



PyConline AU 2021 Sponsorship Prospectus

The Internet

10 - 12 September 2021

sponsorship@pycon.org.au





Conference overview

PyCon AU is the national conference for developers using the Python programming language. Recent in-person events have attracted over 600 attendees each year, with online editions drawing a similar crowd.

The 2021 organisers are continuing the success of PyConline AU 2020 to bring together the Python community in Australia for the 11th edition of PyCon AU, as PyConline AU 2021.

Python is used widely in the information technology community, including industry, science, government, research and education, regularly topping [rankings](#) of programming language popularity. As an open source programming language, it has a large

community of developers, both using the language, as well as contributing to its continued growth.

Unlike many developer conferences, PyCon AU is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Australia. Sponsor contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Australian Python and Open Source communities through our parent organisation, Linux Australia.

Now is the perfect time to help contribute to this growing, vibrant developer community.



Conference schedule

10th September: Specialist tracks

The first day of PyConline AU is dedicated to specialist tracks. These tracks, also known as ‘miniconfs’, are curated by smaller specialist groups within the Python community, and allow for more in-depth talks on the subject.

11th September: Main conference

On Saturday, the main conference event of PyConline AU distils the main weekend of PyCon AU to a single day. We invite speakers from all backgrounds and levels of knowledge to share their experience and knowledge with our audience.

12th September: Sprints and social events

The Sunday of PyConline AU combines online social events with the traditional development sprints (sometimes shortened just to ‘sprints’) that close out a PyCon AU.

Development sprints provide an unstructured location for projects and contributors to work in real time on their projects, or for people to hack about with various things with people with experts in their fields.

This structure is indicative only and is subject to change. The full conference schedule will be available at 2021.pycon.org.au/program once announced.

Outreach

PyCon AU is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many deserving Python developers cannot afford to attend the conference.

In previous years, PyCon AU has run a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covered registration, accommodation, and in some cases, travel costs to attend the conference. We thank the generous contribution of sponsors of previous PyCon AUs for their assistance.

Whilst our 2021 event remains online, we are committed to connecting with our diverse community and ensuring that the event remains affordable and accessible to as many people as possible.





Diversity statement

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement. PyCon AU focuses on outreach towards minority groups, for both speakers and general attendees of the conference. Outreach initiatives include a wide-ranging financial assistance scheme, and a call for proposals process that focuses on providing a rich and diverse speaker list across the many fields of interest that Python generates. PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

Sponsorship

Sponsoring PyCon AU puts your company front and centre with the Python community. We offer several sponsorship tiers to suit any marketing budget as well as a range of additional packages.

All prices **include GST**.

Packaged Sponsorship Tiers

- Platinum (\$10,000)
- Gold (\$7,000)
- Digital (\$2,000)

Conference attendees who purchase a “Contributor” ticket (\$300+) will also be recognised as a sponsor (outlined below).

Additional Packages

- Video sponsor (\$6,000)
- Specialist track sponsor (\$2,000)
- Co-marketed workshops (\$4,000)
- Virtual Booth (\$1,000)
- Video ‘ads’ during stream (from \$1,000)

The tiers, additional packages and what they offer are detailed in the following sections.

Please contact sponsorship@pycon.org.au to discuss sponsorship.

Platinum sponsorship tier

\$10,000

Exclusivity: Maximum 2 sponsors

Platinum sponsors enjoy exclusive benefits and marketing opportunities.

- Five complimentary Professional-level tickets.
- Logo & primary mention at plenary sessions, break rotational slides, and start and end of published videos.
- 3 minute plenary session address to all attendees during the main conference (content subject to approval).
- Logo on PyCon AU website, plus a maximum 400 word blurb (content subject to approval).
- Short video advertisement (60 seconds) played on live stream during breaks (content subject to approval).
(included add-on)
- Space for a 'virtual booth' during event. (included add-on)
- \$1,000 discount towards further add-on options.
- Access to all add-on options (subject to availability)

Gold sponsorship tier

\$7,000

Exclusivity: Maximum 4 sponsors

Gold sponsors enjoy exclusive benefits and marketing opportunities.

- Three complimentary Professional-level tickets.
- Logo & mention at plenary sessions, break rotational slides, and start and end of published videos.
- 1 minute plenary session address to all attendees during the main conference (content subject to approval).
- Logo on PyCon AU website, plus a maximum 300 word blurb (content subject to approval).
- Short video advertisement (30 seconds) played on live stream during breaks (content subject to approval).
(included add-on)
- Access to all add-on options (subject to availability)

Digital sponsorship tier

\$2,000

Exclusivity: No limit to sponsors.

- Two complimentary Professional-level tickets.
- Logo & mention at plenary sessions, break rotational slides, and start and end of published videos.
- Logo on PyCon AU website, plus a maximum 200 word blurb (content subject to approval).
- Access to all add-on options (subject to availability)

Packaged Sponsorships - Tier Comparison

This is a quick comparison of the sponsorships available at PyConline AU 2021. See package benefits for detailed inclusions.

Benefit	Contributor	Digital	Gold	Platinum
Included tickets	1	2	3	5
Inclusion at plenary		✓	✓	✓
Short speech at plenary			1 min	3 min
Credits in published videos		✓	✓	✓
Website benefits	✓	✓ 200 words	✓ 300 words	✓ 400 words
Video advertising		<i>add-on</i>	✓	✓
Virtual Booth		<i>add-on</i>	<i>add-on</i>	✓
Discount towards add-ons				\$1,000
<i>Total bundled value¹</i>			\$1,000	\$4,000

¹ Total bundled value is a summary of the included benefits that are also available as add-on packages to all sponsors.

Contributor ticket

\$300+

Exclusivity: No limit on sponsors

Pay what you want; All funds raised by contributor tickets will be used to support outreach and diversity for next year's event.

Inclusions:

- Acts as a single Professional-level ticket
- Name (personal, community, or small business name) listed on PyCon AU website.

Note: this is not a 'packaged sponsorship' and does not provide access to the 'additional sponsorships'.

More information:

This ticket type is designed to serve as an in-between between paying for a Professional Level ticket and a full Sponsorship. This is designed for individuals or representatives from communities or small businesses to help support the conference and get their name on the website.

Contributor tickets are purchasable directly from the ticketing system at a later date.

For a sponsorship which includes other perks such as links, logos, or other inclusions, consider a Packaged Sponsorship Tier.

Additional packages

Video sponsor

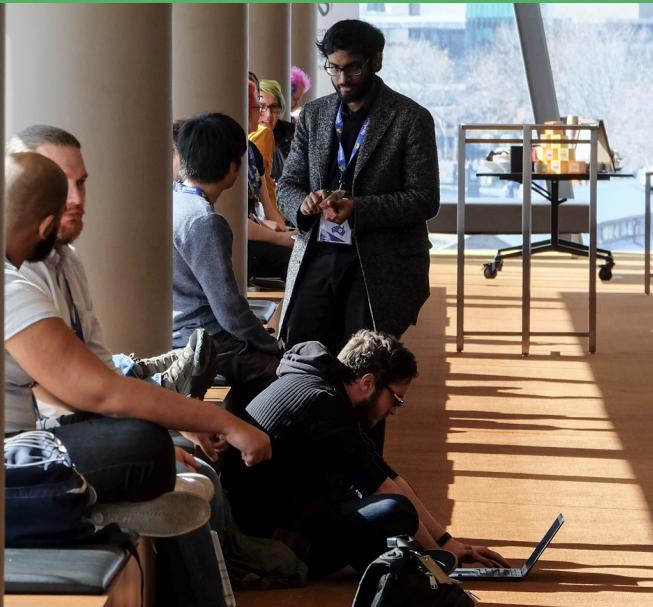
\$6,000

Available as an add-on to all packaged sponsorships.

Exclusivity: Maximum 1 sponsor

As the exclusive Video Sponsor, your logo will appear in streams during talks (whenever both the speaker and slides are visible).

Available as an add-on to any packaged sponsorship tier.



Specialist track sponsor

From \$1,000

Exclusivity: Maximum of one sponsor per track.

Gain exclusive marketing rights by having your logo co-located with the video sponsor on talks in your specialist track of choice.

Available as an add-on to any packaged sponsorship tier.



Video promotion/advertisement

From \$1,000

Exclusivity: No maximum limit to sponsors

Provide a 30 second pre-recorded advertisement promoting your product or company/brand. Video ads will be shown in 60 second blocks at the end of scheduled breaks (prior to talks commencing)².

Videos are subject to mutual approval so that the conference can maintain a high quality of video production.

Available as an add-on to any packaged sponsorship tier.



Buildkite



Red Hat



Planet
Innovation



Microsoft



LINUX
AUSTRALIA

pycon.org.au

² Scheduling may vary based on streaming/operational requirements.

^ Image shows prior year sponsor acknowledgements.

Co-marketed workshop

\$4,000

Exclusivity: no limit to sponsors.

Host a workshop or short tutorial outside of the main PyConline AU schedule.

When running a co-marketed workshop, your event will be advertised to attendees via the attendee announcement list, and a dedicated page on the website. Attendees can then choose to register to your workshop as per their interest areas.

Workshops should be designed to teach Python developers more about how they can use your product/platform/package.

Workshops should be free for PyConline AU attendees.

While we do not share the general attendee list, you are welcome to collect attendee details as part of your own registration process. Workshops must follow PyConline AU's Code of Conduct.

These workshops can be held in the week before or after the main conference, hosted on your preferred platform. No PyConline AU volunteers or organisers will assist in running your workshop, except for the previously mentioned advertising.

Available as an add-on to any packaged sponsorship tier.

Contact sponsorship@pycon.org.au for more details.

Additional opportunities

If you are after a more unique approach with your marketing, we would love to work with you.

PyConline AU is still refining how we run an online event and adapting a decade of conference culture to the socially distant formula. We'd welcome your help in making the online experience as fantastic as our in person gatherings.

Please don't hesitate to contact sponsorship@pycon.org.au if you have ideas that you think would help your company get noticed by our attendees, and how your company can help us bring the best event we can in 2021, even under the circumstances.

PyConline AU 2021 Prospectus history

v 1.0 - May 13 2021

- PyConline AU prospectus for publication.

PyConline AU does not sell keynote or talk slots as part of the main conference schedule, but invites anyone to submit to the call for presentations.

PyConline AU is an event of



sponsorship@pycon.org.au