



# PyConline AU 2020 Sponsorship Prospectus

The Internet  
4 - 6 September 2020

[sponsorship@pycon.org.au](mailto:sponsorship@pycon.org.au)





# Conference overview

PyCon AU is the national conference for developers using the Python Programming Language. The 2018 and 2019 editions of the event were held in Sydney with over 600 attendees each year.

The 2020 organisers are working with the current limitations of movement to digitally bring together the Python community in Australia for the 11th edition of PyCon AU, as PyConline AU 2020.

Python is used widely in the information technology community, including industry, science, government and education, regularly topping [rankings](#) of programming language popularity. 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.

Unlike many developer conferences, PyCon AU 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.

Now is the perfect time to help contribute to this growing, vibrant developer community.



# Conference schedule

## 4th September: Specialist tracks

The first day of PyConline AU is dedicated to specialist tracks. These tracks, also known as ‘miniconfs’, are curated by smaller specialist groups within the Python community, and allow for more in-depth talks on the subject.

## 5th September: Main conference

On Saturday, the main conference event of PyConline AU distils the main weekend of PyCon AU to a single day. We invite speakers from all backgrounds and levels of knowledge to share their experience and knowledge with our audience.

## 6th September: Sprints and social events

The Sunday of PyConline AU combines online social events with the traditional development sprints (sometimes shortened just to ‘sprints’) that close out a PyCon AU.

Development sprints provide an unstructured location for projects and contributors to work in real time on their projects, or for people to hack about with various things with people with experts in their fields.

*This structure is indicative only and is subject to change. The full conference schedule will be available at [2020.pycon.org.au/program](https://2020.pycon.org.au/program) once announced.*

# Outreach

PyCon AU 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.

In previous years, PyCon AU has run a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covered registration, accommodation, and in some cases, travel costs to attend the conference. We thank the generous contribution of sponsors of previous PyCon AUs for their assistance.







## Diversity statement

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement. PyCon AU focuses on outreach towards minority groups, for both speakers and general attendees of the conference. Outreach initiatives include a wide-ranging financial assistance scheme, and a call for proposals process that focuses on providing a rich and diverse speaker list across the many fields of interest that Python generates. PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

# Sponsorship

Sponsoring PyCon AU puts your company front and centre with the Python community. We offer several sponsorship tiers to suit any marketing budget as well as a range of additional packages.

All prices **include GST**.

## Tiers

- Platinum (\$10,000)
- Digital (\$2,000)
- Contributor (\$300+)

## Additional Packages

- ~~Video sponsor (\$4,000)~~ No longer available
- Specialist track sponsor (\$2,000)
- Co-marketed workshops

The tiers, additional packages and what they offer are detailed in the following sections.

Please contact [sponsorship@pycon.org.au](mailto:sponsorship@pycon.org.au) to discuss sponsorship.

# Platinum sponsorship tier

\$10,000

Maximum 2 sponsors.

Platinum sponsors enjoy exclusive benefits and marketing opportunities.

- Five complimentary Professional-level tickets.
- Logo & Primary Mention at plenary sessions, break rotational slides, and start and end of published videos.
- 3 minute plenary session address to all attendees during the main conference (content subject to approval).
- Logo on PyCon AU website, plus a maximum 300 word blurb (content subject to approval).
- Short video played on live stream during breaks (content subject to approval).
- Space for a 'virtual booth' during event.
- Access to further add-on options.



## Digital sponsorship tier

\$2,000

No limit to sponsors

- Two complimentary Professional-level tickets.
- Logo & Mention at plenary sessions, break rotational slides, and start and end of published videos, following Platinum sponsors.
- Logo on PyCon AU website, plus a maximum 200 word blurb (content subject to approval).
- Space for a 'virtual booth' during event.
- Access to further add-on options.

# Contributor ticket

\$300+

No limit on sponsors

Pay what you want; All funds raised by contributor tickets will be used to support outreach and diversity for next year's event.

Inclusions:

- Acts as a single Professional-level ticket
- Name (personal, community, or small business name) listed on PyCon AU website.

## More information:

This ticket type is designed to serve as an in-between between paying for a Professional Level ticket and a full Sponsorship. This is designed for individuals or representatives from communities or small businesses to help support the conference and get their name on the website.

Contributor tickets are purchasable directly from the ticketing system.

For a sponsorship which includes other perks such as links, logos, or other inclusions, consider Digital Sponsorship.

# Additional packages

## Video sponsor

~~\$4,000~~ No longer available.

Available as an add-on to Platinum sponsors only.  
Exclusive to 1 sponsor.

As the exclusive Video Sponsor, your logo will appear in streams during talks (whenever both the speaker and slides are visible). .

Available as an additional opportunity to a sponsor of any tier.



## Specialist track sponsor

\$2,000

Maximum of one sponsor per track.

Gain exclusive marketing rights by having your logo co-located with the video sponsor on talks in your specialist track of choice.

Available as an additional opportunity to a sponsor of any tier.



## Co-marketed workshop

Digital sponsors: \$5,000

*Discounted to \$2,000 for sponsors who also take up a Platinum sponsorship package.*

Host a workshop or short tutorial outside of the main PyConline AU schedule.

When running a co-marketed workshop, your event will be advertised to attendees via the attendee announcement list, and a dedicated page on the website. Attendees can then choose to register to your workshop as per their interest areas.

Workshops should be designed to teach Python developers more about how they can use your product/platform/package. Workshops should be free for PyConline AU attendees.

While we do not share the general attendee list, you are welcome to collect attendee details as part of your own registration process. Workshops must follow PyConline AU's Code of Conduct.

These workshops can be held in the week before or after the main conference, hosted on your preferred platform. No PyConline AU volunteers or organisers will assist in running your workshop, except for the previously mentioned advertising.

Available as an additional opportunity to a sponsor of any tier.

Contact [sponsorship@pycon.org.au](mailto:sponsorship@pycon.org.au) for more details.

# Additional opportunities

If you are after a more unique approach with your marketing, we can work with you.

This is the first year that PyCon AU has held a 100% digital event, and we are still understanding how our decade of conference culture can adapt to a socially distant event.

Please don't hesitate to contact [sponsorship@pycon.org.au](mailto:sponsorship@pycon.org.au) if you have ideas that you think would help your company get noticed by our attendees, and how your company can help us bring the best event we can in 2020, even under the circumstances.

## PyConline AU 2020 Prospectus history

v 1.0 - May 31 2020

- PyConline AU prospectus supersedes physical event version.

v 1.1 - June 8 2020

- Clarifies co-marketed workshops offering as an add-on package.

v 1.2 - July 13 2020

- Minor spelling, grammar, and formatting updates.

V 1.3 - August 06 2020

- Include new 'virtual booth' perk

V 1.4 - August 8 2020

- Add Contributor ticket

*PyConline AU does not sell keynote or talk slots as part of the main conference schedule, but invites anyone to submit to the call for presentations.*

PyConline AU is an event of



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AUSTRALIA



[sponsorship@pycon.org.au](mailto:sponsorship@pycon.org.au)

