

What is PyCon Canada?

PyCon Canada is a 4-day event that will be held in Toronto, Ontario, Canada from November 12th to November 15th, 2016.

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 first three PyCon Canada events reflects the high demand for community events of this nature amongst Python enthusiasts in Canada. In 2015, more than 325 attendees gathered for two full days of talks, tutorials, and discussions. For PyCon Canada 2016 we are planning to increase the attendance up to 400 attendees.

This year's event will reach and touch on a broad range of interests related to the Python ecosystem with two days (November 12th and 13th) of conference talks, workshops and tutorials followed by two Sprints days (November 14th and 15th) 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
# Available	1	3	5	∞
Your contribution	\$18,000	\$9,500	\$6,500	\$1,700
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 newsletter	√	√	√	√
Access to voluntary email address contributions from attendees	√	√	√	
Thanks in post-conference press release	√	√		
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: \$1,700

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: \$5,000

Number available: 1

Benefits:

- Your company hosts the PyCon Canada Pre-Event Party (Friday November 11th)
- 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:

- 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:

- 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:

- 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

DIVERSITY

Contribution required: \$3,500

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: \$550

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 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.