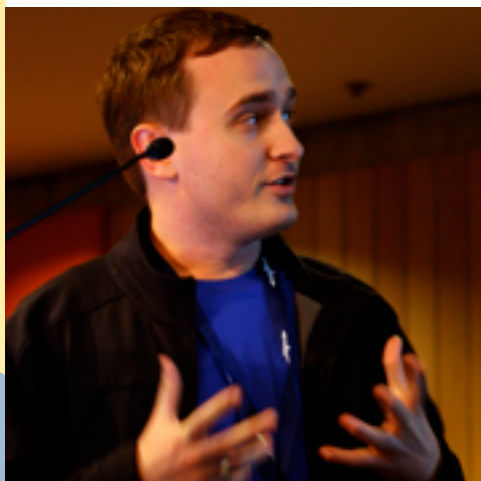# PyCon Australia

Hobart 2013

Sponsorship Packages

Australia's Conference for the Python Community

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 fourth year, PyCon Australia is one of the largest dedicated Python conferences in the Asia-Pacific region, attracting more than 300 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 2013, PyCon Australia returns for its second year in Hobart, Tasmania. With more than 300 delegates, this will be Australia's biggest Python event yet. Now is the perfect time to help contribute to this growing, vibrant developer community.

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Audience Profile

More than half of PyCon Australia's delegates identify as ICT professionals, drawn from industry, research agencies, and government. The conference is also widely attended by university-level students, and enthusiast Python developers. Many delegates are contributors to key Open Source Python projects, used by millions of developers around the world.

Most delegates attend from around Australia, with some delegates travelling from around the Asia-Pacific region, including New Zealand.

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 diversity programme includes a wide-ranging travel grant scheme, and a networking breakfast for Women. There is an enforceable code of conduct, with all complaints treated confidentially and seriously.

Host City

For a second year, PyCon Australia will be held in Hobart, Tasmania. Situated on the banks of the Derwent River, with snow-capped Mount Wellington as a backdrop, Hobart is known for its unique blend of natural beauty and colonial history. PyCon Australia has events planned, taking advantage of Hobart's waterfront location to showcase the best of Tasmanian hospitality and produce.

Feedback from PyCon Australia 2012:

"The quality of the presentations was exceptional."

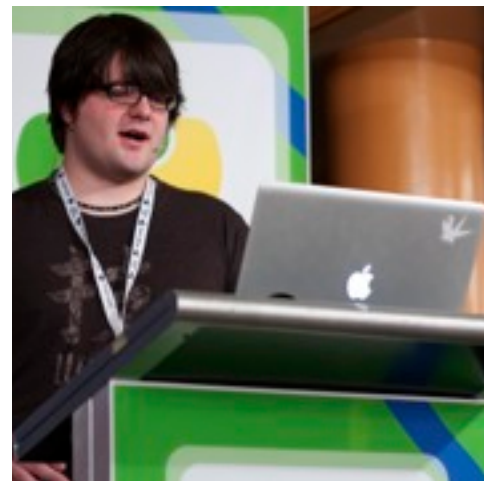*"The responsiveness of the organisers and volunteers was excellent."*

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

"PyCon Australia is an inspiring and fun weekend."

"An excellent conference in an excellent venue and city."

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

pycon-au.org

Conference Proceedings

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 30 presentations, tutorials and panel sessions, across three streams, presented by experts and core developers of their chosen topic.

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.

Each conference session informs and enlightens Python developers from Australia and around the world.
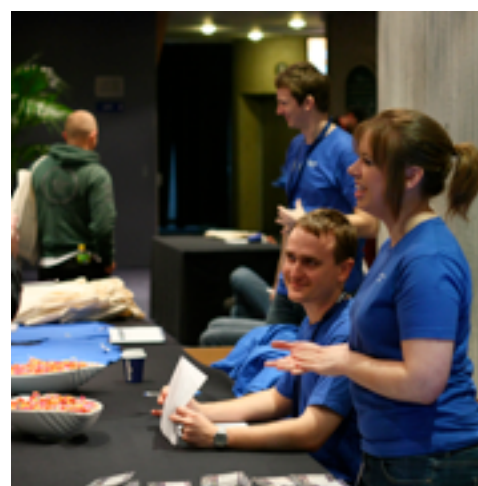
PyCon Australia invites acknowledged experts in cutting-edge Python topics from all over the world to present our two keynote presentations. Their presence at PyCon Australia helps link Australia's Python community with those at the forefront of the global Python community.

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.

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Miniconfs

New to PyCon Australia in 2013, Miniconfs are day-long events, dedicated to specific Python communities. Miniconfs are invited and facilitated by PyCon Australia, but each miniconf is run by a community, for that community.

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

In 2013, PyCon Australia will feature two miniconfs, each held on the Friday prior to the conference.

Travel Aid

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.

Following on from our successful gender diversity grants scheme, run in 2011 and 2012; PyCon Australia 2013 will introduce a comprehensive travel aid scheme to help deserving delegates to travel to attend the conference.

The generous contribution of sponsors will help put PyCon Australia 2013 within reach of many more deserving Python developers from across Australia and around the world.

pycon-au.org

CodeWars

CodeWars is our pre-conference networking event, taking the form of a light-hearted programming tournament open to PyCon Australia delegates, as well as the general public.

In CodeWars, teams of up to four compete, team vs. team, with their coding performed on the big screen. It features a mix of problem solving and creative rounds, culminating in the two top-ranking teams pitching a product developed in 20 minutes.

CodeWars is an opportunity for PyCon Australia delegates to meet each other before the conference proper begins, and for the Hobart ICT community to meet the Australian Python Community.

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.

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Conference Organisers

Christopher Neugebauer
Conference & Sponsor Coordinator

Christopher is an Open Source enthusiast and software developer with a passion for the Python programming language, which he has been using for over 8 years. As well as organising PyCon Australia in 2012, he has organised Application development miniconfs at Linux.conf.au, and is an active participant in the Tasmanian tech community, having facilitated The University of Tasmania Computing Society's Tech Talks programme.

Joshua Hesketh
Conference & Venue Coordinator

Joshua has experience in running conferences after being involved in the prestigious Linux.conf.au conference in 2009. Since then, he has continued to mentor, liaise and assist LCA organising teams. Joshua currently sits as the Treasurer for Linux Australia, representing Open Source and Linux users within Australia. Joshua has been involved with open source for nearly a decade and has a strong passion for Python and its continued growth within Australia.

Matthew D'Orazio
Treasurer

Matthew is a recent UTAS Computer Science honours graduate. Matthew has a strong interest in community events: he has been involved with organising the Rotary Club of Hobart Art Show, and has served as the treasurer of TUCS. He sees PyCon Australia as a perfect opportunity to mix these diverse interests and help grow the Tasmanian ICT community.

Richard Jones
Programme Coordinator

Richard is an active member of the Python development community. He is a full-time Python programmer and has spear-headed several successful projects such as the Roundup issue tracker and the pyglet multimedia library. Richard also lectures at RMIT and been program chair for PyCon Australia since its inaugural conference in 2010.

Linux Australia
Conference Parent Organisation

Linux Australia is the peak body for Open Source communities in Australia. As well as PyCon Australia, it facilitates many events, including Linux.conf.au, Australasia's grassroots Open Source Conference.

pycon-au.org

Elite Sponsorship

Our 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. Elite level sponsors also have the opportunity to provide banners for display on stage, so that their company branding appears in the background of our professionally-recorded conference videos, providing valuable exposure to front-line Python developers throughout the world, for years after the conference.

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.

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Platinum Sponsorship

Cost: $7000, limit of 2 sponsors only.

Includes 10 professional-grade tickets for all PyCon Australia events.

In-conference exposure:
- Opportunity to present a 5-minute address to conference delegates at a conference plenary session.
- Opportunity to supply free-standing banners of dimensions not exceeding 2m high by 1m wide, for display on stage in each of our conference rooms, including during our conference plenaries.
- Opportunity to supply one banner free-standing banner for display in the conference hallway.
- Display of company logo on-screen, and mention as a Platinum sponsor at each plenary session.

Website & media exposure:
- Prominent display of company logo on each page of the conference web site.
- Display of company logo and a 300-word company profile on sponsors page of the conference web site.
- Mention as a Platinum sponsor on conference press releases and announcements before the conference, and up to three months after the conference.

Extra benefits
- 50% discount on any add-on sponsorship options.
- 50% discount on extra professional-grade conference tickets.

Example add-on packages:
- $9000 – Platinum sponsorship + catering sponsors on Saturday & Sunday
- $8250 – Platinum sponsorship + video branding

Gold Sponsorship

Cost: $5000, limit of 5 sponsors only.

Includes 7 professional-grade tickets for all PyCon Australia events.

In-conference exposure:
- Opportunity to supply one free-standing banner of dimensions not exceeding 2m high by 1m wide, for display on stage in one of our conference streams (not including plenaries).
- Opportunity to supply one banner free-standing banner for display in the conference hallway.
- Display of company logo on-screen, and mention as a Gold sponsor at each plenary session.

Website & media exposure:
- Prominent display of company logo on each page of the conference web site.
- Display of company logo and a 200-word company profile on sponsors page of the conference web site.
- Mention as a Gold sponsor on conference press releases and announcements before the conference, and up to three months after the conference.

Extra benefits
- 25% discount on any add-on sponsorship options.
- 50% discount on extra professional-grade conference tickets.

Example add-on packages:
- $6500 – Gold sponsor + Catering sponsor (one day only)
- $6125 – Gold sponsor + Wifi branding

pycon-au.org

Standard Packages

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

Our sponsor-level packages are designed for organisations who wish to make a substantial contribution to the organisation of the conference.

Our 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 aid scheme to help deserving members of the Python community to attend the conference, if they could not otherwise afford to do so.
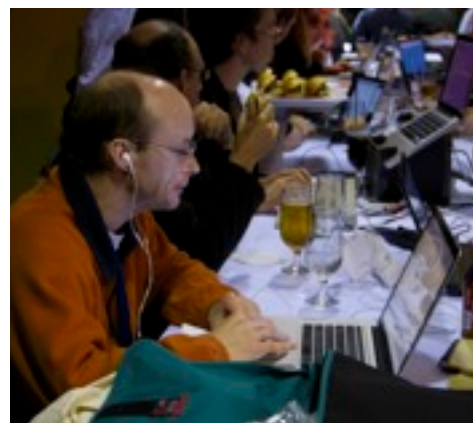
To increase the profile of non-profit entities, the conference sponsorship package is available at a 50% discount for registered not-for-profit entities.

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

For 2012, we are also introducing a "Conference Contributor" package, 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.

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PyCon AU Sponsorship

Cost: $1500 for businesses.
$750 for non-profit entities.

Includes 2 professional-grade tickets for all PyCon Australia events.

In-conference exposure:

- Opportunity to supply one free-standing banner for display in the conference hallway.
- Display of company logo on-screen, and mention as a conference sponsor at the conference opening, and conference closing plenary session.

Website & media exposure:

- Display of company logo, in rotation with other conference sponsors, on every page of the conference web site.
- Display of company logo and 100-word company profile on sponsors page.

Extra benefits

- Exclusive opportunities to increase company exposure available through add-on options.
- 25% discount on extra professional-grade tickets.

Example add-on packages:

- $4000 – Conference sponsor + video branding
- $3500 – Conference sponsor + coffee branding
- $1750 – Non-profit sponsor + development sprint co-branding

PyCon AU Contributor

Cost: $800.
For individuals, start-ups and small businesses.

Includes 1 professional-grade ticket for all PyCon Australia events.

In-conference exposure:

- Display of company logo on-screen, and mention as a conference contributor at the conference opening, and conference closing plenary session.

Website & media exposure:

- Display of company logo on sponsors page.
- Listing as a conference contributor in the post-conference professional delegates listing.

pycon-au.org

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.

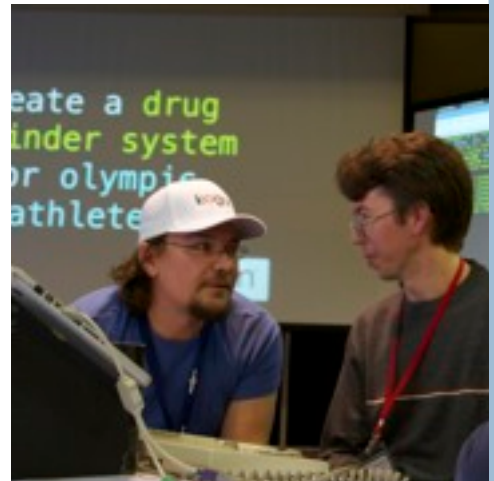**Video branding: $2500 (1 sponsor only)**

PyCon Australia employs professional video recording technicians to capture and preserve every session during the main conference proceedings. This package will see your company logo and web address displayed at the opening and closing of each video produced at the conference. This opportunity represents the longest-lived exposure that PyCon Australia can provide.

CodeWars presentation partner: $2500 (1 sponsor only)

Our opening event. CodeWars is a light-hearted programming tournament, and is our way for delegates to meet each other before the main event starts. This package will see your company logo displayed prominently within the CodeWars venue, and we will mention you as our presentation partner, where the CodeWars event is mentioned on the conference web site or in conference announcements. It will help cover the costs for audio/visual equipment, catering of light snacks during the event, and the first round of drinks at CodeWars.

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Coffee branding: $2000 (1 sponsor only)

PyCon Australia employs Tasmanian specialty coffee roasters and trained baristas to provide hot beverages to our delegates throughout the conference. This package allows you to display your free-standing banner near the coffee stall, and to have your company artwork stamped on every take-away coffee cup used at the conference.

Catering: $2000 for one day (2 sponsors only)

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.

Wi-fi Branding: $1500 (1 sponsor only)

This package allows you to personalise the conference Wi-fi network ID and password to names of your choice. Your logo will be displayed on venue signage advertising the conference Wi-fi, and during the conference opening plenaries when we advertise the availability of Wi-fi.

Pre-dinner drinks: $1500 (1 sponsor only)

This package provides delegates with beverages during the pre-dinner networking session. We will mention your company name at the pre-dinner plenary session, and at the commencement of the conference dinner.

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.

Miniconf presentation partner: $1000 (one sponsor per miniconf, 2 sponsors only)

Miniconfs 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 miniconf you sponsor; we will also mention you as our presentation partner, where this miniconf is mentioned on the conference web site or in conference announcements.

pycon-au.org

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 an 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.

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To enquire about any of our sponsorship packages, please contact the conference at sponsorship@pycon-au.org. For further information on PyCon Australia 2013, send e-mail to contact@pycon-au.org, or visit us on the web at www.pycon-au.org

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