



PYTHON  
BRASIL  
*2023*

# About the event

**Python Brasil** is the biggest python programming language conference in South America.

Each year, the event is hosted in a different city in Brazil, being entirely made by volunteers of the local community.

Our goals are: To spread the use of Python; To promote the exchange of knowledge and experiences; To culminate in the growth of our community, all the while leveraging a positive socioeconomic impact on the region.

This year:

**It will be hosted on Caxias do Sul (RS), between October 30th and November 05th**

# About us

We are a not-for-profit event, made by the community for the community.

The team behind the event is composed by volunteers, who donate their free time to expand the python ecosystem.



# In-person Event

At our 19th edition, we will be again at Caxias do Sul, 14 years after the first time.

Happening between October 30 and November 05, it's contents will be divided between theoretical and practical activities, in the which the participants will be in touch with some of the greatest names in both the national and international Python communities.

As per usual, the event will begin with tutorials, taking place on a local university (Universidade de Caxias do Sul), where the participants will be in touch with some of the practical side of the event.

Through November 02 to November 04, we will be having lectures, a job fair and the keynotes.

On November 05 we will be returning to Universidade de Caxias do Sul to have coding sprints, so that everyone can have the opportunity to contribute to open source.

# Online event

Due to the context of the Covid-19 pandemic, Python Brazil reinvented itself for the online environment in 2020 and 2021, reaching record audiences and fulfilling its goal more than ever of providing knowledge and promoting interaction among community members from various locations in the country and around the world.

Given the success and impact of these two online editions, as well as responding to the community's requests, Python Brazil has decided to live stream the talks in real-time on YouTube in 2022, and will continue to do so in 2023.



Interested individuals will need to register for free on Eventbrite and will receive access to the official event Discord server, where they can interact and submit questions to the speakers, as well as participate in job fairs with sponsors.

The online event officially begins on November 2nd, along with the main activities. However, we will have an online team already working to have some activity on Discord from the first day.



# Why sponsor us?

## Community

We have a huge community of receptive, engaged and collaborative people, many interacting on a daily basis on forums and events, and we think that's where python really shines.

People > Technology

## Market

As data science not only becomes more popular, but also a necessity in most modern businesses, also does python, as it is an important language in this field, providing simple yet powerful tools.

Python is a really versatile language, seeing broad adoption on many other fields, such as web development and even embedded systems.

## Opportunities

To contribute to the event is to contribute directly with the formation of new tech professionals, also relating your brand with an event known for its respect and engagement with social causes.

Python Brasil is a diverse event that seeks to spread knowledge and bring people closer.

# Python Brasil – Our reach

## In-person Event

Until 2019, Python Brasil was exclusively an in-person event, happening on its chosen host city.

## Online Event

Due to the COVID-19 pandemic, in 2020 and 2021 we chose to do the event online.

## Hybrid Event

The online events brought a new perspective and, in 2022, when we thought it was safe to bring back the in-person event, we began to also live stream the event so that everyone could participate.

Year	In-person	Online
2014	321	-
2015	395	-
2016	520	-
2017	590	-
2018	790	-
2019	893	-
2020	-	48k
2021	-	40k
2022	576	17k

# Python Brasil Association

Affectionately nicknamed APyB, the association is behind all the fiscal support for the event, facilitating invoice issuance, payments, commitment notes, and also organizing some support actions.

The association currently has 132 members who vote on the locations for Python Brasil and can run for positions on the board of directors and councils.

Today, the association is an important instrument for making Python Brasil possible, providing support in infrastructure and knowledge about the organization of past events and other community events.

The event organizers always have the support and respect of the association, which is why they work together to bring Python Brasil to all corners of Brazil!



# Our reach



26k followers on Twitter



4k followers on LinkedIn



31k followers on Instagram



21k subscribers on YouTube



27k followers on Facebook



20k members on Telegram

## Who sponsored

GitHub



FACEBOOK

grupo ZAP

globo  
.com

stone

# The host city

Situated in Serra Gaúcha region, Caxias do Sul is known for the Festa Nacional da Uva (National Grape and Wine Festival), which celebrates the local Italian heritage. It's beautiful nature and history can be seen in the city's six official tourist routes.

From vineyards and traditional restaurants, to historical buildings and waterfalls, there are plenty of options.

Caxias do Sul hosted Python Brasil in 2009, the first Python Sul (Python South) on 2017 and since 2014 there are yearly installments of Python Caxias.



# Participant Profile of 2022

Experience	%
Does not program	10%
Programs in another language	11%
Programs in Python for at least 1 year	20%
Programs in Python for more than 1 year	17%
Programs in Python for more than 3 years	17%
Programs in Python for more than 5 years	15%
Programs in Python for more than 10 year	10%

Seniority	%
Does not program	9%
Beginner	38%
Intermediate	32%
Advanced	21%

# Participant Profile of 2022

Estudantes	%
Não	42%
Graduação	39%
Pós-graduação	17%
Ensino Fundamental/Médio	1%
Ensino Técnico	1%

Trabalha com Python	%
Sim	60%
Não, mas queria	24%
Não	16%

# Atividades

## **Tutorials** (Oct 30th to Nov 1st):

Mini-courses in various formats that cover Python and related technologies. Participants can develop new skills and put their acquired knowledge into practice.

## **Talks** (Nov 2nd to Nov 4th):

Community-driven talks for the community. Focused on quality and diversity, the talks cover a wide range of language applications. Keynotes, prominent figures in the community, will showcase Python trends and its future.

## **Sprints** (Nov 5th):

Community tradition, it's the time for participants to interact and contribute collaboratively to open-source projects, guided by the people who maintain them.



# Routes

## Beginner

- Introduction
- Landing your first job
- Concepts
- Language basics
- Study

## Intermediate

- APis
- WEB
- Desktop
- Publishing

## Advanced

- Architecture
- Design patterns
- Compilation
- Audio and video
- AI

## Non-technical

- Community
- Social
- Inclusion
- Soft Skills

# Job Fair



To stimulate the development market, especially for the Python community, the Job Fair is the space for those who want to hire, recruit, and educate to present and discover proposals and opportunities among professionals.

It is a space where companies can introduce themselves and facilitate conversations with the community.

# Booths

## Large

- 5x3m
- Power outlet
- Internet
- 1 Table
- 2 Chairs
- 1 Television
- Applied logo

## Medium

- 3x3m
- Power outlet
- Internet
- 1 Table
- 2 Chairs

## Small

- 2x2m
- Power outlet
- Internet
- 1 Table
- 1 Chair



# Other benefits

## Large logo on the bag

Prominent space on the bag, allowing for visibility in participant photos and creating a lasting impression on their memory.

## Small logo on the bag

Space for your brand to stay in participants' memories and photos, receiving appreciation for supporting the event.

Remember that being on the bag creates a lasting memory for participants to take home or to their company. Friends will see it and always remember with fondness the supporting companies.



# Other benefits

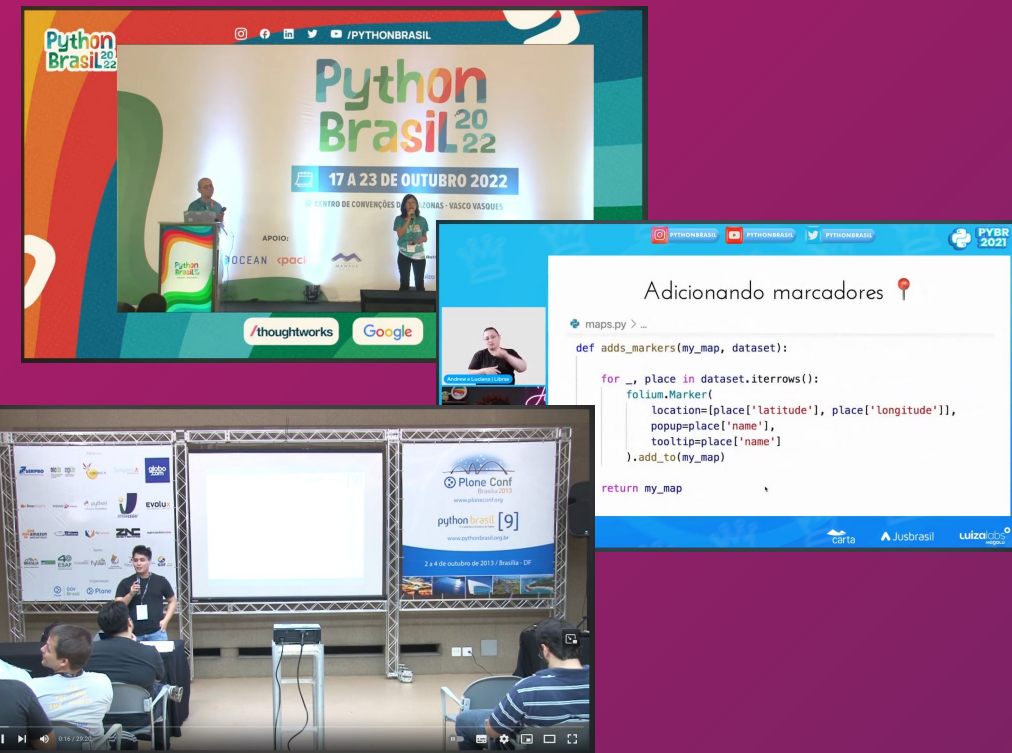


## Logo on the Badge

Space on the badge allowing for visibility in participant photos and creating a lasting impression on their memory.

It is an exclusive space, as we greatly respect the memory that remains with the badge. Our participants will proudly wear your brand on their chest!

# Other benefits



## Logo on Broadcasts / Recordings

A highly significant space as it will remain forever in the channel's recordings, immortalizing your support on our channel.

You can see in the YouTube videos of Python Brasil that we have memories of long-standing partners in the early videos, which still receive visits today and are remembered as supporters of the Python community in Brazil!

\*modelo ilustrativo podendo ser diferente a sacola mas manteremos as proposta



# Diamond

- Logo on the badge
- Main logo on the bag
- Logo on live broadcasts
- Banner at the event entrance
- Post-event email blast
- Booth
- Job Fair space
- Logo in the conference rooms
- Logo on the photo panel
- Logo on the website (400x400)
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

-

Institutional video presented at the keynote opening

-

Email blast to participants and Python Brasil network.

USD 22,000.00

20 tickets



# Platinum

- Small logo on the bag
- Banner at the event entrance
- Booth
- Job Fair space
- Logo in the conference rooms
- Logo on the photo panel
- Logo on the website (250x250)
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

-

Institutional video presented at the keynote opening

USD 11,000.00

14 tickets



# Gold

- Booth
- Job Fair space
- Logo in the conference rooms
- Logo on the photo panel
- Logo on the website (250x250)
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

USD 5,000.00

8 tickets



# Silver

- Logo in the conference rooms
- Logo on the photo panel
- Logo on the website (200x200)
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

USD 2,500.00

4 tickets



# Bronze

- Logo on the website (200x200)
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

USD 1,200.00

2 tickets



# Friendship

- Logo on the supporters' page
- Social media promotion

Acknowledgment during the opening and closing ceremonies of each day

USD 500.00

1 tickets





Python Brasil 2023 Benefits	Diamond	Platinum	Gold	Silver	Bronze	Friendship
Tickets	20	14	8	4	2	-
Post-event email blast	yes	no	no	no	no	no
Logo on the badge	yes	no	no	no	no	no
Logo on live broadcasts	yes	no	no	no	no	no
Banner at the event entrance	yes	no	no	no	no	no
Main logo on the bag	yes	no	no	no	no	no
Small logo on the bag	x	yes	no	no	no	no
Institutional video presented at the keynote opening	1m	30s	no	no	no	no
Booth	5x3m	3x3m	2x2m	no	no	no
Job Fair space	yes	yes	yes	no	no	no
Logo in the conference rooms	yes	yes	yes	yes	no	no
Logo on the photo panel	yes	yes	yes	yes	no	no
Logo on the website	yes	yes	yes	yes	yes	no*
Social media promotion*	yes	yes	yes	yes	yes	yes**
Acknowledgment during the opening and closing ceremonies of each day	yes	yes	yes	yes	yes	yes**
<b>Investment</b>	<b>USD 22,000.00</b>	<b>USD 11,000.00</b>	<b>USD 5,000.00</b>	<b>USD 2,500.00</b>	<b>USD 1,200.00</b>	<b>USD 500.00</b>

\*exclusive webpage with all "Friendships" \*\*Thanks to all "Friendships"

# Do you have any questions?

Get in touch via email or social media.

We really want to create an unforgettable event, come join us!

E-mail

[eventos@python.org.br](mailto:eventos@python.org.br)

Twitter

<https://twitter.com/pythonbrasil>

Instagram

<https://www.instagram.com/pythonbrasil/>

Youtube

<https://www.youtube.com/c/pythonbrasiloficial>



Thank you!