DjangoCon US 2020

Sponsorship Prospectus

October 11-16

San Diego Marriott of Mission Valley
San Diego, California

About the Event

DjangoCon US 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.

Our goal is to keep ticket costs low while providing:

- Free childcare stipends
- Opportunity grants
- A lactation room
- Meals
- A centrally located venue
- Reimbursement for speaker travel and lodging expenses
- A networking party to start the event

The DjangoCon US Slack channel currently has 700+ members where attendees get and give advice, discuss Django/Python issues, and all-around support each other, establishing a year-round connection that helps ensure the conference is as welcoming and comfortable as possible.

We promote our sponsors on our **@djangocon** Twitter account which has over 11.6K followers. Our tweets are seen around the world.

In the event that a profit is made from our fundraising efforts, we pay it forward by making a donation to the Django Software Foundation and supporting other Django events in North America who support our mission.

Endless thanks for your support, and we cannot wait to call you a partner in our mission.

Testimonials

" I attended my first DjangoCon as a speaker. I didn't know a ton about Django or its community, and I was amazed by what I found. It's intentionally designed to be inclusive, and recognizes the many types of skills that go into building good work.

Briana Morgan
@babefromtoyland

" I've been to 7 DjangoCon's, starting with the first in 2008, and gave my first major conference talk at DjangoCon 2018. My experiences at DjangoCon helped cement my love for Python and the community, and I've built my career off of Django.

Derek Payton
@dmpayton

" DjangoCon is not only a great place to learn from others about best practices, new technologies, and architectures — it's also a community of incredible people. Every time I go, I leave more inspired, more energized, and with some new friends.

Andrew Godwin
@andrewgodwin

Tiers

	Diamond $18,000	Platinum $9,000
Free sponsor registrations	8	8
10% discount conference tickets (Corporate rate)	8	8
Profile in conference app	✓	✓
Tote bag insert (provided by sponsor)	✓	✓
Logo in video rotation	✓	✓
Name in press release and mailings	✓	✓
Sponsor link on website (with "hiring" indicator)	✓	✓
Social media: Twitter and Facebook posts	✓	✓
Logo on a banner carousel in conference app	✓	✓
Exhibit table	2	2
Speaker room banner stands (2 max; provided by sponsor)	Preeminent	✓
Logo on conference app menu	✓	✓
Logo featured in post-conference videos	Preeminent	Preeminent
Logo on tote bags	✓	
1 push notification to attendees during the conference	✓	

☆ **Diamond** level sponsors will receive a 10 minute speaking slot after one keynote to discuss a topic relevant to their group or Django and are also able to host a workshop.

Tiers

	Gold $4,500	Silver $2,250	Bronze $1,125
Free sponsor registrations	4	2	1
10% discount conference tickets (Corporate rate)	4	2	1
Profile in conference app	✓	✓	✓
Tote bag insert (provided by sponsor)	✓	✓	✓
Logo in video rotation	✓	✓	✓
Name in press release and mailings	✓	✓	✓
Sponsor link on website (with "hiring" indicator)	✓	✓	✓
Social media: Twitter and Facebook posts	✓	✓	
Logo on a banner carousel in conference app	✓	✓	
Exhibit table	*space permitting* ✓		
Speaker room banner stands (2 max; provided by sponsor)	*space permitting* ✓		
Logo on conference app menu			
Logo featured in post-conference videos	$1,000	$1,000	$1,000
Logo on tote bags			
1 push notification to attendees during the conference			

♡ Our conference videos on YouTube have received over 14,000 views and we have over 3,300 subscribers to our channel.

More Opportunities

T-Shirts

Sign your sponsorship contract or pay your invoice by May 1, 2020 to get your logo on our conference t-shirts!* T-shirts are distributed at the conference for attendees to wear at no cost to them.

Your logo in SVG format must be received by July 1, 2020. Diamond & Platinum sponsors will be included on the t-shirt, regardless of early-bird sign up, as long as your invoice is paid and your logo is received by July 1.

Opening Party

Sponsoring the opening party is a great way to introduce yourself to our attendees in a fun, lighthearted environment outside the main conference. We'll help you coordinate logistics and get the word out about your company!

More Opportunities

Lanyard — *Silver Tier Minimum ($2,250)*

The lanyard sponsor's logo will appear on the badge lanyards that attendees wear at the conference (and thus in all photos).

Refreshments - $2,000

Display your company's name and logo on the break tables next to the coffee, and let us thank you prior to breaks!

Previous Sponsors

Microsoft Azure

HEROKU

moz://a

linode

REV SYS

lincoln loop

RedShelf

O'REILLY®

caktus GROUP
WE GROW SHARP WEB APPS

dr+ on demand

guidebook

Let's Team Up

Need a custom sponsorship package? We've helped sponsors host luncheons, throw parties, and add opportunity grant sponsorship and other perks to existing packages.

Whether you're joining us in San Diego or supporting us from afar, please consider sponsoring DjangoCon US 2020.

We can't do it without you and hope to see you there!

sponsors@djangocon.us

Django Events Foundation
NORTH AMERICA

DjangoCon US is hosted by the Django Events Foundation North America. DEFNA is a 501(c)(3) nonprofit; your sponsorship is tax-deductible.

www.defna.org

@defnado