

LAST CHANCE



It's time to sponsor

PyCon AU 2025

Pullman Melbourne on the Park

Narrm
Victoria, Australia

12 - 16 September 2025
sponsor@pycon.org.au

Sponsorship Prospectus - August Update



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Welcome to PyCon AU 2025

PyCon AU is Australia's national conference for developers using the Python programming language and is a must-attend event for hundreds of technologists worldwide.

In 2025, PyCon AU will be hosted at the **Pullman Melbourne on the Park** between **12 - 16 September 2025**.

The Python programming language is one of the most popular programming languages in the world. In recent years, its versatility and ease-of-use has made it the language of choice for AI research and development.

In 2024 Python overtook JavaScript as the most popular language on GitHub, and usage is growing at a rate of 20% per year globally¹. Python is widely used in AI development, Data Engineering, Web Development and Education.

The PyCon AU community prides itself on being warm, inclusive and welcoming to everyone, at any level of experience. Our speakers range from industry veterans, to first-time speakers. The PyCon AU community has seen strong growth over its 15 year history, and is recognised nationwide for its leadership in creating accessible opportunities for all technologists – especially for under-represented communities.

PyCon AU is a labour of love, run independently by an all-volunteer team. The legal and financial structure is provided by Linux Australia Inc., a not-for-profit body registered under the *Associations Incorporation Act (NSW) 2009*.

1. [GitHub - Octoverse: AI leads Python to top language](#)

2. [GitHub - Octoverse: The state of open source and rise of AI in 2023](#)

Conference Outline

Main Conference

Invited local and international speakers will open and close each day, with the main conference schedule running in three tracks. Talks cover a wide range of topics, including technical deep-dives, high-level overviews, retrospectives and much more.

Selected talks and conference schedule are expected to be published no later than 2 months prior to PyCon AU.

Specialist Tracks

Curated content from interest groups within the Python community hold their own individual ‘miniconf’ on Monday.

Specialist tracks are a draw card for several industries and communities.

In 2025, the specialist tracks are:

- Data & AI
- Education
- Scientific Python

Sprints & Workshops

‘Sprints’ are open development spaces where attendees collaborate on open source. Sprints foster collaboration and mentorship between experienced maintainers and new developers across the open source ecosystem.

Sprints follow a free-form schedule self-organised by project maintainers, often sparked by talks & conversations across the PyCon AU long-weekend.

| Friday (12 September) | Saturday (13 September) | Sunday (14 September) | Monday (15 September) | Tuesday (16 September) |
|--------------------------|----------------------------|--------------------------|--------------------------|---------------------------|
| Specialist Tracks | Main Conference | | | Sprints |
| | Sponsor Exhibition | | | Sponsored Workshops |



Community & Inclusion

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, welcomeness, and encouragement.

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 many fields of interest.

PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

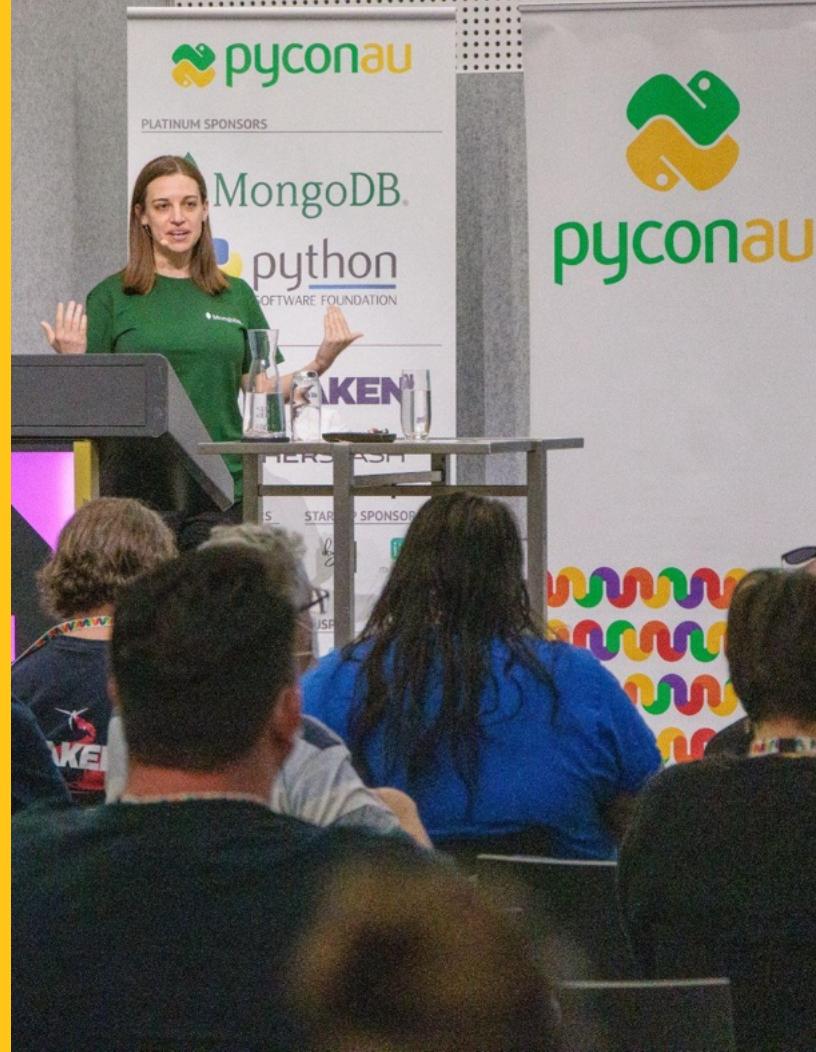
Financial Assistance

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 Python developers cannot afford to attend the conference.

PyCon AU creates access and opportunities by running a generous financial assistance scheme. Costs covered can include registration, accommodation and in some cases travel.

Sponsorship is critical to the Financial Assistance Program. Sponsoring PyCon AU directly contributes to the access & opportunities that can be created and has been a well recognised and valued pillar of the Python community for many years.





Speaking at PyCon AU

PyCon AU is recognised globally for its high-quality program of talks. We maintain this reputation through an independent process³, through which all talks are selected.

Our attendees are curious and actively looking for new and better ways to build, maintain and deploy their projects. Attendees expect technical talks that are interesting and educational, above and beyond a product demo.

We'd like to collaborate with sponsors to have high-quality **talks or tutorials** as sponsored sessions.

Sponsored sessions will be part of the published schedule. Talks are recorded and collectively attract **over 270k views every year**.

The organising committee is available to help sponsors⁴ craft a high-impact session.

3. The public Call for Proposals was open in May/June, with program announced in July.
4. We are also happy to extend this offer to your customers and partners.



Exhibition

PyCon AU attendees have grown to love the sponsor exhibition, as it's an opportunity to connect with the industry at large (and win some prizes too of course)!

All sponsors (except digital only sponsors) will have a chance to exhibit and connect with PyCon AU attendees throughout PyCon AU.

Exhibition includes lead scanning, and data includes name, email and affiliation/organisation.

Workshops & Talks

Last year, sponsored workshops sold out and attracted waitlists. Sessions delivered by sponsors also attracted extremely high praise from attendees.

Talks are a chance to teach deep foundational skills and technology to attendees. And of course, show how it applies to your product or service.

Attendees at PyCon AU expect high quality educational content, not *just* a product demo.



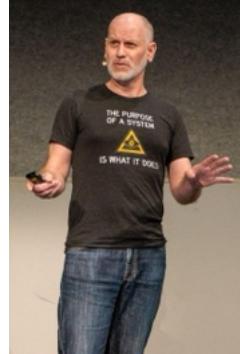


PyCon AU 2024

103+
Presentations



22.7k
Subscribers



Over
40+
Hours of Talks



Facts & Figures

PyCon AU's 15th conference welcomed over **560+ registrations** across 5 days, including some attendees who discovered PyCon AU on the day as walk-ins! We had **103 presentations** including **26 lightning talks, 8 devoops lightning talks & 9 student showcase talks.**

The vast majority of attendees live in Australia. PyCon AU also welcomed attendees and speakers from at least ⁵ **New Zealand, Singapore, India, Hong Kong, UK, and USA.**

On average attendees had **9+ years experience** writing Python code, and **16+ years of experience** with any programming language.

5. PyCon AU 2024 did not specifically ask for location data from attendees.





PYCON AU 2024

Facts & Figures (cont'd)

PyCon AU cares extensively about access and inclusion. Financial assistance is heavily dependant on funding support from sponsors.

Sponsors in prior years have committed dedicated additional budget to fund the financial assistance program.

When registering in 2024, we asked attendees an optional question: “How do you describe your gender?”. We had 322 respondents provide 37 unique answers to describe their gender.

After analysis, **8% of attendees self-identified as gender diverse** (including non-binary, transgender, queer and other answers), **25% ‘Female’** and **67% ‘Male’**.

Sponsor Packages

Sponsoring PyCon AU puts your company front and centre with the Python community in Australia. It's also the best way to access the most enterprising Python programmers in the country.

Companies ➔

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Communities ➔

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Company Sponsorships

Sponsoring the conference is an exclusive opportunity to position your organisation in front of Australia's most innovative technical decision-makers, architects, and developers.

All packages include:

- ✓ Tickets to attend PyCon AU 2025
- ✓ Inclusion on website & social media
- ✓ Highlights at plenary sessions
- ✓ Bring merch & stickers to give away
- ✓ Metrics, reporting & media to support your internal reporting post-conference
- ✓ Attendee lead collection opportunities

Plus:

Thinking creatively? Do something fun and custom! We're flexible and would love to collaborate on your unique idea!

| Packages | Digital | Startup | Standard | Gold | Platinum | Diamond |
|---|-------------------|---------------------|-------------------|--------------------|--------------------|-------------------|
| All prices AUD and ex GST | \$3k ⁷ | \$3.5k ⁷ | \$7k ⁷ | \$10k ⁷ | \$15k ⁷ | Let's Chat! |
| Exclusivity | <i>Unlimited</i> | <i>Unlimited</i> | <i>Unlimited</i> | 5 | 3 | 1 |
| Exhibition Space | N/A | Shared | 2x2m ⁶ | 2x2m ⁶ | 3x3m ⁶ | 4x4m ⁶ |
| Staff Tickets (Exhibition) | | 1 | 1 | 2 | 3 | 4 |
| Complimentary Tickets | 1 | | 1 | 2 | 3 | 4 |
| Stage Banners (Plenary / Main stage) | | | | | Yes | Yes |
| Hallway Banners | 1 | 1 | 1 | 3 | 3 | 3 |
| Plenary Address | | | | | 3 mins | 3 mins |
| Website Blurb (words) | 100 | 100 | 100 | 200 | 300 | 400 |
| Add-On Discount | | | | \$500 | \$1000 | Benefits Included |

6. Includes standard exhibition booth. Subject to venue. Custom constructions available, but let's chat about the detail!

7. Discounts are available for academic institutions, not for profits and community led projects wishing to purchase a sponsorship. Ask us about pricing eligibility to see if your startup qualifies. See page 15 for details.

Diamond Python Sponsor

New in 2025, the Diamond Python sponsorship is an exclusive opportunity to “present” the conference.

We'll work closely with you to co-create the PyCon AU 2025 brand placements that suit your brand goals.

Diamond Python sponsorship includes:

- ✓ All benefits of a platinum sponsorship
- ✓ “PyCon AU proudly supported by” recognition
- ✓ Prominent brand placement throughout the conference
- ✓ A complimentary talk or workshop

The Diamond Python sponsorship is the only way to guarantee your company will be the most prominent product, platform or brand at PyCon AU 2025.

Let's discuss about how we can tailor this package to your 2025 goals!



DIAMOND PYTHON SPONSOR



Company

PLATINUM SPONSORS



Company



Company



Company

GOLD SPONSORS



Sponsorships In Kind

Some organisations can't make it to PyCon AU in person but still wish to give something back to the community. Our **Digital Sponsorship** is available as an in-kind sponsorship⁸ for companies offering giveaways or campaigns of equal or greater value.

We ask sponsorships in-kind to please:

- ✓ Commit before 30 June 2025.
- ✓ Make offers available for at least 30 days post-conference.
- ✓ Have a clear and prominent privacy policy if requesting any contact or PII from PyCon AU attendees.
- ✓ Make offers available to delegates with no upfront or ongoing billing commitment (i.e. trials with card on file offers).

Talk to us today about how we can shape your digital campaign to PyCon AU 2025 attendees!

8. In-Kind Digital Sponsorships do not include any on-site benefits such as tickets or banners



Add-on Packages

| | | |
|------------------------------------|-------------|--|
| Custom Exhibition Construction | \$tba | |
| Coffee Cart | \$7.5k | |
| Video & Streaming Sponsor | From \$5k | |
| Specialist Track / Room Sponsor | From \$3k | |
| Sprints Sponsor | From \$2k | |
| Jobs Board | \$500 | |
| Outreach / FinAid | Let's Chat! | |
| Community Stage Sponsor | Let's Chat! | |
| Wifi Sponsor | Let's Chat! | |
| Sponsored Session & Tutorials | Let's Chat! | |
| Something special? We're all ears! | Let's Chat! | |

Some addons are limited on a first come first serve basis or have limited exclusivity.
Discounts available for BYO swag options. Prices are in AUD and ex GST.
Most add-ons must be contracted by 29 August; 2 weeks prior to PyCon AU



Video & Streaming

Available as an add-on package to any base sponsorship tier, our video sponsor helps PyCon AU capture the moment and stream and record all talks presented during the event.

Streaming will increase accessibility for remote attendees who cannot attend the conference in person due to distance or health requirements.

You can see last year's videos on YouTube, and videos are historically published same-or-next day!

<https://www.youtube.com/playlist?list=PLs4CIRBY5F1jn7fWZyMgogpPsu1vAZKB2>



Exhibition Booths

The PyCon AU Exhibition runs during the specialist tracks and the main conference. Sponsorships that include an exhibition booth, also include a complimentary staff ticket.

Standard Exhibition booth includes:

- ✓ Table + Power outlets
- ✓ 55" TV for BYO video or demos
- ✓ Space⁹ for pull up banners

Plus:

- ✓ Complimentary staff tickets¹⁰
- ✓ Attendee lead scanning available to all staff
- ✓ Participation in the community stage

9. Larger space is allocated to Gold Platinum & Diamond sponsors for additional pull up banners or booth activations.

10. We encourage our sponsors to participate in the full PyCon AU experience. We don't restrict exhibition staff from accessing conference sessions but we will ask sponsors to be mindful of room capacity for popular talks. Additional staff tickets are included for Gold, Platinum and Diamond sponsors - see page 12.



The Community Stage

This is a new concept coming to PyCon AU 2025.

In between scheduled talks, the event exhibition space will feature an ‘in the round’ stage with pop up activities to keep everyone entertained!

We’re still finalising details and would love our sponsors to help shape this to be a meaningful and valuable experience for attendees.

Our vision includes:

- High-quality sponsor demos
- Open Source showcases & summits
- Charity Auctions
- A Mario Kart Tournament?

Perhaps your company would like to sponsor an activity or prize?



Community Sponsorships

Not-for-profits & Academic Institutions

Academic institutions, not for profits and community led projects can receive a discount on standard (and above) sponsorships.

Reach out at sponsor@pycon.org.au to discuss how best to represent your organisation at PyCon AU 2025.

Community Projects & Contributors

Individuals attending PyCon AU 2025 to represent their project, package or community can purchase a Contributor ticket when registering.

Contributors receive minor sponsor acknowledgements including website and plenary address mentions.



PyCon AU 2025 needs your support

PyCon AU is excited to return to Melbourne in 2025!

Call, or reach out to sponsor@pycon.org.au today and we'll assemble a sponsorship package that best showcases your brand, product or service.

Sponsor early (and often) to get the most out of PyCon AU 2025!



Meet your 2025 sponsorship team



Peter Hall
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Rick Giner
Sponsorships
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Neill Cox
Treasurer
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Jack Skinner
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PyCon AU Steering Committee
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We can't wait to work together!

A wide-angle photograph of a large audience seated in tiered red theater-style seating. The audience members are mostly wearing face masks. The auditorium is dark, with dramatic stage lighting creating geometric patterns on the walls and curtains. The lighting includes shades of green, purple, and yellow. The overall atmosphere is one of anticipation and focus.

With thanks to the photography efforts of
Jack Skinner & Peter Hall, used under license.