pyconau

G'DAY AND WELCOME TO

PyCon AU 2024

Melbourne Convention and Exhibition Centre

Narrm
Victoria, Australia

22 - 26 November 2024
sponsor@pycon.org.au

Sponsorship Prospectus - June 2024

In this pack

Welcome to PyCon AU 2024

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 2024, the conference returns to Melbourne, hosted at the premier event space in the city - the Melbourne Convention and Exhibition Centre.

The Python programming language is one of the most popular programming languages in the world due to its versatility and ease-of-use. It is the second most widely used language on GitHub, and usage is growing at a rate of 20% per year globally[1]. 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 14 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: The state of open source and rise of AI in 2023

Conference Outline

Specialist Tracks

Curated content from interest groups within the Python community hold their own individual 'miniconf' on Friday.

This year's tracks include:

- Scientific Python
- Education
- DevOops

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 should be published no later than September 2024.

Sprints

'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 22nd	Saturday 23rd	Sunday 24th	Monday 25th	Tuesday 26th
Specialist Tracks	Main Conference		Sprints	

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.

Sponsoring PyCon AU directly contributes to the access & opportunities that can be created through financial assistance and has been a well recognised and valued pillar of the Python community for many years.

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, welcoming, 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.

Speaking at PyCon AU

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

As a result, PyCon AU does not offer sponsored talks.

**We actively encourage our sponsors to submit[2] session proposals that bring value to our attendees.**

PyCon AU attendees are curious and actively looking for new and better ways to build, maintain and deploy their projects and products.

In 2024, we are pleased to offer pre-submission feedback and mentoring to sponsors for the first time.
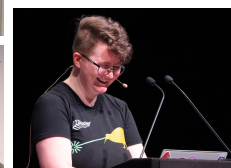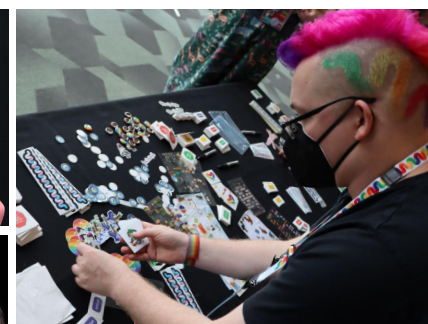
We will be happy to discuss potential talk topics, how to position your[3] talk, and how to develop a great talk for PyCon AU.

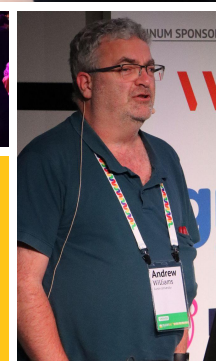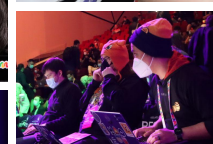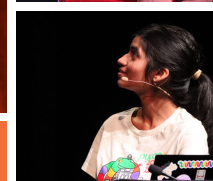2. The public Call for Proposals is expected to open in late May 2024.
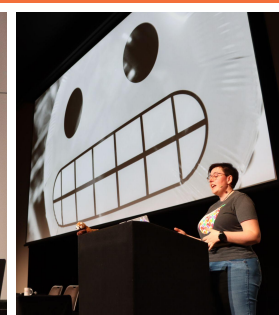3. We are also happy to extend this offer to your customers and partners.
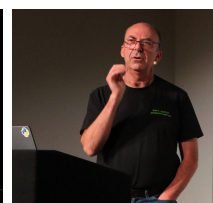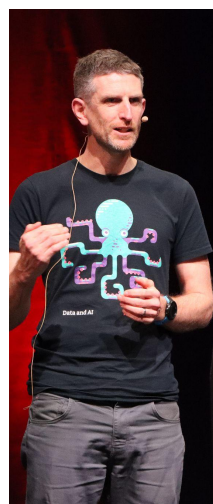
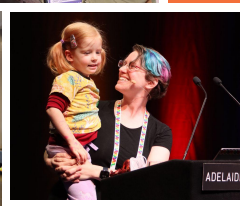**500+ Attendees**
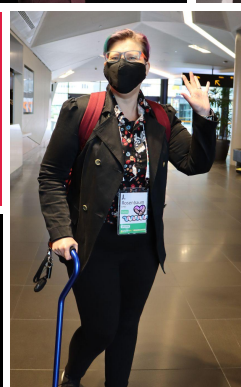
PyCon AU Snapshot

70+ Speakers

22k Subscribers

Over 43+ Hours of Talks

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.
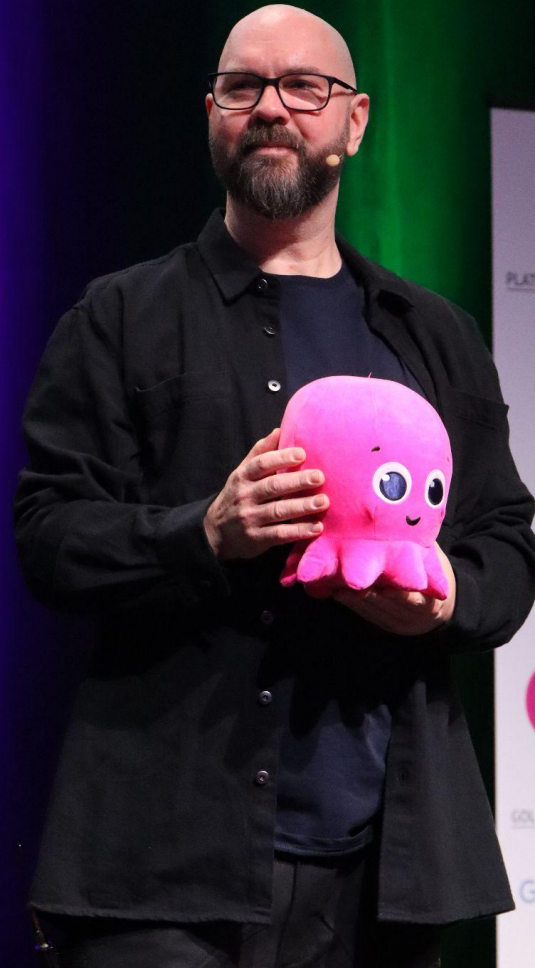
Companies
Page 9 ➡

Communities
Page 11 ➡

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 2024
- ✓ Inclusion on website & social media
- ✓ Highlights at plenary sessions
- ✓ Bring merch & stickers to give away
- ✓ Options for additional packages
- ✓ Metrics, reporting & media to support your internal reporting post-conference

Plus:

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

Packages at a glance:	**Standard**	**Gold**	**Platinum**
All prices are in AUD and include GST.	$5,000	$10,000	$15,000
Exclusivity (limited #)		5	3
Complimentary Tickets	1	2	3
Stage Banners		Yes	Yes
Hallway Banners	1	2	3
Plenary Address			3 mins
PyCon AU Website	100 words	200 words	300 words

Note: Discounts are available for academic institutions, not for profits and community led projects wishing to purchase a Sponsorship. See page 11 for details.

Add-on Packages

These options help you activate your sponsorship by further connecting with attendees across the five days of PyCon AU and beyond.

Exhibition Booth	$5,000
Video Sponsor	$5,000
Specialist Track	$3,500/track
Sprints Sponsor	$3,000
Tote Bag	$500
Jobs Board	$200
Outreach	Let's Chat!
Coffee Sponsor	Let's Chat!
Custom Options	Let's Chat!

Community Sponsorships

Not-for-profits & Academic Institutions

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

Reach out at sponsor@pycon.org.au to discuss how best to represent your organisation at PyCon AU 2024.

Community Projects & Contributors

Individuals attending PyCon AU 2024 to represent their project, package or community can purchase a Contributor ticket.

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

Next Steps

Sponsoring PyCon AU 2024 is the best way to connect with the
Python software community in Australia.

Reach out to **sponsor@pycon.org.au** today!

Our sponsorships team will customise a proposal that best
showcases your brand, product or service.

Meet your sponsorship advisors:

Nic Crouch
Sponsorship Lead
+61 403 603 120

Jack Skinner
Sponsorship Troublemaker
+61 437 234 550

We can't wait to work together!

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