



OCTOBER 16 - OCTOBER 21, 2024

RIO DE JANEIRO - RJ, BRAZIL

WHAT IS PYTHON BRAZIL?



Python Brasil is an event made by the community for the community.

The Brazilian edition is the largest Python programming language conference in Latin America.

Python Brasil prides itself on being a safe, friendly, inclusive and accessible environment, where everyone is welcome and can feel at ease, enjoying the best the event has to offer.

PYTHON BRAZIL'S GOALS

- To spread the Python programming language;
- Promote the exchange of experiences and knowledge;
- Encourage the growth of the community;
- To have a positive economic and social impact on the region and the country.



The PythOnRio conference

Several companies in Rio de Janeiro have already provided space for PythOnRio events and hosted dozens of lectures and workshops for our community.

Now, the organization team joins forces with people from other states to consolidate this story with an unforgettable Python Brasil.

python
Rio



ACTIVITIES

OCTOBER 16 - OCTOBER 21, 2024

LECTURES

There are three days of speakers and keynotes chosen by the community, covering various uses of the language, related technologies and career experiences.

It's a space to get in touch with the evolution of the language and how it's used in the real world.

TUTORIALS

This is an opportunity for participants to develop new skills in practice. In various formats, these mini-courses cover the Python language and related technologies.

SPRINTS

It's an opportunity for participants to contribute to open source projects, in contact with the people responsible for maintaining these projects. A tradition in the community, it's a time for lots of interaction and positive exchanges for everyone involved.

PYTHON BRAZIL'S PREVIOUS EDITIONS



Python
Brasil²⁰₂₂



PYTHON
BRASIL²⁰₂₄



2021

Remote

2022

Manaus

2023

Caxias do Sul

2024

Rio de Janeiro

2025

São Paulo

Online 2020 • Ribeirão Preto 2019 • Natal 2018 • Belo Horizonte 2017 • Florianópolis 2016 • São José dos Campos 2015 • Porto de Galinhas 2014 • Rio de Janeiro 2012 • Brasília 2013 • São Paulo 2011 • Curitiba 2010 • Caxias do Sul 2009 • Joinville 2007 • Brasília 2006 • Campinas 2005

REACH OF THE EVENT

In-person model

Until 2019, Python Brasil only took place in person, in the city chosen to host the event.

Remote Model

Due to the Covid-19 pandemic, we adapted the event to the online model in 2020 and 2021.

Hybrid model

In 2022, when we felt it was safe to resume face-to-face events, we made the decision to broadcast the content live so that everyone who couldn't attend in person could also take part.

YEAR	EVENT CITY	IN-PERSON EVENT	REMOTE
2014	Porto de Galinhas - PE	321	-
2015	São José dos Campos - SP	395	-
2016	Florianópolis - SC	520	-
2017	Belo Horizonte - MG	590	-
2018	Natal - RN	790	-
2019	Ribeirão Preto - SP	893	-
2020	Online	-	48k
2021	Online	-	40k
2022	Manaus - AM	576	17k
2023	Caxias do Sul - RS	380	489

OUR SOCIAL NETWORKS' REACH



26 K FOLLOWERS



4K FOLLOWERS



31K FOLLOWERS



21K FOLLOWERS



27K FOLLOWERS



20K MEMBERS

WHO HAVE SPONSORED

GitHub

grupo ZAP

Grupo
people

sebraelab 

GRUPO SBF

Google

/thoughtworks

FACEBOOK

 globo.com



maravi

 ELDORADO
INSPIRAÇÃO PELO NOVO

 gen | LTC

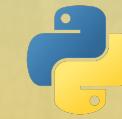
 BotCity

 stone

 globo

 OCEAN

 Jusbrasil



 python
SOFTWARE FOUNDATION

 VINTA

 beemōn

 twilio

 LAB
CODES
SOFTWARE STUDIO

 SAKS

THE CONFERENCE

- **October 16-21, 2024**
- **3 days of lectures**
- **Lecture venue: CCBR - RJ, Praça XV**
- **Lectures broadcast online with space for participants to interact**
- **Auditorium with capacity for 1000 people**
- **1 day focused on contributions to open source projects (sprints!)**
- **2 days focused on tutorials (workshops)**

EVENT SCHEDULE

	10/16	10/17	10/18	10/19	10/20	10/21
10am to 11 am	TUTORIALS	TUTORIALS	Lectures	Lectures	Lectures	SPRINTS
11am to 12am			Keynote	Keynote	Keynote	
2pm to 3pm			Lectures	Lectures	Lectures	
3pm to 4pm			Lectures	Lectures	Lectures	
4pm to 5pm			Lectures	Lectures	Keynote	
5pm to 6pm			Keynote	Keynote	Closing ceremony	

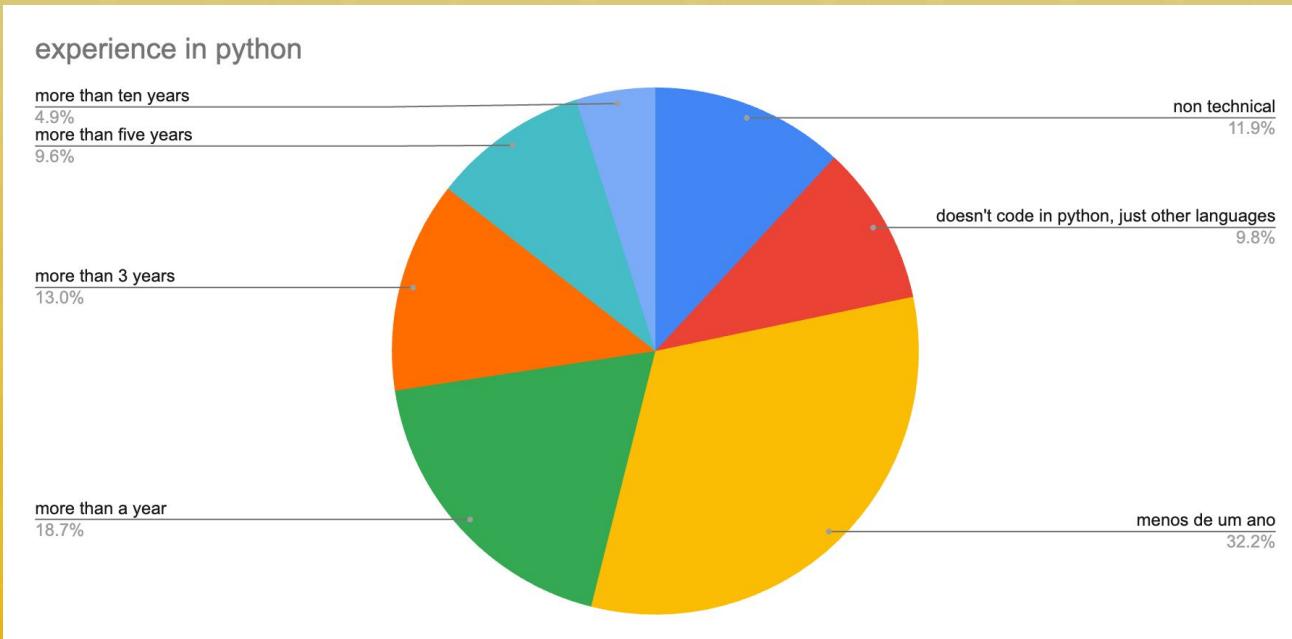
AND WE WILL DO MORE: we intend to donate most of the tickets.

We believe that a career in technology has the power to **transform people's lives.**

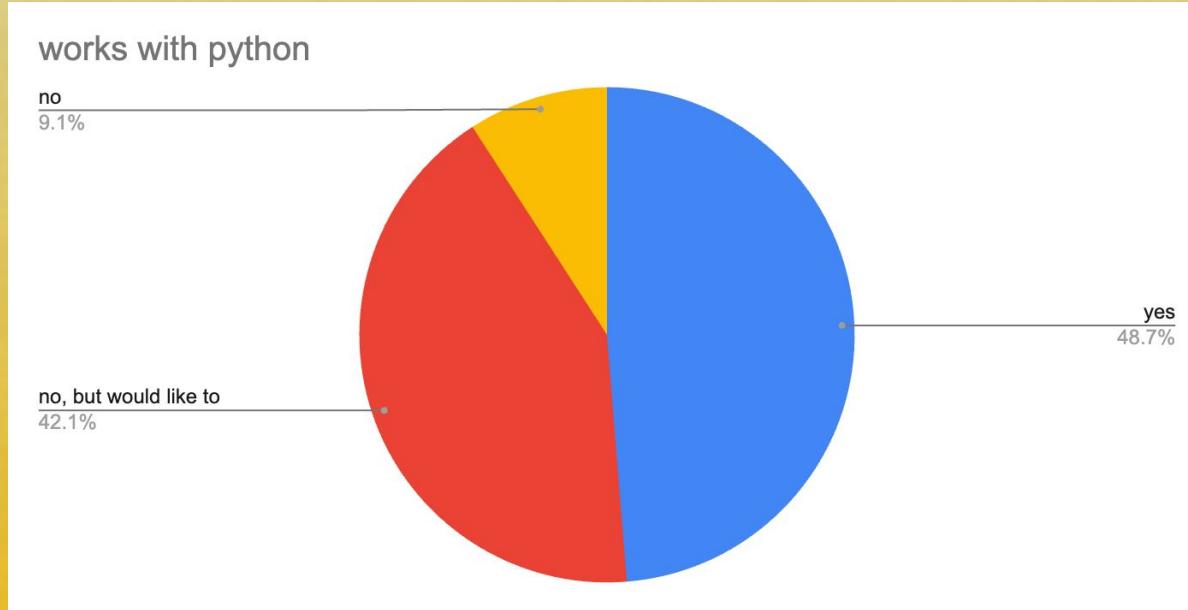
For this event, our vision is to reach an audience that lacks socio-economic power and invite them to take part in our event - with the aim of teaching, talking about careers, about technology, showing that technology is a viable option.

(*) A major concern of our organization is to ensure that we have content options that are valid for this audience. We see this challenge as key to the success of our event, and we'll gradually give more details of how we're going to tackle it - the focus will be on creating spaces with complementary activities that can engage people at levels other than the main stage lecture.

DEMOGRAPHICS



DEMOGRAPHICS



DEMOGRAPHICS

knowledge in python

doesn't have it

8.0%

advanced

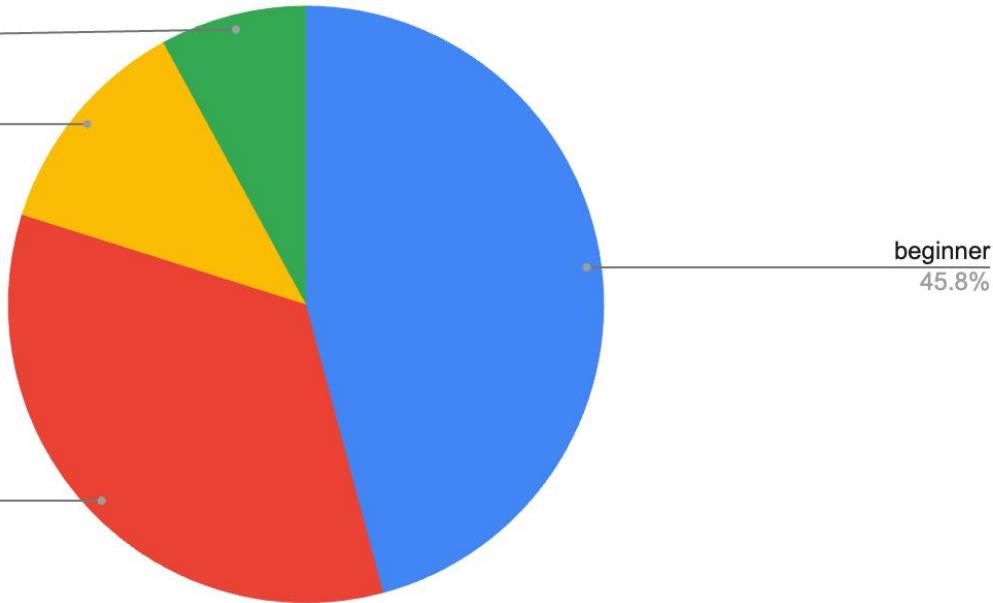
12.2%

beginner

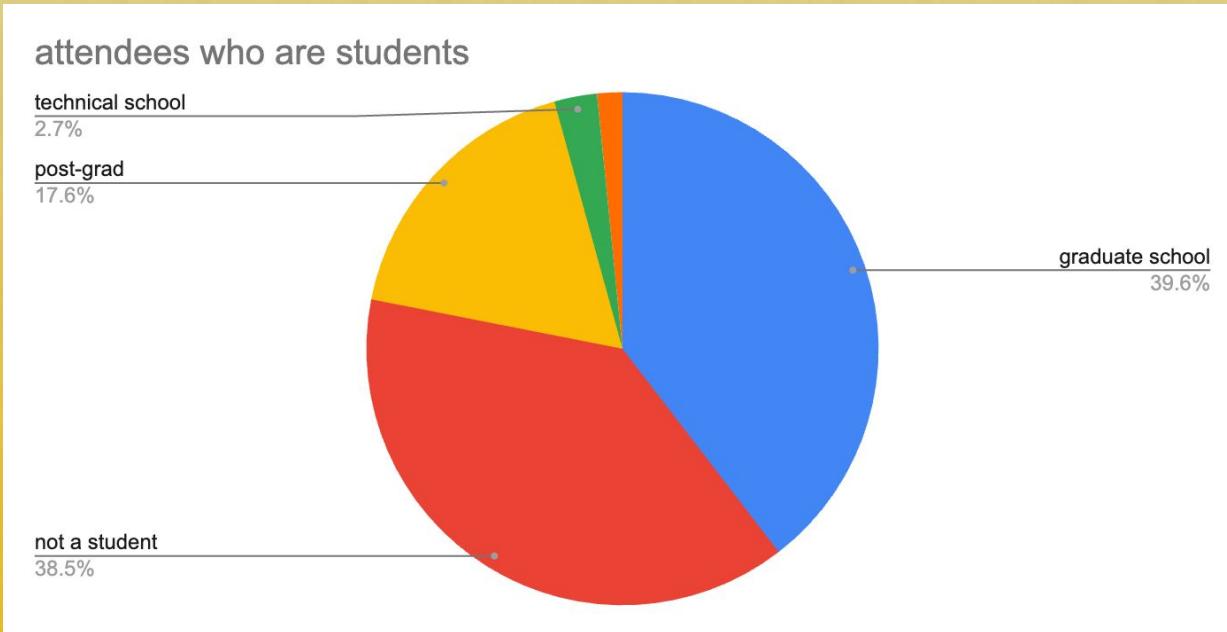
45.8%

intermediate

34.0%

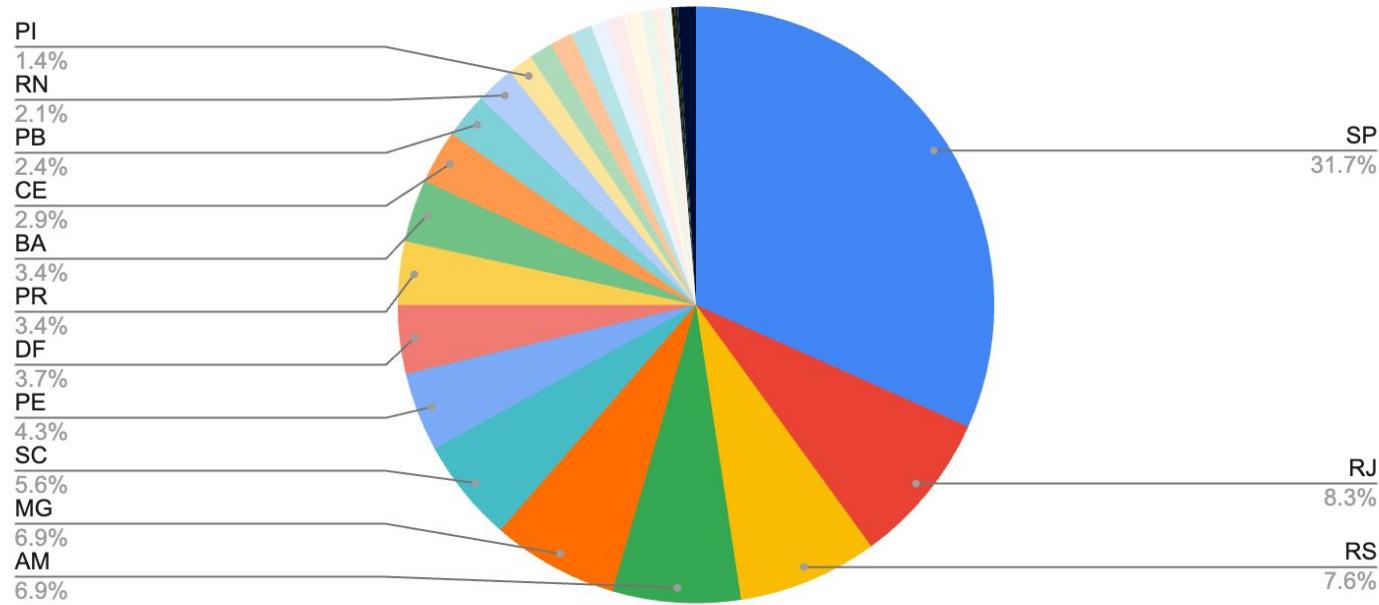


DEMOGRAPHICS



DEMOGRAPHICS

states of the attendees



OUR SPONSORSHIP QUOTAS

DIAMOND - 16k USD

→ recruiting & networking

- Technical workshop during the event on your product or technologies used
- Dedicated space for the company in the online event
- Stand in the event sponsors' area
- Support for prize draws provided by the company at a dedicated moment on the main stage (*)
- Participant data collection via QR Code

→ brand exposure (at the event)

- Logo on the event's instagrammable photo panel
- Vignette to be shown between the event's lectures
- Vignette for live broadcasts on YouTube
- Institutional video of no more than 2 minutes to be shown at the opening/closing of the event
- Acknowledgment at the opening and closing ceremonies of each day
- Logo on the event badge and ecobag :)
- Company swag on the official bag :)

→ event participation

- 10 tickets to the event
- special conditions for ticket purchases

(*) participant data will only be shared for the draw on an individual and consensual basis

DIAMOND - 16k USD

→ brand exposure (social networks & emails)

- Logo featured on the website
- Minimum of three thank-you posts for the company on all Python Brasil social networks with the company logo, with the possibility of promoting a company product / initiative
- Company logo on the event's institutional posts (keynotes, speakers, etc.)
- Logo + two paragraphs about the company in newsletters communicating with participants (in person and online)



→ full stand (3 × 2*) - in-person

- 01 Carpeted area
- 01 Adhesive-backed back wall
- 01 Wall with logo on white background
- 01 Counter with personalized sticker
- Energy point

PLATINUM- 10k USD

→ recruiting & networking

- Stand in the event sponsors area
- Support for raffle of gifts provided by the company in a dedicated moment on the main stage for people who agree to provide data to the company
- Collecting participant data through QR Code

→ brand exposure (at the event)

- Company logo at the event entrance
- Vignette to be presented between the event's talks
- Vignette in live broadcasts on YouTube
- Thank you at the opening and closing ceremonies of each day

→ event participation

- Logo on website
- Minimum of two thank you posts for the company on all Python Brasil social networks
- Logo + two paragraphs about the company in an e-mail communication with participants (in person and online)

(*) participant data will only be shared for the draw on an individual and consensual basis

PLATINUM- 10k USD

→ full stand (2 × 2*) - in-person

- 01 Carpeted area
- 01 Adhesive-backed back wall
- 01 Wall with logo on white background
- 01 Counter with personalized sticker
- Energy point

→ event participation

- 3 tickets to the event
- special conditions for ticket purchases



GOLD- 5k USD

→ recruiting & networking

- Support for raffle of gifts provided by the company in a dedicated moment on the main stage for people who agree to provide data to the company
- Collecting participant data through QR Code

→ brand exposure (at the event)

- Right at the entrance to the event
- Thank you at the opening and closing ceremonies of each day

→ brand exposure (social networks & emails)

- Logo on website
- A thank you post for the company on all Python Brasil social networks with the logo + a paragraph about the company
- Logo + two paragraphs about the company in an email communicating with participants (in person and online)

SILVER- 2k USD

→ recruiting & networking

- Collecting participant data through QR Code

→ brand exposure (at the event)

- Company logo at the event entrance

→ brand exposure (social networks & emails)

- Logo on website
- A thank you post for the company on all Python Brasil social networks with the logo + a paragraph about the company
- Logo + two paragraphs about the company in an email communicating with participants (in person and online)

BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
Technical workshop during the event about your product or technologies used	✓	✗	✗	✗
Dedicated space for the company at the online event	✓	✗	✗	✗
Stand in the event sponsors area	✓	✓	✗	✗
Support for raffle of gifts provided by the company at a dedicated moment on the main stage (*)	✓	✓	✓	✗
Collecting participant data through QR Code	✓	✓	✓	✓
Logo on the Instagram photo panel of the event	✓	✓	✓	✓
Vignette to be presented between the event's talks	✓	✓	✗	✗
Vignette in live broadcasts on YouTube	✓	✓	✗	✗
Institutional video of a maximum of 2 minutes to be presented at the opening / closing of the event	✓	✗	✗	✗
Acknowledgments at the opening and closing ceremonies of each day	✓	✓	✓	✗
Logo on the badge and event ecobag	✓	✗	✗	✗
Company swag on the official bag	✓	✗	✗	✗

BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
Tickets for the event	10	3	✗	✗
Special conditions for ticket purchases	✓	✗	✗	✗
Logo prominently displayed on website	✓	✗	✗	✗
Logo featured on website	✓	✓	✓	✓
A minimum of three thank-you posts for the company on all Python Brasil social networks with the company logo, with the possibility of promoting a company product / initiative	✓	✗	✗	✗
Minimum of two thank-you posts for the company on all Python Brasil social networks	✗	✓	✗	✗
A thank you post for the company on all Python Brasil social networks with the logo + a paragraph about the company	✗	✗	✓	✓
Company logo on the event's institutional posts (keynotes, speakers, etc.)	✓	✗	✗	✗
Logo + two paragraphs about the company in newsletters communicating with participants (in person and online)	✗	✓	✓	✓
Demarcated area with carpet	✓	✓	✗	✗
Adhesive back wall	✓	✓	✗	✗
Logo patch on a white background	✓	✓	✗	✗
Balcony with personalized sticker	✓	✓	✗	✗

<https://2024.pythonbrasil.org.br>

eventos@python.org.br