

# What is PyCon Canada?

PyCon Canada is a 3-day conference that will be held in **Toronto, Ontario** from **August 9th to August 11th, 2013**.

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 (Google, NASA), and it powers a large proportion of today's tech startups. It is also used extensively in systems administration, education, and scientific research.

# Why Sponsor Us?

The first PyCon Canada was held in November of 2012, and attracted over 200 developers, designers, and decision-makers. Due to the incredible response from the community last year, will be **expanding our capacity to 350 attendees for 2013**.

We also gathered over 100 pieces of feedback from our 2012 attendees, and we are making improvements across the board to ensure that our second PyCon Canada is even better than the first one was.

The Python global community attracts incredibly talented developers and creatives from a variety of disciplines. You won't just find Python hackers here -- in attendance last year were many .NET, iOS, Java, and web developers who are interested in learning Python for work and play.

The PyCon Canada conference mandate is to bring the highest-quality speakers and presenters to Canadian soil. We are giving Canadian participants access to content that they would usually have to travel abroad for. As such, we are attracting the best developers that your company can find.

By sponsoring PyCon Canada, 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>	1	3	5	∞
<b>Your contribution</b>	<b>\$15,000</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$1,000</b>
Logo and company description on website front page	✓	✓	✓	✓
Mentions in social media and outgoing marketing material	✓	✓	✓	✓
Ad size in print program	Large	Medium	Small	No
Booth size in exhibitor hall	Large	Medium	Small	No
# Conference passes (including exhibit staff)	5	3	2	1
Logo in weekly newsletter	✓	✓	✓	✓
Access to voluntary email address contributions from attendees	✓	✓	✓	
Thanks in post-conference press release	✓	✓		
Spotlight article on PyCon.ca website	✓	✓		
Mention by MC at kickoff and close	✓	✓		
Banner on mainstage	✓			
Post-event email to all attendees (250 word max)	✓			
Logo on talk videos (archived at pyvideo.org)	Large	Small	No	No

# 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:** \$1,500

**Number available:** 4

### **Benefits:**

- 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

## **PARTY:**

**Contribution required:** \$3,000

**Number available:** 1

### **Benefits:**

- Your company hosts the PyCon Canada pre-party at the conference venue on the evening of Friday, August 9th.
- 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 media

## **SPRINTS:**

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

**Number available:** 2

### **Benefits:**

- 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:** \$3,000

**Number available:** 2

### **Benefits:**

- 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:** \$1,500

**Number available:** 1

### **Benefits:**

- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- Sponsor logo on lanyards

## **DIVERSITY:**

**Contribution required:** \$3,000

**Number available:** 2

### **Benefits:**

- Logo and company description on PyCon Canada website front page
- Announcement of sponsorship in outgoing marketing material and social media
- Thank-you at opening ceremonies and closing keynote for enabling attendance of diversity grant recipients
- Contact information of diversity grant recipients who opt-in to sponsor communications

## **CONTRIBUTOR / STARTUP:**

**Contribution required:** \$500

**Number available:** ∞

### **Benefits:**

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

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.