PyCon India
2020, Online
About PyCon India

PyCon India is the largest gathering of Pythonistas in India for the Python programming language. The 12th edition of PyCon India will be taking place online from 2nd October to 5th October 2020.

With this unique scenario at hand, we plan to make this year’s conference bigger, better, and more accessible to Pythonistas all across the world who can watch, participate and share their views right from the comfort of their homes.
About PyCon India

- It is our 12th year anniversary.
- It will be a 4 day event
  - Workshops: Oct 4th (Sun), 2020
  - Conferences: Oct 2th (Fri) - Oct 3th (Sat), 2020
  - Developer Sprints: Oct 4th (Sun) - Oct 5th (Mon), 2020
- Estimated Participation: 1500+
- Online Community Presence
  - Local User groups: 10,000+ (via different local mailing lists)
  - Facebook: 6500+ (likes and followers)
  - Twitter: 9000+
Why you should sponsor?

Put Your Business in the Spotlight
Stand out among the attendees by prominently displaying your products and marketing material.

Hiring
The conference has a history of attracting smart folks from various backgrounds and also of making matches between them and potential employers. Get connected, make your pitch and find the best programmers to join your ranks!

Give Back to the Community
Establish your goodwill and show the community that you’re a reliable partner, willing to support the ecosystem. Sponsorship is a way of giving back to the community and thanking them for their support. Your sponsorship helps PyCon India remain affordable and accessible to the widest possible audience.
Why you should sponsor?

Low Cost Marketing
Instead of spending a fortune on traditional advertisements, take a look at our reasonably priced sponsorship slabs and pick one - letting you be discovered and known to the cream of the community at maybe half (or even less!) of your marketing budget.

Startup Discount
To make PyCon India affordable to small businesses and startups, we provide a 50% discount for Silver sponsorship slab.
Note: In order to avail this discount, your organization must have been established not more than three years ago, with fewer than 10 current employees.

Flexibility
Have something specific in mind? Please don’t hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.
PyCon India 2019 was held in Chennai, India, as an offline event. The conference was attended by close to 2300 people from all over India. The 2020 edition would be an online event, so this time, we are looking forward to a diverse audience from all around the world.

**City Distribution**

- Mumbai: 31%
- Hyderabad: 5%
- Kochi: 1.7%
- Other: 12.5%
- Delhi: 2.3%
- Gurugram: 2%
- Pune: 5.8%
- Bangalore: 25.8%
- Chennai: 38.1%

**Designation Distribution**

- Data Scientist: 8.4%
- Software: 4.8%
- Founder / CEO / 3.0%
- Manager: 5.5%
- Senior Software: 25.3%
- Software Engineer: 52.6%
We are continuously improving the diversity of our attendees and speakers with various initiatives like diversity workgroups, childcare for people with kids, and collaboration with various communities helping underrepresented groups. We are expecting even more improved conference diversity this year with our continued efforts.

Throughout all the iterations of PyCon India, the conference has been attended by folks with a wide variety of experience, from students and developers who are just starting to people with 15+ years of experience.
## Previous Sponsors

<table>
<thead>
<tr>
<th>Sponsor 1</th>
<th>Sponsor 2</th>
<th>Sponsor 3</th>
<th>Sponsor 4</th>
<th>Sponsor 5</th>
<th>Sponsor 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Python Software Foundation</td>
<td>Zeomega</td>
<td>Red Hat</td>
<td>Microsoft</td>
<td>goibibo.com</td>
<td>Google</td>
</tr>
<tr>
<td>DBS</td>
<td>IBM</td>
<td>AWS</td>
<td>Ericsson</td>
<td>Bloomberg</td>
<td>Grofers</td>
</tr>
<tr>
<td>Visible Alpha</td>
<td>Atonarp</td>
<td>VMware</td>
<td>Elastic</td>
<td>Reckonsys</td>
<td>Merit</td>
</tr>
<tr>
<td>Happyfox</td>
<td>DigitalOcean</td>
<td>Innovaccer</td>
<td>ERPNext</td>
<td>Pramati</td>
<td>ThoughtWorks</td>
</tr>
<tr>
<td>Indeed</td>
<td>Indeed</td>
<td>Tosssee</td>
<td>Townscript</td>
<td>LTI</td>
<td>AQR</td>
</tr>
<tr>
<td>Deepsource</td>
<td>Pipal Academy</td>
<td>Adobe</td>
<td>Gojek</td>
<td>Zauba Cloud</td>
<td>Hypertrack</td>
</tr>
</tbody>
</table>
## Sponsorship Packages

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Slots</th>
<th>Package Pricing (Tax not included)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>1</td>
<td>₹6,00,000 / $8000</td>
</tr>
<tr>
<td>Platinum</td>
<td>4</td>
<td>₹4,50,000 / $6000</td>
</tr>
<tr>
<td>Gold</td>
<td>12</td>
<td>₹3,00,000 / $4000</td>
</tr>
<tr>
<td>Silver</td>
<td>Unlimited</td>
<td>₹1,50,000 / $2000</td>
</tr>
<tr>
<td>Startup</td>
<td>Unlimited</td>
<td>₹50,000 / $700</td>
</tr>
</tbody>
</table>
## Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond - 1</th>
<th>Platinum - 4</th>
<th>Gold - 12</th>
<th>Silver</th>
<th>Startup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package Pricing (Tax not included)</td>
<td>₹6,0,000</td>
<td>₹4,50,000</td>
<td>₹3,00,000</td>
<td>₹1,50,000</td>
<td>₹50,000</td>
</tr>
<tr>
<td></td>
<td>$8000</td>
<td>$6000</td>
<td>$4000</td>
<td>$2000</td>
<td>$700</td>
</tr>
<tr>
<td>Sponsor virtual room</td>
<td>4 Rooms</td>
<td>3 Rooms</td>
<td>2 Rooms</td>
<td>1 Room</td>
<td>1 Room</td>
</tr>
<tr>
<td>Sponsor chat room (Zulip)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>✓</td>
</tr>
<tr>
<td>Logo, Write-up, link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary conference session passes</td>
<td>15</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>A hallway track named after sponsor</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Mention in the opening session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Mention in the closing session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on final released talk videos</td>
<td>✓</td>
<td>✓</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Mention on the website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mention on the banner (in between talks)</td>
<td>Fixed</td>
<td>Fixed</td>
<td>Rotating</td>
<td>Rotating</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement on program guide</td>
<td>Double Page</td>
<td>Single page</td>
<td>Half</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Direct marketing Video ads (up to 20 seconds)</td>
<td>8</td>
<td>6</td>
<td>2</td>
<td>1 (10sec)</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Swag: PDF</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Swag: URL + coupon codes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Job Fair</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recruiting ad on website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One Recruiting email to attendees (opt-in)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored talk</td>
<td>30 mins</td>
<td>15 mins</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lightning talk</td>
<td>✓</td>
<td>❌</td>
<td>5 mins</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mentions in hallway track during breaks</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Welcome message on all social media platform and mailing list</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One reshare to all PyCon India linkedin group subscribers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Blog posts highlighting the sponsor (word limt)</td>
<td>1000</td>
<td>500</td>
<td>250</td>
<td>250</td>
<td>✓</td>
</tr>
<tr>
<td>One retweet from @pyconindia</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One tweet from @pyconindia (apart from welcome tweet)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Diamond Sponsor

- 4 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 4 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 15 Complimentary conference session passes
- A hallway track would be named after the sponsor
- Mention in the opening and closing sessions
- Sponsor Logo in the final release of the talk videos
- Fixed sponsor mention in the banner between talks
- 2-page advertisement in the digital program guide
- 8 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF, URL + coupon codes
- Recruitment:
  - Participation in the Job Fair
  - Recruiting ad on PyCon India website
  - 1 Recruitment email to the attendees (opt-in)
- 1 Sponsored talk of up to 30 minutes
- Mention in the hallway track during breaks
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 1000 words
- 1 Tweet from the @pyconindia twitter handle to all its followers (apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers
Platinum Sponsor

- 3 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 3 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 10 Complimentary conference session passes
- Mention in the opening and closing sessions
- Sponsor Logo in the final release of the talk videos
- Fixed sponsor mention in the banner between talks
- Full-page advertisement in the digital program guide
- 6 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF, URL + coupon codes
- Recruitment:
  - Participation in the Job Fair
  - Recruiting ad on PyCon India website
  - 1 Recruitment email to the attendees (opt-in)
- 1 Sponsored talk of up to 15 minutes
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 500 words
- 1 Tweet from the @pyconindia twitter handle to all its followers (apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers
Gold Sponsor

- 2 Virtual Sponsor rooms for 4 days, with a capacity of up to 300 participants
- 2 Chat rooms on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 6 Complimentary conference session passes
- Mention in the closing session
- Rotating sponsor mention in the banner between talks
- Half-page advertisement in the digital program guide
- 2 Digital marketing video ads of up to 20 seconds
- Inserts for attendee virtual swag: PDF

Recruitment:
- Participation in the Job Fair
- Recruiting ad on PyCon India website
- 1 Recruitment email to the attendees (opt-in)
- 1 Sponsored lightning talk of up to 5 minutes
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 250 words
- 1 Tweet from the @pyconindia twitter handle to all its followers (apart from the welcome tweet)
- 1 Retweet from the @pyconindia twitter handle to all its followers
- 1 Reshare to all PyCon India LinkedIn group subscribers
Silver Sponsor

- 1 Virtual Sponsor room for 4 days, with a capacity of up to 300 participants
- 1 Chat room on the PyCon India Zulip
- Sponsor logo, write-up, and link on the PyCon India Website
- 4 Complimentary conference session passes
- Mention in the closing session
- Rotating sponsor mention in the banner between talks
- 1 Digital marketing video ad of up to 10 seconds
- Inserts for attendee virtual swag: PDF
- Recruitment:
  - 1 Recruitment email to the attendees (opt-in)
- Welcome message on all social media channels and the mailing list of the conference
- 1 Sponsor blog of up to 250 words
- 1 Retweet from the @pyconindia twitter handle to all its followers
Startup Sponsor

- 1 Virtual Sponsor room for 4 days, with a capacity of up to 300 participants
- Sponsor logo, write-up, and link on the PyCon India Website
- 3 Complimentary conference session passes
- Mention in the closing session
- Inserts for attendee virtual swag: PDF
- Welcome message on all social media channels and the mailing list of the conference

Eligibility Criteria

- The startup should have less than 10 employees.
- The startup should not be more 5 years old.
Flexibility

- Have something specific in mind?
- Please don’t hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.
Privacy Policy

Participant details will not be shared without their explicit permission. Participants are allowed to share their information with you at your stall. Give them a good reason to do so. Make a compelling pitch for yourself or offer goodies in exchange for contact information.

Contact

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