

# What is PyCon Canada?

PyCon Canada is a 4-day event that will be held in Montreal, Quebec, Canada from November 18th to November 21th 2017.

Since its introduction in the 90s, Python has become a go-to programming language for perfectionists with deadlines everywhere. It is a core technology for established organizations, and it powers a large proportion of today's tech startups. It is also used extensively in systems administration, education, and scientific research.

The huge success of the past PyCon Canada events reflects the high demand for community events of this nature amongst Python enthusiasts in Canada. In 2016, more than 500 attendees gathered for two full days of talks, tutorials, and discussions.

This year's event will reach and touch on a broad range of interests related to the Python ecosystem with two days of conference talks, workshops and tutorials followed by two Sprints days where attendees can hack on projects of their choice. Those three days are, of course, interleaved with networking events where attendees, industry representatives and speakers can discuss and share ideas and common interests.

## Why Sponsor Us?

Learning from the huge feedback that we received from attendees, sponsors and speakers from previous years, we will be working hard to ensure that this will be the best PyCon Canada yet.

The Python global community attracts incredibly talented and creative developers from a variety of disciplines. You won't just find Python hackers here -- in attendance in previous years were many .NET, iOS, Java, and web developers who are interested in adding Python skills to their arsenal.

PyCon Canada's conference mandate is to bring the highest-quality speakers and presenters onto Canadian soil. We are giving Canadian participants access to speakers that they would otherwise have to travel abroad for. By sponsoring

PyCon Canada, you will be given close access to some of Canada’s most highly motivated and competent programmers and you will be exposing your company’s brand and services to Canada’s top talent. (And the good karma can’t hurt, either.)

# Sponsorship Levels

There are four sponsorship levels for PyCon Canada. See the following table for a comparison of what you give and get at each contribution level:

|  | Diamond           | Gold            | Silver         | Bronze         |
|--|-------------------|-----------------|----------------|----------------|
| <b># Available</b>   | <b>1</b>          | <b>2</b>        | <b>5</b>       | <b>∞</b>       |
| <b>Your contribution</b>                                       | <b>Let’s talk</b> | <b>\$10,000</b> | <b>\$6,000</b> | <b>\$2,000</b> |
| Logo and company description on website front page             |                   | ✓               | ✓              | ✓              |
| Mentions in social media and outgoing marketing material       |                   | ✓               | ✓              | ✓              |
| Logo in newsletter   |                   | ✓               | ✓              | ✓              |
| Conference passes  |                   | 3               | 2              | 1              |
| Booth size in exhibitor hall                                   |                   | Medium          | Small          |                |
| Ad size in print program                                       |                   | Medium          | Small          |                |
| Access to voluntary email address contributions from attendees |                   | ✓               | ✓              |                |
| Thanks in post-conference press release                        |                   | ✓               | ✓              |                |
| Post-event email to all attendees (250 word max)               |                   | ✓               |                |                |
| Logo on talk videos (archived on Youtube)                      |                   | Medium          | Small          |                |

# Additional Packages

In addition to the main sponsorship levels described in the table above, there are also standalone packages that can be purchased either on their own or in addition to a core sponsorship package.

## WORKSHOP

**Contribution required:** \$2,300

**Number available:** 2

**Benefits:**

- One conference pass
- A 1.5 hour tutorial/workshop to teach a group of up to 30 attendees how to use your product or service
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media

## CHILDCARE

**Contribution required:** \$2,300

**Number available:** 2

**Benefits:**

- One conference pass
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- Thank-you at opening and close ceremonies for enabling attendance of busy parents

## DIVERSITY

**Contribution required:** \$3,500

**Number available:** 2

**Benefits:**

- One conference pass
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media

- Thank-you at opening and closing ceremonies for enabling attendance of diversity grant recipients

## **PARTY**

**Contribution required:** \$5,000

**Number available:** 1

**Benefits:**

- One conference pass
- Your company hosts the PyCon Canada Pre-Event Party
- Banners, branding and giveaways at the party
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social medias

## **SPRINTS**

**Contribution required:** \$2,500

**Number available:** 1

**Benefits:**

- One conference pass
- Banners and branding in sprints venue
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media

## **TRAVEL**

**Contribution required:** \$4,000

**Number available:** 2

**Benefits:**

- One conference pass
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- One company representative is given the opportunity to introduce a keynote speaker (roughly 2 minutes)
- The PyCon Canada board will thank your company for funding the travel costs of one of our keynotes during opening and closing ceremonies

## LANYARD

**Contribution required:** \$2,000

**Number available:** 1

**Benefits:**

- One conference pass
- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- Sponsor logo on lanyards given to every conference attendee

## CONTRIBUTOR / STARTUP

**Contribution required:** \$550

**Number available:** ∞

**Benefits:**

- One conference pass
- Logo on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- These are purchasable directly through the online ticket sales process on the PyCon Canada website -- sponsorship staff will contact you after your purchase to collect logo and company description.

## Contact

If you'd like to sponsor PyCon Canada or have questions, email [sponsorship@pycon.ca](mailto:sponsorship@pycon.ca) and we'll be happy to set up a time to talk via phone or Google Hangouts.

If you have ideas for sponsorship packages that are not in this document, please let us know -- we are always open to requests for custom packages.