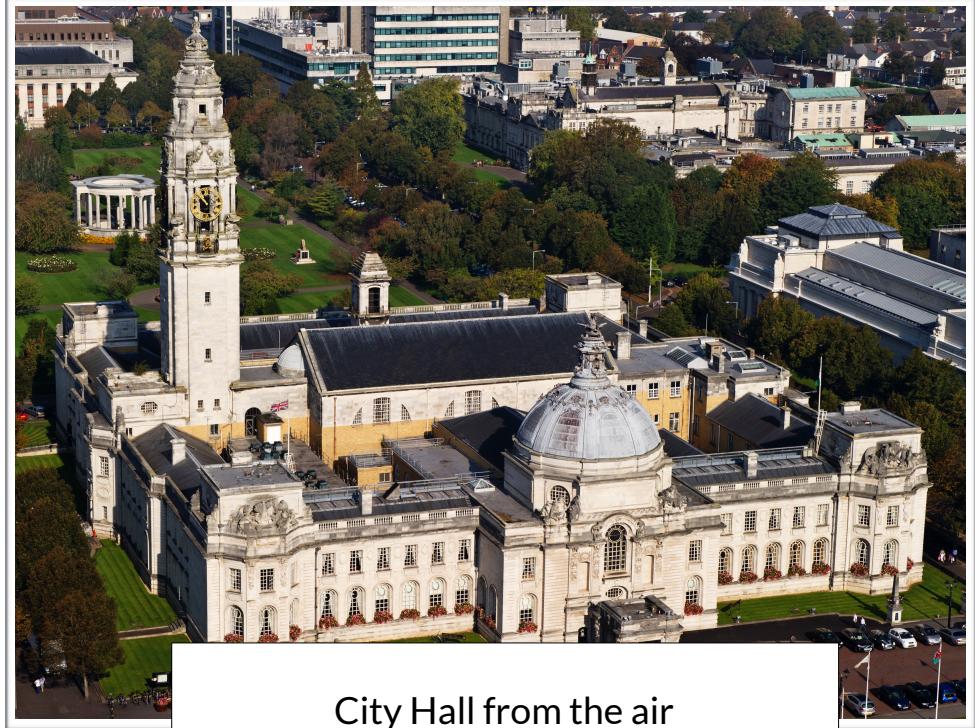
# GET THE MOST FROM YOUR SPONSORSHIP

*If your sponsorship level includes tickets to the conference, please use them!*

We want you to be a genuine part of the event. The more you can directly interact with the attendees, the more your organisation will get from it. If you can't use a ticket, we suggest making it available for someone on a low budget to enjoy a sponsored place at the event.

All sponsors are invited to contribute items for the attendees' gift bags - books, pens, notebooks, discount vouchers for software or services, stickers etc.

We're holding a **recruitment session** on the open day of the event, 31st May. You'll have a chance to talk not only to registered conference attendees, but also to numerous soon-to-be graduates and developers from Cardiff and south Wales.

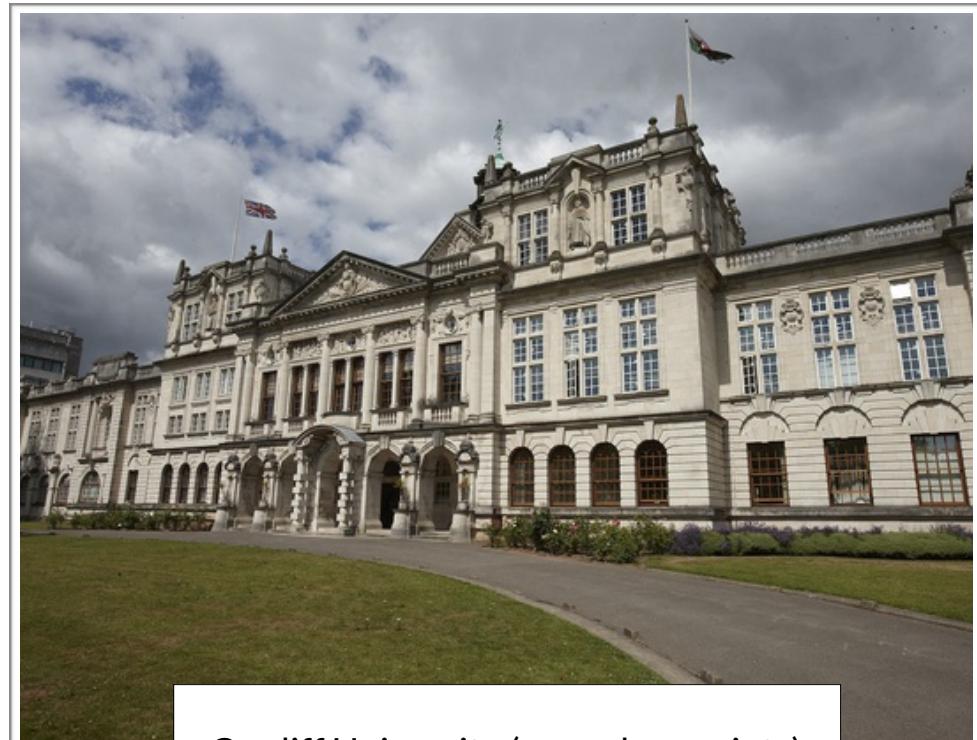


City Hall from the air

## MORE INFORMATION

If you're interested and would like to know more, please get in touch.

- ▶ our website: <http://2015.djangoproject.eu>
- ▶ telephone: +44 7400 243 023
- ▶ email: [2015@djangocon.eu](mailto:2015@djangocon.eu)



Cardiff University (open day, sprints)