

# PYTHON NORDESTE

—2025—

## SPONSORSHIP PLAN

# ABOUT THE EVENT

Python Nordeste is a technology event held annually since 2013, organized by enthusiasts of the Python programming language from the Northeast region of Brazil.

As a non-profit event, it is collaboratively planned and run by the community, with the aim of promoting learning, knowledge sharing, and strengthening bonds among participants.

In 2025, Python Nordeste will offer three days of immersion, where participants can explore the latest technologies, exchange experiences, interact with key figures in the development community, and celebrate the unity of the community.



Photo of participants at Python Nordeste 2024 in Natal, Rio Grande do Norte

# ABOUT THE EVENT

Scheduled to take place in Teresina, Piauí,  
on June 20th, 21st, and 22nd, 2025.

Venue: **To be determined.**



# MAIN GOALS



Promote the Python programming language and related technologies



Foster the exchange of experiences and knowledge



Encourage the growth of the community, both in participation and social impact



Broaden opportunities in the technology field in Brazil, focusing on the Northeast region



Connect companies and developers

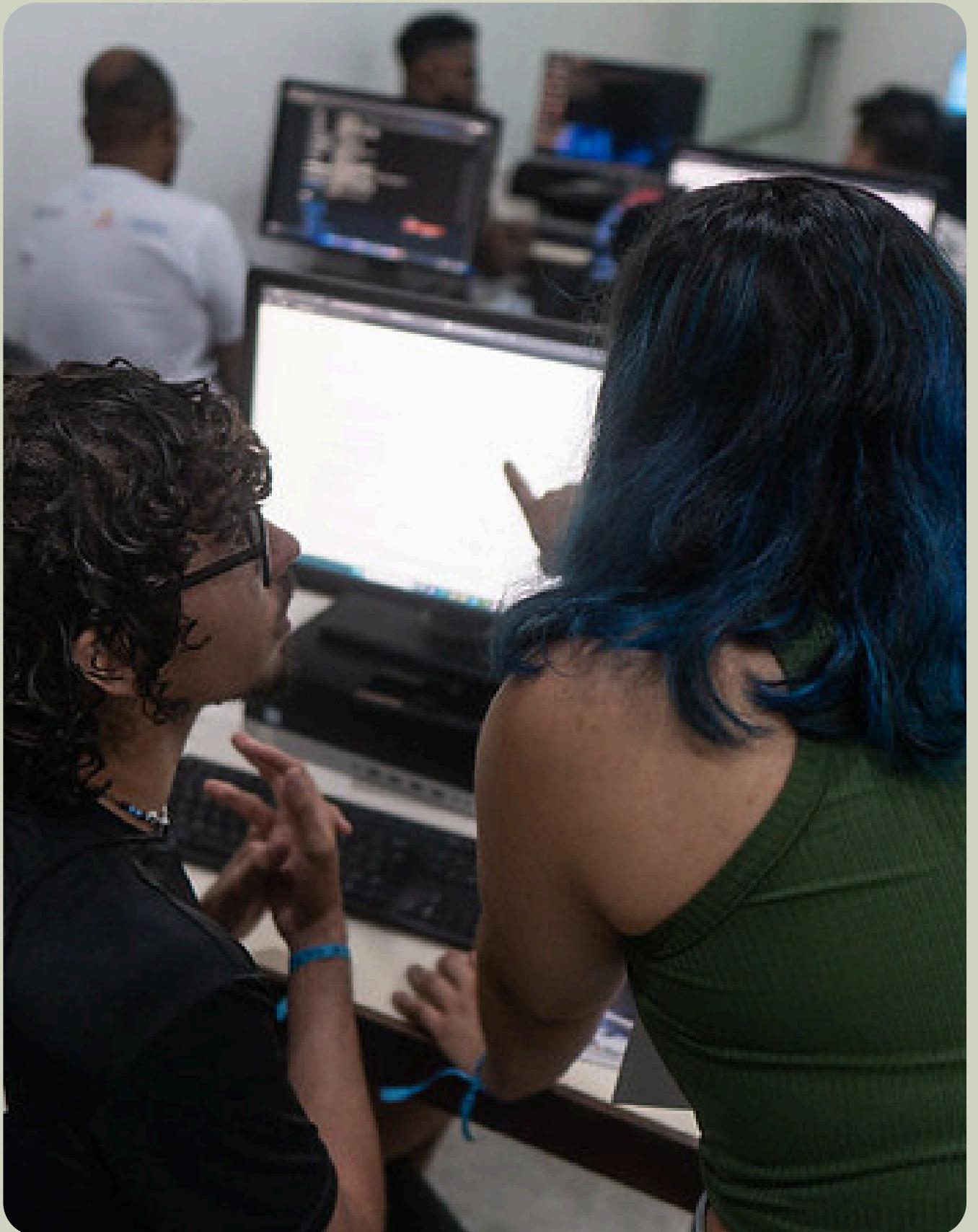


Include individuals interested in learning programming

# EVENT DETAILS

More than 400 people are expected:

The event will span 3 days, featuring tutorials, talks, panel discussions, and the traditional lightning talks, with all activities submitted by community participants from across the country. Additionally, there will be keynote speeches with special guests.



# IN-PERSON EVENT

In its 13th edition, Python Nordeste will take place for the second time in Teresina, 9 years after the city first hosted the event.

The event will be held on June 20th, 21st, and 22nd, 2025, offering a mix of theoretical and practical activities, where participants will engage with major companies and prominent names from the national tech industry.

The event will kick off with tutorials on June 20th, providing participants with hands-on experience with the language, tools, and products of the Python ecosystem.

June 21st and 22nd will feature open space sessions, talks, keynotes, and the traditional lightning talks.



Photo of participants at Python Nordeste 2016 in Teresina, Piauí

# ONLINE EVENT

In response to the COVID-19 pandemic, Python Nordeste adapted to an online format in 2020 and 2021, reaching a record audience and fulfilling its purpose of spreading knowledge and promoting interaction among thousands of people in the community across Brazil.

Given the success of these editions and the strong support from the community, the event began recording keynotes in the 2023 and 2024 editions, with plans to record the 2025 keynotes as well, making all content available on the official Python Nordeste YouTube channel.

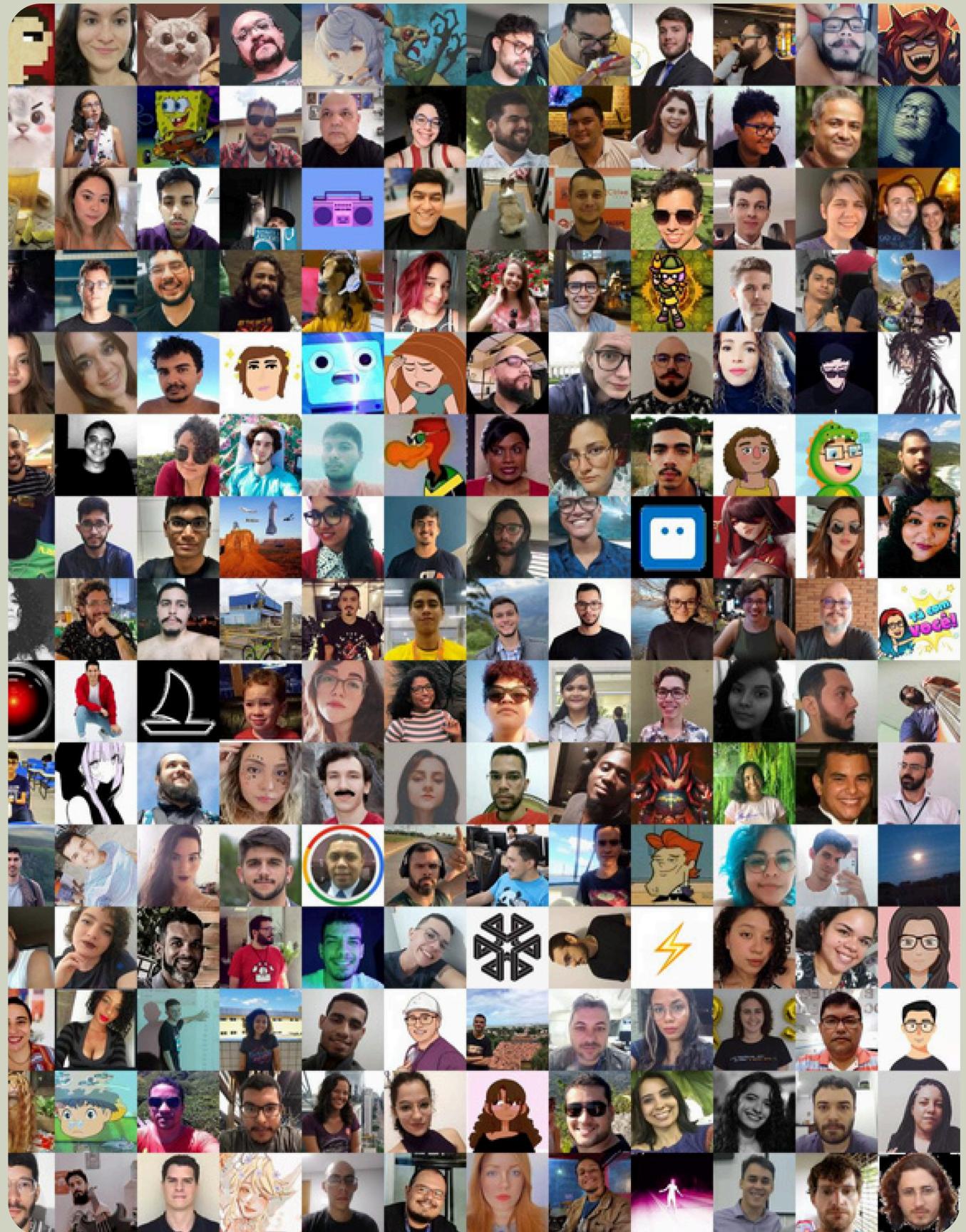


Photo of some of the participants of Python Nordeste online,  
held on the Discord platform

# THE CITY

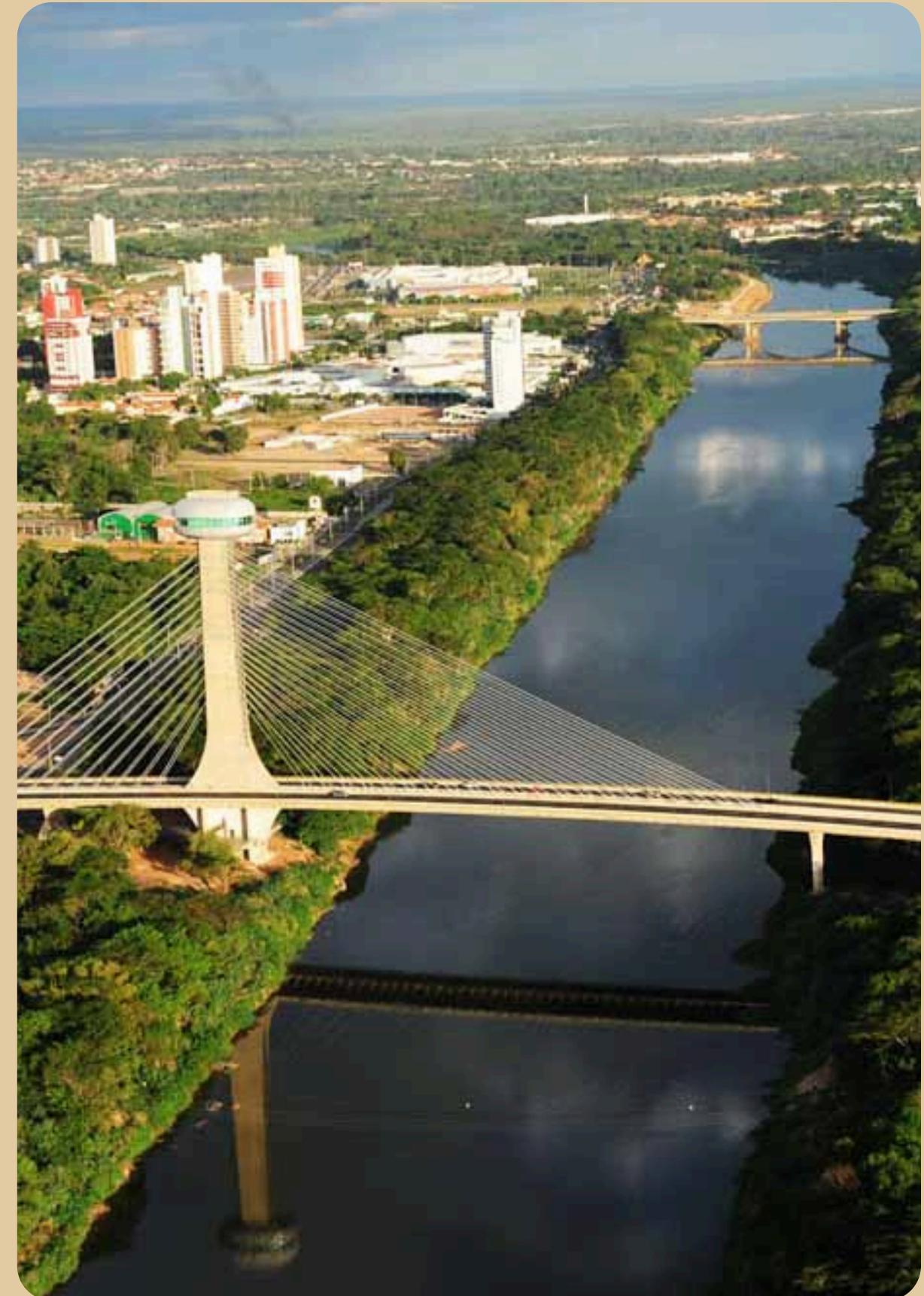
## Teresina: A Gem of the Northeast

Teresina, the capital of Piauí, captivates with its rich history, culture, and cuisine. Located in the heart of Brazil's Northeast, it is the only capital in the region not situated by the sea, earning the nickname "Brazilian Mesopotamia" for its position between the Poty and Parnaíba rivers.

Teresina's economy is diverse, with strong sectors in commerce, services, and industry. Moreover, the city is established as an important medical hub in the Northeast, attracting patients from neighboring states due to the quality of its healthcare services and the presence of renowned hospitals. Tourism in the area is also significant, with highlights such as the Encontro dos Rios (Meeting of the Rivers), where the Parnaíba and Poty rivers converge, creating a unique natural setting.

Teresina boasts a vibrant cultural life, with traditional events such as the Encontro Nacional de Folguedos, which celebrates the folklore and popular culture of the Northeast. The local cuisine is another draw, delighting visitors with the city's hospitality and traditions.

Teresina has previously hosted Python Day, Python Nordeste, and Campus Party, and is home to various tech communities like PUG-PI (Python User Group of Piauí), PyLadies Teresina, PyLadies Parnaíba, Teresina Hacker Clube, Dorothy Piauí, among other technology groups.



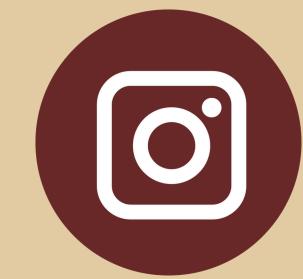
# OUR REACH - EVENTS



YEAR	CITY	IN-PERSON	ONLINE*
2018	Campina Grande - PB	261	3417
2019	Recife - PE	280	3283
2020/2021	Online Edition	-	4215
2022	Aracaju - SE	237	-
2023	Salvador - BA	336	-
2024	Natal - RN	311	-

\*Views on YouTube

# OUR REACH - SOCIAL MEDIA



4.957 followers



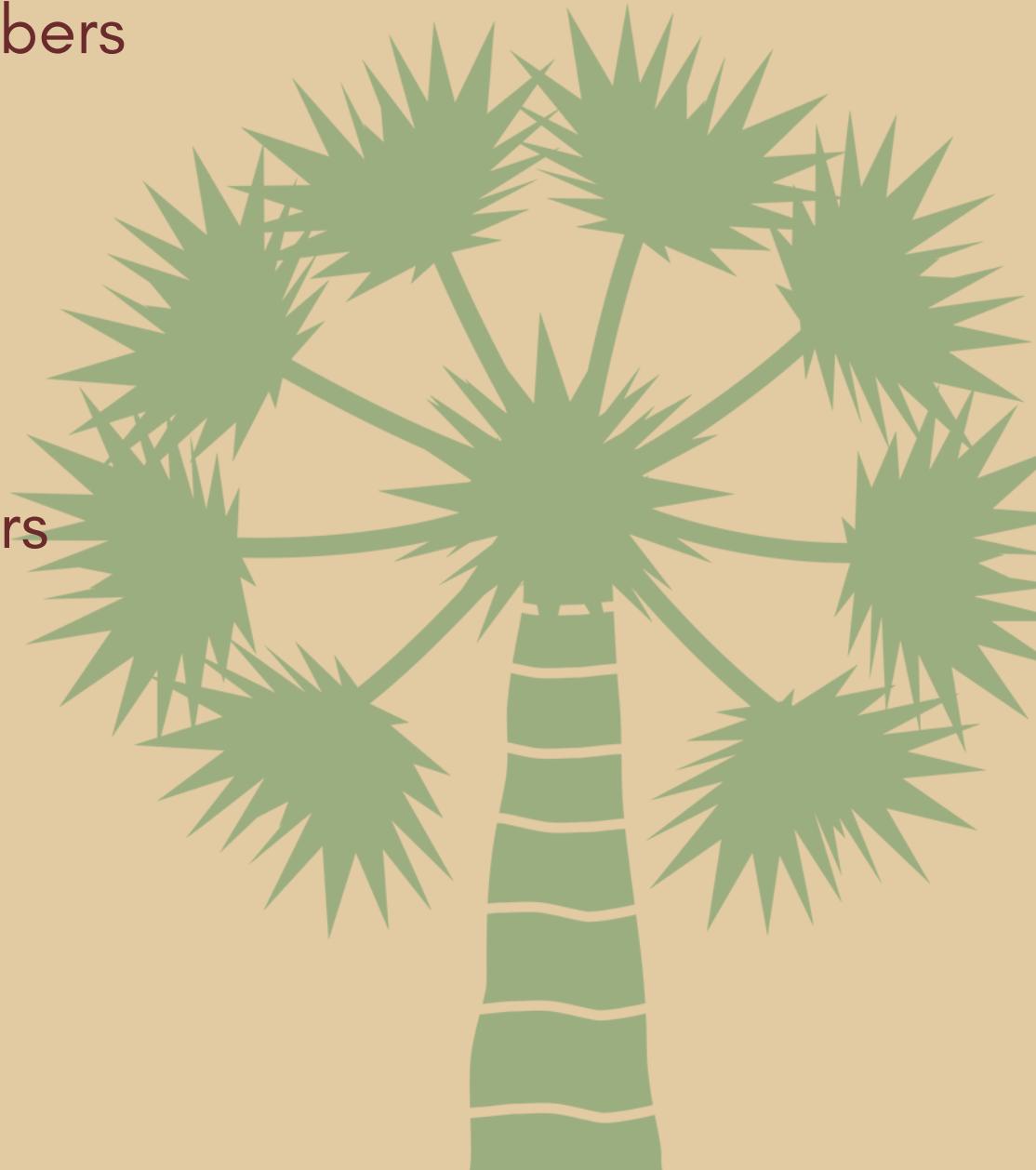
780 subscribers



1.237 followers



811 members



# WHY YOU SHOULD SUPPORT PYTHON NORDESTE

Sponsoring Python Nordeste is a unique opportunity for your company to connect with a passionate technology community, strengthen your brand, attract talent, and drive business growth.

## Community

- **Engagement:** The Python community is known for its collaboration and passion for technology.
- **Diversity:** It brings together professionals from various fields, including development, engineering, businesses, and students.
- **Influence:** The Python community holds significant influence in the technology market.

## Market

- **Relevance:** Python is a fundamental language in areas such as artificial intelligence, data science, and web development.
- **Innovation:** The language is shaping the future of technology.
- **Visibility:** Associating your brand with Python ensures visibility in a constantly growing market.

## Open Source

- **Collaboration:** By sponsoring the event, you contribute to the development of an open-source software ecosystem.
- **Open Initiatives:** Demonstrates your company's commitment to open and collaborative practices.

## Benefits for Your Company

- **Marketing:** Increase your brand's visibility and strengthen your market position.
- **Human Resources:** Attract talent and strengthen your team.
- **Business:** Generate new business opportunities and partnerships.
- **Social Responsibility:** Demonstrate your company's commitment to the community and technological development.

## Opportunities

- **Visibility:** Reach a regional, national, and international audience of great relevance.
- **Networking:** Establish strategic partnerships and meet new talent.
- **Reputation:** Strengthen your brand's image by associating it with a recognized event engaged in social causes.
- **Team:** Empower your team and attract qualified professionals.
- **Innovation:** Stimulate innovation and technological development.



# ABOUT THE ORGANIZATION

We will have the involvement of members from the PUG-PI, PyLadies Teresina, and PyLadies Parnaíba communities.

Initially formed in 2013, PUG-PI is a group of developers and Python programming language enthusiasts that promotes events and discussions about technology and people. The PyLadies Teresina and PyLadies Parnaíba groups were founded in 2016 and 2017, respectively, with the goal of promoting women's participation in technology through Python.

These communities are open and organized through groups with over 200 participants. In addition to their activities in Teresina and Parnaíba, they are expanding the technological innovation ecosystem throughout the state of Piauí.

## EVENTS:

- Python Day
- Python Nordeste 2016
- Maratona de Programação para Mulheres
- Django Girls Teresina 2017
- Django Girls Teresina 2018
- Django Girls Teresina 2019
- Django Girls Teresina 2022
- Django Girls Parnaíba 2022
- Django Girls Parnaíba 2023
- Django Girls Parnaíba 2024
- Meetups





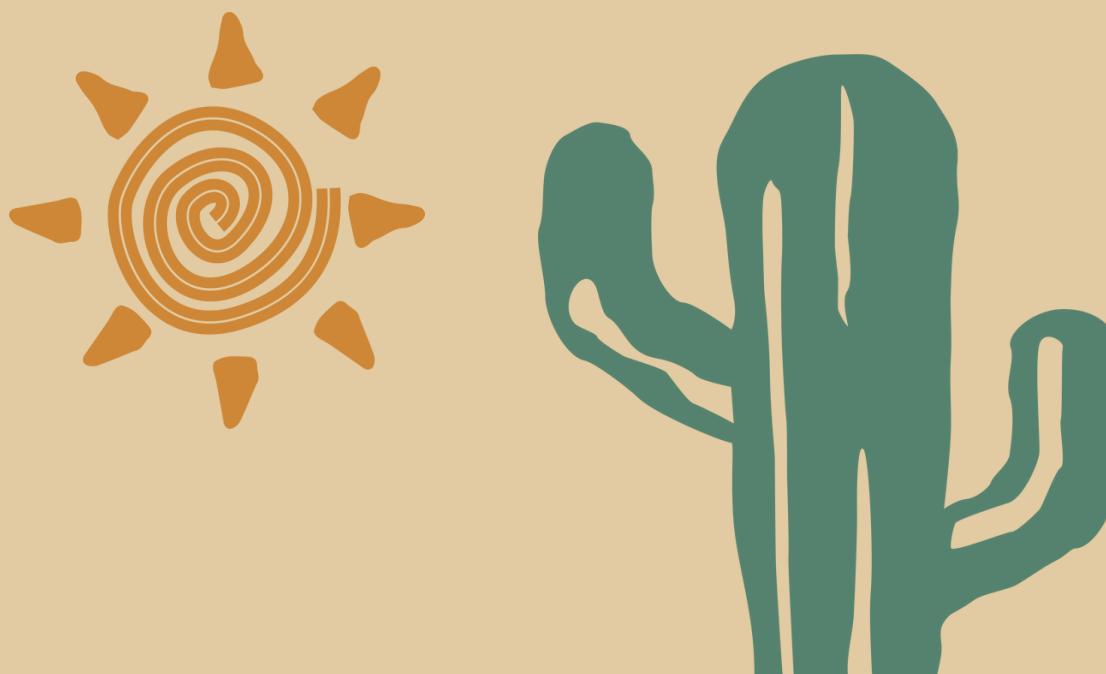
# PYTHON NORDESTE

-2025-

## BENEFITS OF SUPPORTING THE EVENT

# Logo on the Badge

The badge features a special space for your logo, making it prominent in photos and memories of participants. We value the badge as a unique symbol of the event, allowing participants to carry more than just a yesple ID—a cherished memory of their experience.



\*Illustrative model, badge may be different

# Brand Visibility at the Event

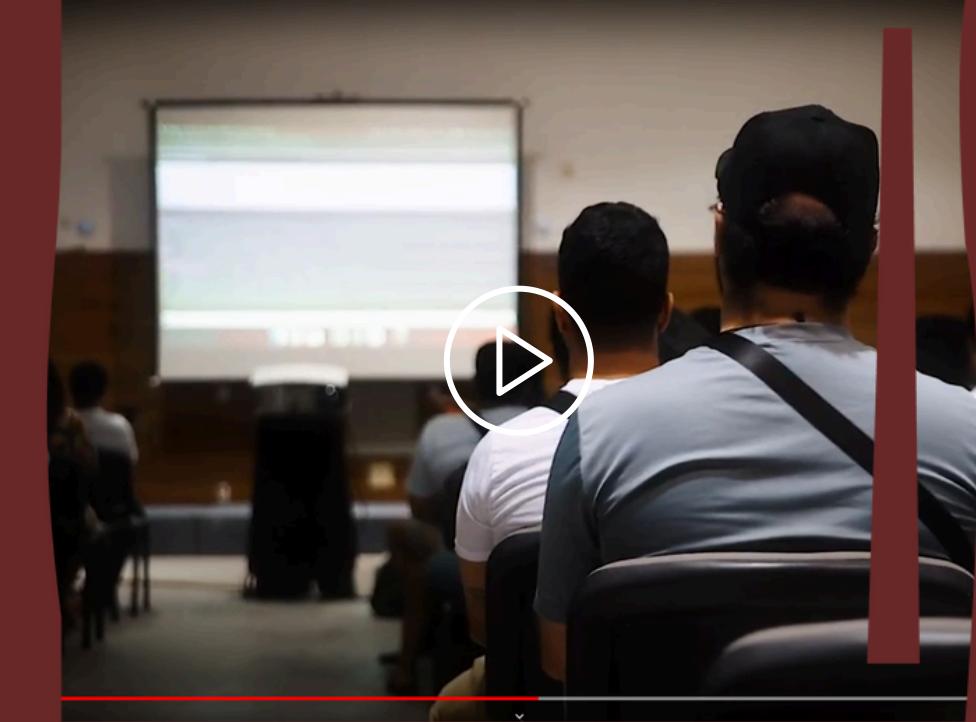
Your brand will have the chance to stand out during lectures, in highly anticipated breaks, and on our central banner! Every pause and transition will be an opportunity to associate your brand with innovative ideas and inspiring discussions. More than yesple advertising, this is a chance to create a lasting connection with your target audience.



\*Illustrative model, the banner may be different

## Logo in Broadcasts/Recordings

This space is vital, as it will be immortalized in recordings on our channel, ensuring that your brand's support is remembered forever. On the Python Nordeste YouTube videos, you can find memories of long-term partners, who still receive views and continue to be recognized as supporters of the Python community.



# Email Outreach to Participants

Python Nordeste offers the benefit of sending emails to all registered participants. The emails are sent by the organization, using content provided by the sponsoring company through the registration platform. This content may include institutional presentations, job postings, product or service promotions, and must follow the guidelines set forth in the Event Code of Conduct (<https://python.org.br/cdc/>).



\*image for illustration purposes only

# Institutional Video During Keynote Openings



\*image for illustration purposes only

The keynotes are the most special moments of Python Nordeste, when all attention is focused on our main stage, where a prominent figure will share their knowledge. We offer the opportunity to showcase an institutional video of your company before this highly anticipated presentation, ensuring your brand receives maximum visibility during the event's peak moments.

# Social Media Posts

Python Nordeste has a large following on its social media platforms and offers the possibility of posts from sponsoring companies as one of the benefits. In addition to the email outreach, the posts are managed by the organization, with content provided by the sponsoring company. This content may include institutional presentations, job postings, product or service promotions, and must comply with the Event Code of Conduct (<https://python.org.br/cdc/>).



\*image for illustration purposes only

# YOUR BRAND ON THE EVENT T-SHIRT

As part of the benefits of our sponsorship package, your company logo will be strategically printed on our official shirts. This is an excellent opportunity to ensure broad exposure for your brand, as the shirts will be used by participants and staff throughout the event, in addition to being seen in photos and promotional materials.

The inclusion of the logo on shirts reinforces your brand in a high-impact environment, promoting constant and direct visibility to the public, adding value to your business and consolidating your image as a supporter of a relevant initiative.



\*image for illustration purposes only



- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (60x60)

**Tickets: 1**

**Quantity: 10 tiers**

**Investment: R\$ 3,000.00**



**Cota Prata**

- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (200x200).
- Additional Logo Placements:
  - Logo on the photo panel.
  - Logo in lecture rooms.
  - Logo on the welcome banner.
- Acknowledgment: In opening and closing ceremonies of each day.

**Quantity: 10 tiers**

**Tickets: 2**

**Investment: R\$ 7,000.00**



**Quantity:** 5 tiers

**Tickets:** 5

**Investment:** R\$ 15,000.00

- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (200x200).
- Additional Logo Placements:
  - Logo on the photo panel.
  - Logo in lecture rooms.
  - Logo on the welcome banner.
  - Acknowledgment: In opening and closing ceremonies of each day.
- Promotional Material: Inclusion of sponsor's promotional material in the participant kit (provided by the sponsor).
- Logo Display: Logo displayed during breaks between lectures (on the screen).
- Social Media Post: Individual post on social media (content provided by the sponsor).

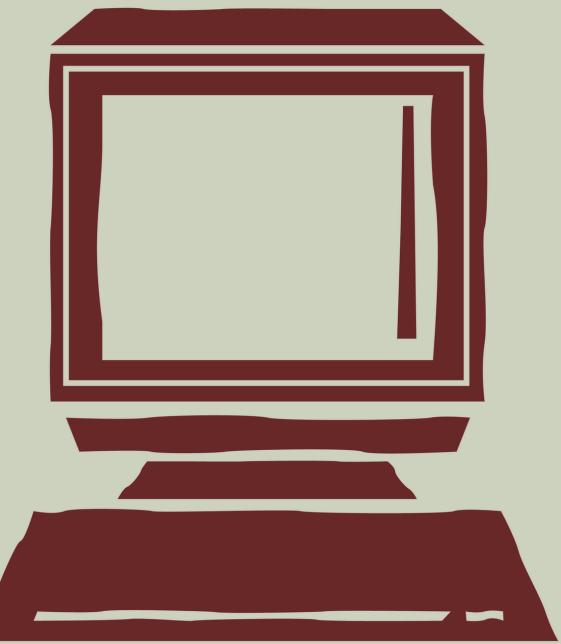


**Quantity:** 5 tiers

**Tickets:** 8

**Investment:** R\$ 20,000.00

- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (250x250).
- Additional Logo Placements:
- Logo on the photo panel.
- Logo in lecture rooms.
- Logo on the welcome banner.
- Acknowledgment: In opening and closing ceremonies of each day.
- Promotional Material: Inclusion of sponsor's promotional material in the participant kit (provided by the sponsor).
- Logo Display: Logo displayed during breaks between lectures (on the screen).
- Social Media Post: Individual post on social media (content provided by the sponsor).
- Booth Space: 1 space of up to 4m<sup>2</sup> for booth setup at the event.
- Email Outreach: Email sent to participants (job postings, product announcements, etc.).
- Institutional Video: 30-second institutional video presented during the opening of keynotes.
- Logo Placement: Logo on the badge.



## Cota Opala

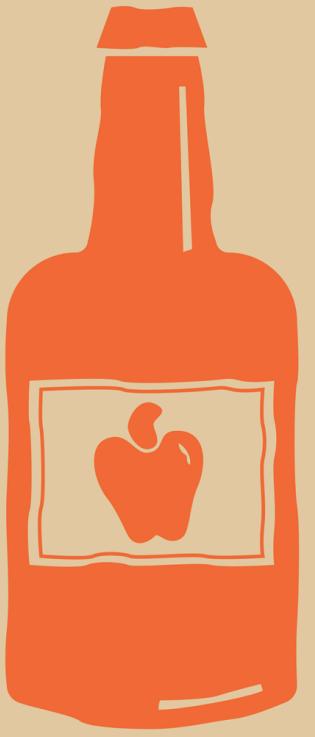
**Quantity:** 2 tiers

**Tutorials:** 1

**Tickets:** 12

**Investment:** R\$ 25,000.00

- All Benefits from Bronze, Silver, Gold, and Diamond Tiers:
- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (400x400).
- Additional Logo Placements:
  - Logo on the photo panel.
  - Logo in lecture rooms.
  - Logo on the welcome banner.
- Acknowledgment: In opening and closing ceremonies of each day.
- Promotional Material: Inclusion of sponsor's promotional material in the participant kit (provided by the sponsor).
- Logo Display: Logo displayed during breaks between lectures (on the screen).
- Social Media Post: Individual post on social media (content provided by the sponsor).
- Booth Space: 1 space of up to 5m<sup>2</sup> for booth setup at the event.
- Email Outreach: Email sent to participants (job postings, product announcements, etc.).
- Institutional Video: 1-minute institutional video presented during the opening of keynotes.
- Logo Placement: Logo on the badge and on the back of the official event t-shirt.
- Data Access: Access to data of participants who authorize sharing.
- YouTube Videos: Logo displayed in YouTube videos.



## Cota Cajuína

**Quantity:** 1 tier

**Tutorials:** 2

**Tickets:** 15

**Investment:** R\$ 35,000.00

- All Benefits from Bronze, Silver, Gold, and Opala Tiers:
- Social Media Post: Collective post on social media.
- Logo Placement: PROMINENT logo on the website (500x500).
- Additional Logo Placements:
  - Logo on the photo panel.
  - Logo in lecture rooms.
  - Logo on the welcome banner.
- Acknowledgment: In opening and closing ceremonies of each day.
- Promotional Material: Inclusion of sponsor's promotional material in the participant kit (provided by the sponsor).
- Logo Display: Logo displayed during breaks between lectures (on the screen).
- Social Media Post: Individual post on social media (content provided by the sponsor).
- Booth Space: 3 spaces of up to 5m<sup>2</sup> for booth setup at the event (15m<sup>2</sup> total).
- Email Outreach: Email sent to participants (job postings, product announcements, etc.).
- Institutional Video: 2-minute institutional video presented during the opening of keynotes.
- Logo Placement: Logo on the badge and on the back of the official event t-shirt.
- Data Access: Access to data of participants who authorize sharing.
- YouTube Videos: Logo displayed in YouTube videos.

Python Nordeste benefits	Cajuína	Opala	Diamante	Ouro	Prata	Bronze
<b>Tickets</b>	15	12	8	5	2	1
<b>Logo in YouTube videos</b>	yes	yes	no	no	no	no
<b>Tutorial</b>	yes	yes	no	no	no	no
<b>Access to participant data who authorize sharing</b>	yes	yes	no	no	no	no
<b>Logo on the official event t-shirt (back)</b>	yes	yes	no	no	no	no
<b>Logo on badges</b>	yes	yes	yes	no	no	no
<b>Corporate video presented at the opening of keynotes</b>	2 min	1 min	30 seg	no	no	no
<b>Email sent to participants (job vacancies, product announcements, etc)</b>	yes	yes	yes	no	no	no
<b>Booth</b>	15m <sup>2</sup>	5m <sup>2</sup>	4m <sup>2</sup>	no	no	no
<b>Individual post on social media (content provided by the company)</b>	yes	yes	yes	yes	no	no
<b>Logo during breaks between lectures (on screen)</b>	yes	yes	yes	yes	no	no
<b>Sponsor's promotional material in participant's kit</b>	yes	yes	yes	yes	no	no
<b>Acknowledgment in opening and closing ceremonies each day</b>	yes	yes	yes	yes	yes	no
<b>Logo on the welcome banner</b>	yes	yes	yes	yes	yes	no
<b>Logo in lecture rooms</b>	yes	yes	yes	yes	yes	no
<b>Logo on photo panel</b>	yes	yes	yes	yes	yes	no
<b>Logo on the website</b>	500x500	400x400	250x250	200x200	100x100	60x60
<b>Collective post on social media</b>	yes	yes	yes	yes	yes	yes
<b>Investment</b>	R\$ 35.000	R\$ 25.000	R\$ 20.000	R\$ 15.000	R\$ 7.000	R\$ 3.000



# PYTHON NORDESTE FORMER SPONSORS



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**ViNTA**

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**/thoughtworks**

**OWLISH**



**BotCity**



**'TEMPEST'**

Protegendo negócios  
no mundo digital.





Associate your brand with the  
**largest Python event in the  
region!**

Contact us!  
[nordeste@python.org.br](mailto:nordeste@python.org.br)



<https://t.me/pythonnordeste>



<https://instagram.com/pythonnordeste/>