



# PYCON INDIA

Bengaluru **20  
24**

## Sponsorship Prospectus

Sept 20 - 23, 2024

NIMHANS, Bengaluru



# Introduction

PyCon India is the largest gathering of Pythonistas in India. This premier conference on using and developing the Python programming language will be held in Bengaluru this year.

PyCon India is the annual conference of the Python community in India, which brings together developers, experts, academics, scientists and enthusiasts from all over India and abroad. It is one of the largest Python conferences in Asia.

Your sponsorship helps to spread the word about our wonderful Python language among people in India.



# PyCon India 2024



## Conference

**21st September** (Saturday) & **22nd September** (Sunday)  
NIMHANS, Bengaluru

## Workshop

**20th September** (Friday)  
NIMHANS, Bengaluru

## Devsprint

**23rd September** (Monday)  
TBD



# Community

## Active Communities in various cities across India

**10500+**

On Twitter

**50000+**

On Local User Groups

**6600+**

On Facebook

**1500+**

Estimated Participation

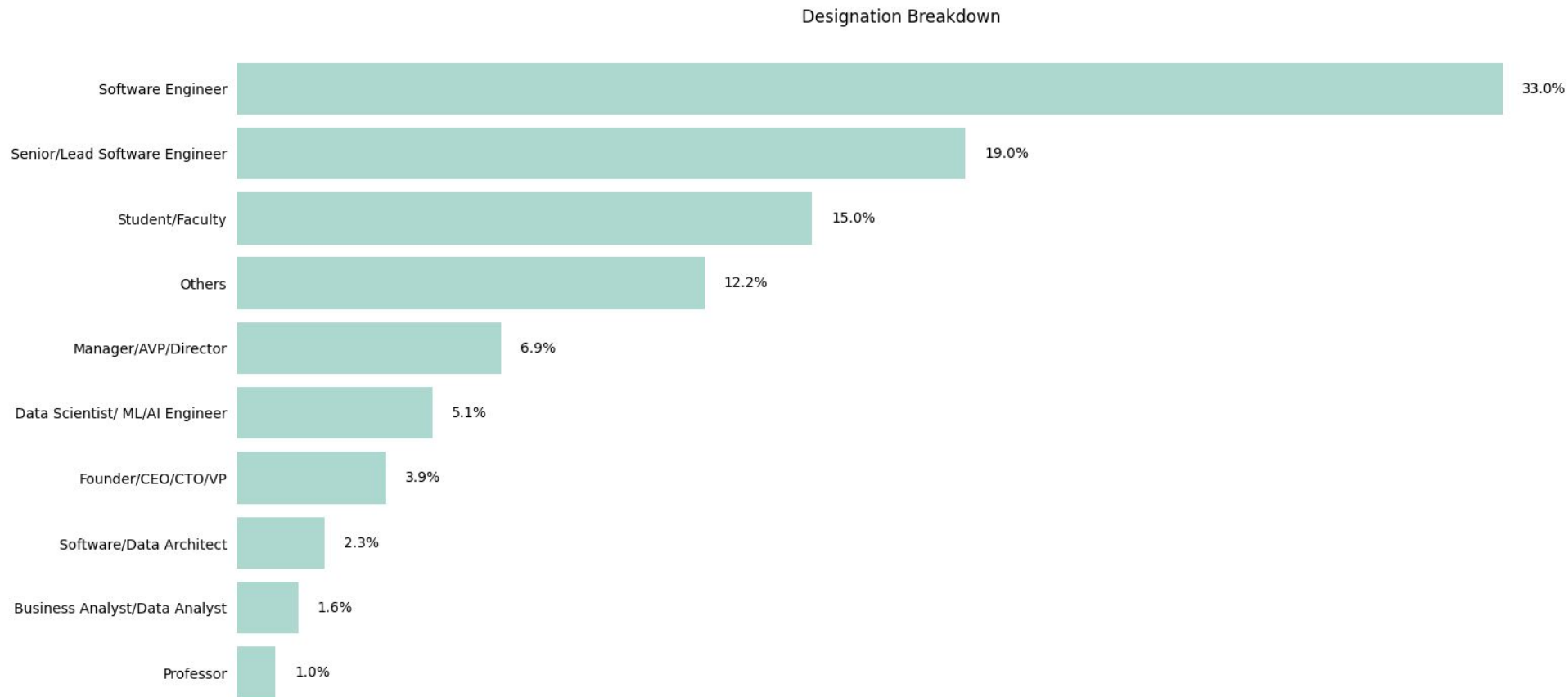
**1500+**

Last Year Participation



BENGALURU  
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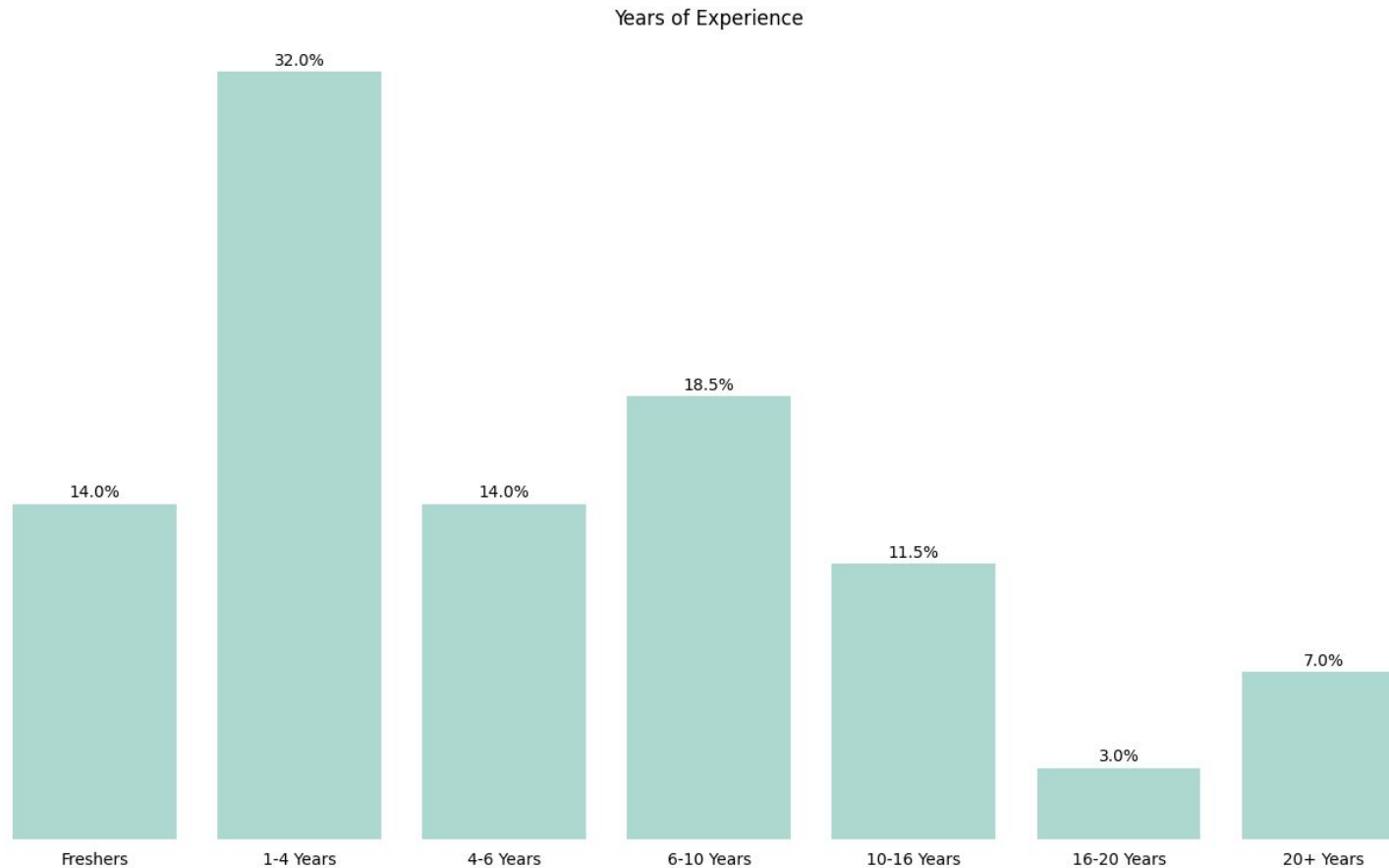
# Demographics – PyCon India 2023



- A total of **1503** participants attended the event, reflecting a broad spectrum of the tech industry.
- **33%** were Software Engineers and **15%** were Students or Faculty, with the remaining **52%** spanning roles from Senior Engineers to VPs/CTOs.



# Demographics – PyCon India 2023



- **54%** of the attendees with work experience have more than **4 years**.
- **10%** have more than **16 years** of experience.

# Why should you Sponsor?

## Put your Business in the Spotlight

Stand out among the attendees by prominently displaying your products and marketing material.

## Recruitment Opportunities

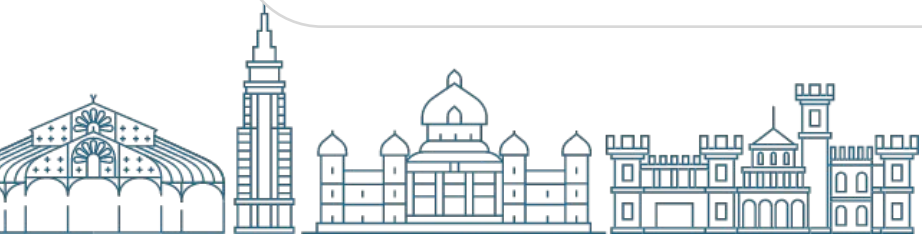
The conference has a history of attracting smart folks from various backgrounds and of making matches between them and potential employers.

## 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

## 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



# Some of our Previous Sponsors





# Some of our Previous Sponsors



# Sponsorship Tier

Sponsorship Tier	Price	
	INR	USD
Platinum	₹8,00,000	\$11,499
Gold	₹6,00,000	\$8,599
Silver	₹3,00,000	\$4,299
Associate	₹1,00,000	\$1,499

The above-mentioned sponsorship amount is exclusive of 18% GST (as applicable)



# Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Associate
<b>Availability</b>				
Number of Slots available	3	7	5	2
<b>Booth/Stall Opportunity</b>				
Booth or Stall in the Exhibit Hall	Yes (Large)	Yes (Medium)	Yes (Small)	-
<b>Session Passes/Tickets</b>				
Complimentary Free Tickets to conference	10	6	4	2
Speaker Dinner Passes	6	4	2	1



# Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Associate
<b>Visibility</b>				
Website Acknowledgement (Logo, Write-up, Link)	✓	✓	✓	✓
Screen Advertising (Logo) during breaks	✓	✓	✓	✗
Keynote room Banner visibility	✓	✓	✗	✗
Logo on Goodie Bag	✓	✓	✗	✗
Logo on Notebook	✓	✓	✗	✗
Logo on Badge	✓	✗	✗	✗
Company's brochure in welcome kit	✓	✗	✗	✗



# Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Associate
<b>Direct Marketing</b>				
Sponsored talk (30mins)	✓	✗	✗	✗
Lightning Talk (5 mins)	✗	✓	✗	✗
Tutorial in open spaces	✗	✗	✓	✗
Poster Presentation	✗	✗	✗	✓
<b>Communication</b>				
Blog on Website	✓	✓	✓	✗
Social Media Posts	✓	✓	✓	✓
Email Endorsement/Promotion	✓	✓	✓	✓





# Other Sponsors



**This sponsorships** can help to reduce the cost of running a conference. You can help us by being one and in turn provide valuable benefits to attendees. *Benefits include Website Acknowledgement (Logo, Write-up, Link), Mentions in Social Media Posts as well as Email Endorsement/Promotion.*

Sponsorship Items	Sponsorship Price (INR)	Sponsorship Price (USD)
Internet	₹50,000	\$749
Video Coverage	₹1,35,000	\$1,949
Lanyards	₹1,20,000	\$1,749
T-Shirts	₹5,00,000	\$7,249
Coffee + Energiser	₹50,000	\$749
Scholarship	₹50,000	\$749

The above-mentioned sponsorship amount is exclusive of 18% GST (as applicable)



# Startup Support



To make PyCon India affordable to small businesses and startups, we provide a 50% discount for **Associate sponsorship** slab.

**Note:** In order to avail this discount,

1. Your organization must have been established not more than three years ago,
2. You have fewer than 15 current employees (Full Time Equivalents)



## 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.

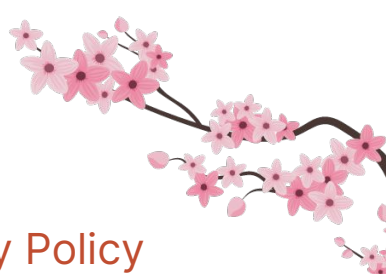




Website

Code of Conduct

Privacy Policy



# Privacy Policy

We respect the privacy of our conference attendees. We will not share any personal information with third parties without the explicit permission of the individual.

Attendees may choose to share their contact information with you at your booth. You can use this information to contact them about future events and to provide them with information about your products and services.



[Website](#)

[Code of Conduct](#)

[Privacy Policy](#)

## Contact

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