



2023 Sponsorship Prospectus

Adelaide Convention Centre

18–22 August 2023

sponsor@pycon.org.au





Conference overview

PyCon AU is the national conference for developers using the Python Programming Language. After two years in Sydney with over 700 attendees each year, and a highly successful 2-year run as an online conference, it is Adelaide's turn to host, bringing the national and international Python community together for the 13th edition of PyCon AU.

Python is used widely in the information technology community, including industry, science, government and education and regularly tops [rankings](#) of programming language popularity. As an open source programming language it has a large community of developers using the language and contributing to its continued growth.

Unlike many developer conferences, PyCon AU is run entirely by volunteers as a non-profit 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, and to support under-represented groups in accessing the Python Community. Any profits from the event 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.



Why Sponsor PyCon AU?

Sponsoring PyCon AU puts your company front and centre with the Python community in Australia. The most skilled and influential Python developers attend PyCon AU, as well as the keenest of the next generation. Sponsoring the conference is your organisation's opportunity to position your organisation in front of Australia's most innovative technical decision-makers, architects, and developers. It's also the best way to access the most enterprising young Python programmers in the country.

In addition, PyCon AU is committed to increasing diversity and inclusion in technology. Our generous sponsors are the primary way that we fund our outreach program to make that possible. If your organisation shares our goals for improving representation, sponsorship of the conference is an amazing and cost-effective way to help ensure that our diversity and inclusion program can reach as many as possible. In particular, we can provide metrics, a report, and media following the conference to support your internal reporting.

We offer several sponsorship tiers to suit any marketing budget as well as a range of additional packages.

For more information, continue reading, or get in touch with sponsor@pycon.org.au!

Conference schedule

18th August - Specialist tracks

Curated content from interest groups within the Python community hold their own individual ‘miniconf’ on Friday. Previous tracks have included: DjangoCon AU, Education, OpenStack, Security and Privacy, Internet of Things, and more. Selected tracks to be announced Q1 2023.

19th - 20th August - General conference

Invited local and international speakers will open and close each day, with the main conference schedule running in four tracks. Selected talks will be announced Q2 2023.

21st - 22nd August - Development sprints

‘Sprints’ are open development spaces allowing conference attendees from many companies and projects to connect, develop and share within the community. Sprints give developers who are new to open source an opportunity to be introduced to a project by experienced open source maintainers. Experienced maintainers get the chance to engage new developers in their projects, rapidly delivering improvements for their users.

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.

PyCon AU runs a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covers registration, accommodation, and in some cases, travel costs to attend the conference. The generous contribution of sponsors will help put PyCon AU 2023 within reach of many more deserving Python developers from across Australia and around the world.



Diversity and inclusion

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, welcoming, 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 papers 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

Pricing

All prices **include GST**.

Tiers

- Platinum (\$15,000)
- Gold (\$10,000)
- Standard (\$5,000)

Additional Packages

- Exhibitor Booth (\$4,000/\$5,000)
- Coffee Sponsor (\$10,000)
- Video Sponsor (\$5,000)
- Specialist Track Sponsor (\$3,500)
- Development Sprints Sponsor (\$3,000)
- Pre-session Promo Video (\$500 ea)
- Jobs Board Sponsor (\$500)
- Outreach Sponsor (Contact Us!)

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

Please contact sponsor@pycon.org.au to discuss sponsorship or to tailor a custom package.

Platinum Sponsorship Tier

\$15,000

Maximum 3 sponsors.

Platinum sponsors enjoy exclusive benefits and marketing opportunities:

- 3 minute plenary session address to all attendees during the main conference (content subject to approval). This can be presented live or a pre-recorded video.
- Access to exhibitor booth add-on option.
- Three complimentary Professional-level tickets.
- Early-bird discount on a further five Professional-level tickets.
- Logo & Primary Mention at Plenary Sessions and Sponsor Rotational Slides.
- Primary placement on on-stage banners.
- Three Hallway Banners.
- Logo on PyCon AU website + 300 word blurb (content subject to approval).

Gold Sponsorship Tier

\$10,000

Maximum 6 sponsors.

- Access to exhibitor booth add-on option.
- Two complimentary Professional-level tickets.
- Early-bird discount on a further two Professional level tickets.
- Logo & Mention at Plenary Sessions and Sponsor Rotational Slides following Platinum sponsors.
- Placement on on-stage banners following Platinum sponsors.
- Two Hallway Banners.
- Logo on PyCon AU website + 200 word blurb (content subject to approval).



Standard Sponsorship Tier

\$5,000

No limit to sponsors.

- One complimentary Professional-level ticket.
- Early-bird discount on a further one Professional-level ticket.
- Logo & Mention at Plenary Sessions and Sponsor Rotational Slides following Platinum and Gold sponsors.
- Logo placement on on-stage banners following Platinum and Gold sponsors.
- One Hallway Banner.
- Logo on PyCon AU website + 100 word blurb (content subject to approval).

Discounts are available for non-profits wishing to purchase Standard Sponsorship.



Additional Packages

Exhibitor Booth

\$4,000 - Platinum Sponsors

\$5,000 - Gold Sponsors

Maximum of 5 sponsors.

- 3 x 3 metre booth in the main hall.
- 1.8 metre trestle table, linen table cloth & 2 chairs.
- Custom furnishing by arrangement with the venue.
- **Only** way to collect attendee details (opt-in only).

Available as an additional opportunity to Platinum and Gold sponsors.



Coffee Sponsor

\$10,000

Exclusive to 1 sponsor.

As the exclusive Coffee Sponsor, you will be providing the delegates with barista brewed coffee from a branded coffee cart. Further marketing opportunities such as branded cups are available for an extra fee.

Available as an additional opportunity to a sponsor of any tier.

Video Recordings Sponsor

\$5,000

Exclusive up to 2 sponsors.

As the exclusive Video Recordings Sponsor, your logo will appear on the title card of all videos uploaded to YouTube.

Available as an additional opportunity to a sponsor of any tier.

Specialist Track Sponsor

\$3,500

One sponsor per specialist track.

Gain exclusive marketing rights by having your hallway banner placed directly on the stage during your choice of Specialist Track with opportunity to address the track attendees in the opening. Banner is moved to the general hallway area for the duration of the conference.

Available as an additional opportunity to a sponsor of any tier.

Development Sprints Sponsor

\$3,000

Exclusive to 2 sponsors.

Help us financially to run our development sprints. This sponsor will be able to address sprint attendees (content subject to approval) and have a banner near the entrance way to the Development Sprints venue.

Available as an additional opportunity to a sponsor of any tier.

Jobs Board Sponsor

\$500

The PyCon AU Jobs Board is a public whiteboard where employers list summaries of available jobs and their contact details. The board typically fills up quite quickly, and as a result is erased every day. Sponsors of the Job Board will have approximately 1 A4 page of space reserved for pre-printed material on the board, to be displayed each day. This is perfect for making it easy for attendees to access your careers page via a QR code! (Material is provided by you, and subject to approval.)

Pre-roll Promotional Video

\$500 per slot

Your video (approx. 30 seconds, content subject to approval) will be played to all attendees, both in the venue and watching live online, at the beginning of a block of talks (e.g. after morning tea or lunch breaks).

Available as an additional opportunity to a sponsor of any tier. Volume discounts are available to sponsors wishing to purchase multiple slots.

Outreach Sponsor

Contact us!

Help us to increase the number of tickets we can offer under our outreach program. We will include links to Outreach Sponsor websites, along with a short blurb (subject to approval) in emails sent out to accepted Outreach Program applicants.

Available as an additional opportunity to a sponsor of any tier.



Additional Opportunities

If you are after a more unique approach with your marketing, we can tailor to your needs - just reach out at sponsor@pycon.org.au.

We are also open to discussion of sponsoring networking events, outreach activities, and anything else you might think would be of interest to attendees.

Please note that PyCon AU is a dry conference, and no alcohol is served on site.

We love it when sponsors host additional community events, but we ask that these events have their own appropriate code of conduct, and are advertised as third-party events. We'd love to work with you to make these events a success.





sponsor@pycon.org.au



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