

# PyCon '19 India

## Sponsorship Prospectus

Chennai Trade Center and  
IIT Madras Research Park

Oct 12 - 15, 2019



# Introduction

India's premiere conference on using and developing the Python programming language will be held in Chennai this year.

PyCon India is the annual conference of the Python community in India, which brings together developers, experts, academics, scientists and enthusiasts from all over India and abroad. It is one of the largest Python conferences in Asia. Your sponsorship helps to spread the word about our wonderful Python language among people in India.

# PyCon India 2019

- 11th year of PyCon India
- It will be a 4 day event
  - Conference: Oct 12th (Sat) - Oct 13th (Sun), 2019 - Chennai Trade Center
  - Workshops: Oct 14th (Mon), 2019 - IITM Research Park
  - Developer Sprints: Oct 14th (Mon) - Oct 15th (Tue) - IITM Research Park
- Estimated Participation: 1200+
- Online Community Presence
- Local User groups : 12,000+ (via different local mailing lists)
- Facebook: 6400+ (likes and followers)
- Twitter: 6500+

# Previous Sponsors

DE Shaw & Co

GOJEK

indeed



PRAMATI

SO  
ROCO

LiveHealth  
Simple, Secure & Smart Healthcare

IBM

vmware

CORTEVA  
agriscience  
Agriculture Division of DowDuPont

ZAUBA  
CLOUD

Google Developers

fossee  
better  
education

zeomega

DBS

talent  
sprint

reckonsys

Pipal  
Academy

ATONARP

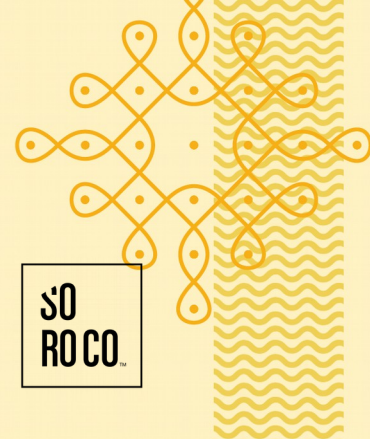
lucidata

innovaccor

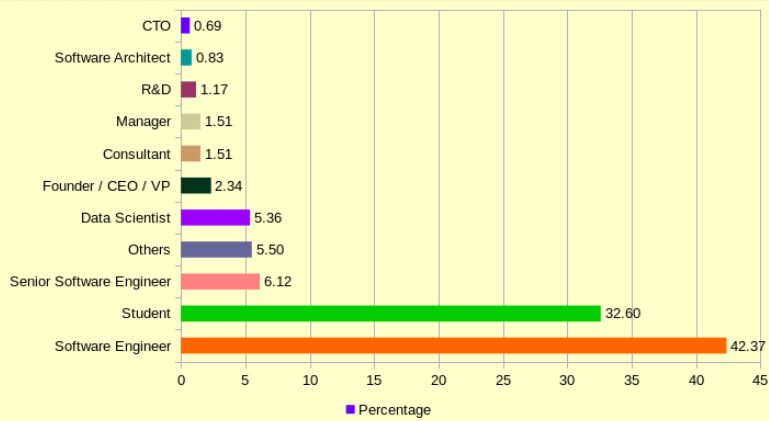


HackerRank

MANNING

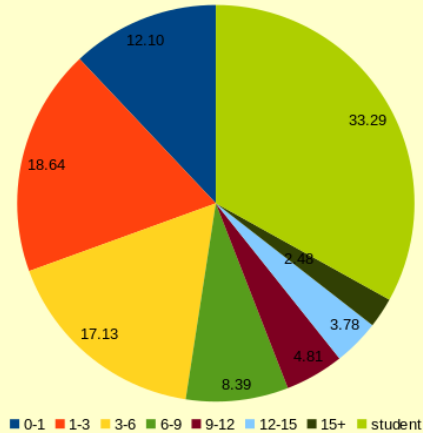


# Statistics from 2018



Profession

## Experience





# Why Should You Sponsor?

## Put Your Business in the Spotlight

Be a part of India's Premiere conference on using and developing the Python Programming Language, increasing your brand exposure and elevating your business identity within the community. Stand out among the attendees by prominently displaying your products and marketing material.

## Give Back to the Community

Establish your goodwill and show the community that you're a reliable partner, willing to support the ecosystem. Sponsorship is a way of giving back to the community and thanking them for their support. Your sponsorship helps PyCon India remain affordable and accessible to the widest possible audience.

## Flexibility

Have something specific in mind? Please don't hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.

## Hiring and Business Opportunities

Get matched with those who could become potential clients or employees. The conference has a history of attracting smart folks and businesses from various backgrounds. Get connected, make your pitch and find the best programmers or clients to join your ranks!

## Low Cost Marketing

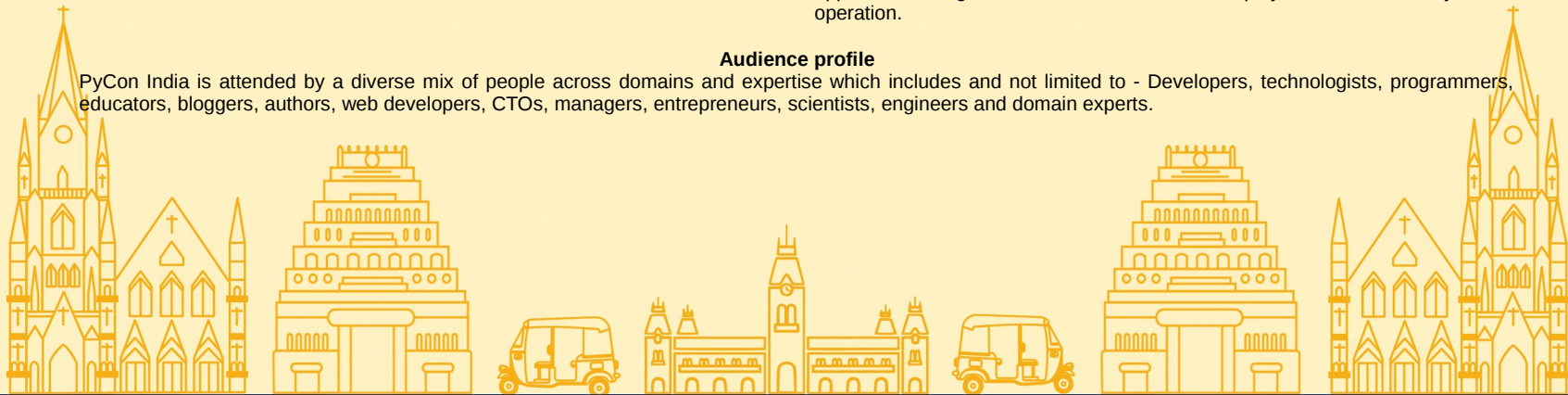
Instead of spending a fortune on traditional advertisements, take a look at our reasonably priced sponsorship slabs and pick one - letting you be discovered and known to the cream of the community at maybe half (or even less!) of your marketing budget.

## Startup Discount

To make PyCon India affordable to small businesses and startups, we provide a 50% discount for the Silver and Associate sponsorship slabs. This discount is applicable for organizations with less than 15 employees or less than 3 years in operation.

## Audience profile

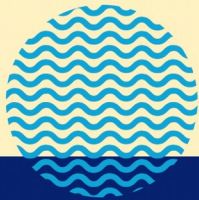
PyCon India is attended by a diverse mix of people across domains and expertise which includes and not limited to - Developers, technologists, programmers, educators, bloggers, authors, web developers, CTOs, managers, entrepreneurs, scientists, engineers and domain experts.



# Sponsorship Packages

Package	Price	
	INR	USD
Platinum	₹ 7,50,000	\$ 12000
Gold	₹ 3,50,000	\$ 5400
Silver ( <i>Startup Discount Available</i> )	₹ 1,75,000	\$ 2700
Associate ( <i>Startup Discount Available</i> )	₹ 50,000	\$ 800

The above mentioned sponsorship amount is exclusive of 18% GST.



# Sponsorship Benefits

Benefit	Platinum	Gold	Silver	Associate
Free Passes	10	6	4	3
Speaker Dinner Passes	6	4	2	1
Logo on Website	✓	✓	✓	✓
Write-up on Website	✓	✓	✓	✓
Link on Website	✓	✓	✓	✓
Stall at Venue	4x3 m <sup>2</sup>	3x3 m <sup>2</sup>	3x2 m <sup>2</sup>	✗
Logo on official banner	✓	✓	✗	✗
Logo on notebook given to participants	✓	✓	✗	✗
Ability to distribute goodies at the stall	✓	✓	✗	✗
Company's brochure in welcome kit	✓	✗	✗	✗
Logo on goodie bag	✓	✗	✗	✗
Talk slot (25 min) at the conference	✓	✗	✗	✗
Lightning talk slot (5 min) at conference	✗	✓	✗	✗
Tutorial (1 hour) in Openspaces	✗	✗	✓	✗
Poster Presentation Slot	✗	✗	✗	✓

**m<sup>2</sup> refers to area of the stall in Square Metres.**







## Privacy Policy

Participant details will not be shared without their explicit permission. Participants are allowed to share their information with you at your stall. Give them a good reason to do so. Make a compelling pitch for yourself or offer goodies in exchange for contact information.

## Contact

Mail: [sponsorship@in.pycon.org](mailto:sponsorship@in.pycon.org)

Ramanathan Ramakrishnamoorthy, Sponsorship Co-ordinator

Mobile: +91-9966085138

Senthil Kumaran, Sponsorship Co-ordinator

Mobile: +91-9962299758

Vijay Kumar, PyCon India 2019 Conference Chair

Mobile: +91-9444108438

