



# SPONSORSHIP PACKAGES

# PyCon Australia

## Connecting the Australian Python Community with the World

PyCon Australia is the national conference for developers using the Python Programming Language.

Python is a high-level programming language, used widely in the ICT community, including industry, science, government and education. As an Open Source programming language, it has a large community of developers, both using the language, as well as contributing to its continued growth.

Now in its eighth year, PyCon Australia is one of the largest dedicated Python conferences in the Asia-Pacific region, attracting more than 550 professional, enthusiast and student delegates, from Australia and around the world, to learn about the latest developments and best practices in the Python ecosystem.

Unlike many developer conferences, PyCon Australia is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Australia.

Sponsor contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Australian Python and Open Source communities through our parent organisation, Linux Australia.

In 2017, PyCon Australia is returning to Melbourne, Victoria. With more than 550 delegates, this will be Australia's biggest Python event yet. Now is the perfect time to help contribute to this growing, vibrant developer community.

## A Linux Australia Event

PyCon Australia is facilitated by Linux Australia, the peak body for Open Source communities in Australia. As well as PyCon Australia, it facilitates international events, including linux.conf.au – Australasia's grassroots Open Source conference.



[pycon-au.org](http://pycon-au.org)  
[@pyconau](https://twitter.com/pyconau)

## Audience Profile

An industry conference with a community spirit.

More than half of our delegates are **ICT professionals**, drawn from industry, research agencies, and government. We also attract a high number of **University-level students**, helping to shape the next generation of Python developers.

Many of our speakers and delegates are **contributors to key Open Source Python projects**, used by millions of developers around the world.

PyCon Australia is an event Python enthusiasts will travel to attend: **more than half of our delegates attend the conference at their own expense**.

A national conference with international reach.

In our 2016 conference, also held in Melbourne, we attracted delegates from each Australian state, and the Australian Capital Territory.

PyCon Australia attracts delegates from all over the world. In the past, delegates have travelled from **New Zealand, India, the United States, Canada, Singapore, and the United Kingdom**.

## Outreach

PyCon Australia 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 deserving Python developers cannot afford to attend the conference.

PyCon Australia runs a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covers registration, accommodation, and in some cases, travel costs to attend the conference.

The generous contribution of sponsors will help put PyCon Australia 2017 within reach of many more deserving Python developers from across Australia and around the world.

## Diversity Statement

*PyCon Australia is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement*

*Our organisation focuses on outreach towards minority groups, for both speakers and general attendees of the conference: our outreach programme includes a wide-ranging financial assistance scheme with applications assessed on a needs basis, and a networking breakfast for Women.*

*There is an enforceable code of conduct, with all complaints treated confidentially and seriously.*



# Event Structure

## Selected and Invited Presentations

The PyCon Australia conference is the premier forum in Australia for all Python development topics.

Held over both days of a weekend, the main conference will feature more than 40 presentations, tutorials and panel sessions, across four streams, presented by experts and core developers on key Python technologies.

Each session is selected by an independent review committee, comprised of experts and core contributors to the Python ecosystem in Australia, from an open call for presentation proposals.

We strive to find the best speakers from around the world, and we review presentations with an emphasis on quality: since 2013, our acceptance rate for proposals has been less than 50%.

PyCon Australia invites acknowledged international experts in cutting-edge Python topics to present our two keynote presentations. Their presence at PyCon Australia helps link Australia's Python community with those at the forefront of the global Python community.

For Python developers looking to share ideas and experience with other developers, each day of the conference closes with an opportunity for delegates to present 5-minute lightning talks.

As well as conference content, the main conference features numerous social events, including frequent breaks, a pre-dinner networking session, and the conference dinner.

## Tutorials and Workshops

New in 2017, PyCon Australia is inviting professional trainers and experts in specialist Python programming fields to present in-depth half-day tutorials. This is a great opportunity for attendees to receive professional training at a substantially reduced price.

## Specialist Tracks

Specialist tracks allow specific sub-communities in the Python ecosystem to explore topics in their chosen field in a more specialised and in-depth manner than the main conference can permit.

Our specialist tracks are day-long events, dedicated to specific Python communities. Specialist tracks are invited and facilitated by PyCon Australia, but each track is run by a community, for that community.

In 2017, PyCon Australia will feature four specialist tracks: these will be held on the Friday prior to the conference



## Development Sprints

After the conference programme ends, the real work begins. For two days following the conference, Development Sprints provide an opportunity for developers of Python-related Open Source projects, usually geographically disparate, to collaborate on their project in a valuable face-to-face setting.

For new contributors, the Development Sprints provide an opportunity to be introduced to a project by core contributors to their chosen project. For experienced developers, the Sprints provide an opportunity to plan major features for their projects, and to increase their project's developer pool.

The PyCon Australia Development Sprints help shape the future of the Python ecosystem.

## Audience Response

Some audience feedback from our past conferences:

*"The quality of the presentations was exceptional."*

*"The responsiveness of the organisers and volunteers was excellent."*

*"I got to meet lots of interesting and very smart people who use Python."*

*"PyCon Australia is an inspiring and fun weekend."*

*"PyCon Australia demonstrated that the Australian Python community is big, healthy and thriving."*

*"The Django miniconf was a fantastic way of arranging the Django talks."*

*"Great job. My experience with PyCon AU was on par with my PyCon US experience"*

*"Professional and well done. Re-energised me for Python!"*

*"Best conference I've been to!"*



# Sponsorship Packages

## Elite Sponsorship

Elite sponsorship packages are designed for organisations seeking to increase their exposure to front-line Python developers from around Australia and the world.

**Before the conference,** elite-level sponsors will be given prominent display on our conference website, including display of a company logo on all pages of the website, and an extended company profile on our sponsors listing. We will also mention the contribution of every elite-level sponsor in announcements and press releases sent by the conference.

**During the conference,** elite-level sponsors will have their logos displayed on-screen during each conference plenary session. Every elite-level sponsor will be mentioned by name, and have their logo on-stage during each conference plenary session.

**After the conference,** elite level sponsors who provide banners for display on stage will have their company branding appear in the background of our high-quality conference videos, providing valuable exposure to front-line Python developers throughout the world, for years after the conference.

**Additional Exposure,** For organisations looking for extra opportunities to increase their profile within the conference, elite-level sponsors can take out any of our add-on options at a discount rate.



	Platinum Sponsor	Gold Sponsor
	\$8000 Two sponsors only.	\$6000 Six sponsors only.
<b>Complimentary professional-level tickets</b> Includes entry to the main conference, Friday specialist track, conference dinner, and post-conference sprints. In 2016, these were valued at \$560 per ticket.	5	3
<b>Discount on further professional tickets</b> Sponsors are entitled to a limited number of discounted tickets from the public pool.	5 tickets available at the early-bird rate.	3 tickets available at the early-bird rate.
<b>Priority Waitlist</b> Sponsors will receive waitlist priority on professional-level tickets if the conference sells out.	Highest priority	Below Gold sponsors
<b>Logo &amp; Mention at Plenary Sessions</b> Our elite sponsors will be presented before all other sponsors at plenary sessions.	Each sponsor's logo on own slide	Logo displayed with other Gold Sponsors
<b>Opportunity to address the conference</b> Platinum sponsors are eligible to address the conference during one of our plenary sessions.	5 minutes	
<b>On-stage banners</b> Elite sponsors's logos will be displayed on free-standing banners on stage near our presenters. They will also be visible in recorded videos.	Near top of banner	Below Platinum Sponsors
<b>Hallway banners</b> Elite sponsors can display their provided free-standing banner in high-traffic areas in the conference hallway	Three	Two
<b>Website Exposure</b> Our elite sponsors can display an extended company profile on our conference web site.	Logo + 300-word summary	Logo + 200-word summary



# Sponsorship Packages

## Standard Sponsorship

Our standard packages are designed for organisations and individuals looking to make a contribution to building a stronger Australian Python community through PyCon Australia.

**PyCon AU Sponsor** packages are designed for organisations who wish to make a substantial contribution to the organisation of the conference.

**Conference sponsors** help keep the conference affordable to all comers, including a substantial number of student and enthusiast delegates to the conference. Their generous contribution also enables us to run a comprehensive financial assistance scheme to help deserving members of the Python community to attend the conference, if they could not otherwise afford to do so.

Sponsors looking to increase their profile can combine their sponsorship with our add-on options, to create exclusive opportunities for their organisation.

Discounts are available to **registered not-for-profit entities** including charities or small social enterprises who take out the PyCon AU Sponsor package, to help us to raise the profile of organisations in the non-profit sector who make use of Python.

The **PyCon AU Contributor** package is designed for individuals, start-ups or small businesses who want to make a contribution to the running of the conference in excess of the standard conference registration rates.





	PyCon AU Sponsor	PyCon AU Contributor
	\$1800 Non-profit discounts available.	\$900
<b>Complimentary professional-level tickets</b> Includes entry to the main conference, Friday miniconfs, conference dinner, and post-conference sprints. In 2016, these were valued at \$560 per ticket.	1	1
<b>Discount on further professional-level tickets</b> Sponsors are entitled to a limited number of discounted tickets from the public pool.	1 at early bird rate.	
<b>Logo &amp; Mention at Plenary Sessions</b> Our sponsors will be presented at our plenary sessions	Logo displayed on slide with other sponsors; sponsor's name mentioned	Logo displayed on slide with other contributors
<b>Eligible for add-on packages</b> Add-on packages can help boost the exposure of our conference sponsors.	Yes	No
<b>On-stage banners</b> Sponsors logos will be displayed on free-standing banners on stage near our presenters. They may be visible in recorded videos.	Below Gold Sponsors.	
<b>Hallway banners</b> Sponsors can display their provided free-standing banner in the conference hallway	One	
<b>Website Exposure</b> Our sponsors can display a company profile on our conference web site.	Logo + 100-word summary	Logo on sponsors page



## Add-on Options

Our add-on sponsorship options provide an opportunity for our sponsors to increase their exposure to the Python community through exclusive opportunities to have their company name mentioned, or banners to be displayed at the conference venue.

Add-On options can be added onto each of our sponsorship packages, and are available at a discount for our elite-level sponsors.

One extra professional-grade ticket is included with each \$1000 spent on add-on sponsorship options.

### Video Branding

**\$3500, 1 sponsor only**

PyCon Australia captures and preserves every session during the main conference proceedings using high quality video capture. We distribute our videos immediately after the conference to maximise impact.

This package will see your company logo and web address displayed at the opening of each video produced at the conference. This opportunity represents the longest-lived exposure that PyCon Australia can provide.

### Lanyard Branding

**\$1800, 1 sponsor only**

This package puts your logo on the lanyards of all conference delegates. Your logo will be displayed alongside the conference logo.



## **Catering Branding**

### **\$1800 per day, 1 sponsor per day**

PyCon Australia provides morning tea, lunch and afternoon tea on each day of the conference. This package allows you to display your free-standing banner near the conference catering area, and to have your logos displayed on each of the menus displayed on the catering tables. We will also mention you as the catering sponsor for that day at both the opening and the closing plenary.

## **Development Sprint Co-Branding**

### **\$1000, 4 sponsors only**

After the conference schedule finishes, Python developers gather at our post-conference Development Sprints to work on Open Source Python projects in a valuable face-to-face setting. This package will list your company as one of our Sprint presentation partners, including through an address to the sprint attendees, and the opportunity to display your company logo in the sprints venue.

## **Specialist Day Presentation Partner**

### **\$1000, 4 sponsors only**

Our Specialist Tracks are separate conference events, run by high-profile Python communities at the invitation of PyCon Australia, run before the main conference programme starts.

This package will allow you to supply a free-standing banner for display on-stage of the specialist track you sponsor; we will also mention you as our presentation partner, where this specialist track is mentioned on the conference web site or in conference announcements.

## **Custom Packages**

### **From \$1000**

PyCon Australia has numerous opportunities around the conference for networking and education, including networking events, outreach activities, and affiliated workshops. We're very happy to discuss opportunities to affiliate with organisations that can help us to improve these events.



## In-Kind Sponsorship

Companies that make a substantial material contribution to the organisation of the conference are entitled to be listed as in-kind sponsors of the conference.

In-kind sponsors will be noted at the opening and closing plenary sessions of the conference, and will have their company logo listed below the 'Conference Contributor' level on the sponsors listing on the conference web site.

### **Potential opportunities for in-kind sponsorship include:**

- Funding the attendance and registration costs of a speaker invited to the conference.
- Providing equipment necessary to successfully running conference events.
- Donating prizes for give-aways at conference plenaries and social events.

Benefits of in-kind sponsorship will be assessed on a case-by-case basis.

Please contact the conference organisers if you are interested in providing in-kind sponsorship.



To enquire about any of our sponsorship packages, please contact the conference at [sponsorship@pycon-au.org](mailto:sponsorship@pycon-au.org).

For further information on PyCon Australia 2017, send e-mail to [contact@pycon-au.org](mailto:contact@pycon-au.org), or visit us on the web at [www.pycon-au.org](http://www.pycon-au.org)



[pycon-au.org](http://pycon-au.org)  
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