

The background features a stylized landscape with bright green hills and white, fluffy clouds against a light blue sky. The hills and clouds are outlined with thick black borders. One hill on the right has a circular cutout showing a white interior. The text is positioned in the upper left quadrant.

# North Bay Python

2018 Sponsorship Packages

@northbaypython  
northbaypython.org

# A Python conference in California's North Bay

## November 3 & 4, 2018



North Bay Python is a weekend conference for professionals, enthusiasts, and students using the Python programming language. Run in the community-driven tradition of Python conferences (known as PyCons) all around the world, North Bay Python is nonprofit and focused on accessibility, inclusion, diversity, and affordability.

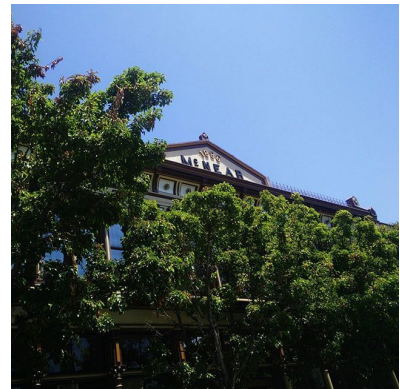
Hosted in Northern California's beautiful North Bay region, less than an hour out of downtown San Francisco, our costs are much lower than a conference in bigger cities. We put our money into making our conference accessible to everyone, by providing financial assistance for our speakers and attendees, childcare for attendees with children, open captioning for people with hearing difficulties, and high quality videos for everyone who can't attend the conference.

North Bay Python is a single-track, expo-free event in a unique performance space. Our talks cover a very wide variety of Python development topics, and teach valuable lessons for developers of all experience levels. We're building on our first year by planning a second memorable conference for the people of the North Bay, the Bay Area, and beyond.

## Our Audience

We anticipate more than 300 attendees at our 2018 conference. In 2017, we had 230 attendees from California and beyond, including:

- 78% from the San Francisco Bay Area, including 25% from Sonoma County
- 5% from elsewhere in California
- 17% from other US states, and internationally.



30% of attendees were women or non-binary.

Our attendees range in experience from students and new graduates, through to career professionals with more than 30 years in the industry. Our professional attendees work in many roles, including software engineers, CTO-level executives, DevOps engineers, data scientists, front-end engineers and mobile developers.

48% of our attendees had never attended a Python-focused conference before North Bay Python. 15% of our attendees made North Bay Python their first tech conference.

## Package Sponsorship

Package sponsorships are the widest-reaching and best value sponsorships we offer at North Bay Python. When attendees arrive, they'll see your signage as they walk through the door. As they sit in the theatre, they'll see your logo on the backdrop behind the speakers, and on-screen in between talks. You'll also get the chance to present a short talk about your organization between two of our invited presentations.

## À la Carte Sponsorship

If you're looking for something a bit more exclusive, North Bay Python's *À la Carte* sponsorships allow you to promote your organization as part of an important offering during the conference, such as lanyards, catering, or video branding. We'll also recognize you as a Silver package sponsor, with the opportunity for discounted upgrades to higher package tiers.

## In-Kind Partnerships

Sponsorship can also be in the form of in-kind donations of goods and services essential to organizing the conference, or in assisting speakers to attend the conference. If you can make a substantial in-kind donation, we will recognize you as a package-level sponsor of equivalent value.

## Community Partnerships

Community groups, such as Python Meetups and PyLadies groups, are the lifeblood of the Python community, and we need your help to put on the best conference we can. If you can help us with one of the following, we'll recognize you as a community partner, which comes with all of the benefits of a Silver sponsorship.

- You help us find 10 submissions to our Call for Proposals
- Three members of your group attend at a Supporter level or higher
- You put us in contact with a sponsor who signs on at Silver level or above
- One of your members volunteers with the conference
- Anything else that we agree will make the conference better

## Sponsor Benefits

### Logo on backdrop

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Every sponsor will have their logo on our stage backdrop, behind the speakers of every talk at the conference. Your logo will appear in photos taken at the event, in the background of our videos, and will be seen by attendees during every talk.

## Callout in plenaries

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We'll announce all of our sponsors by name at the start of each day, show your name or logos on-screen, and give you special thanks during the conference closing session.

## Lobby banner

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We want our attendees to know who you are from the moment they walk in the door. We'll put your free-standing banners around the reception lobby, close to the registration desk, coffee station, or entrance halls into the venue.

## Website

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Your logo will appear on the front page of the conference website, and you'll get your logo and a 100-word company description on the conference sponsors page. In addition, Platinum sponsors will have an acknowledgement in the footer of every page of the website.

## Short demonstration or presentation on the conference stage

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We want our attendees to enjoy the focused experience of a one-track conference in a special venue, and we want you to be an important part of that. We're giving all of our sponsors an opportunity to deliver a short presentation for our attendees from our main stage. Because we want this to be a great experience for our attendees too, we're more than happy to offer guidance on tone and content, as well as audience demographics as they become available.

## Concierge service

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Whilst we can't offer any expo hall space, we *do* want to help you build a fantastic presence at North Bay Python that lets you engage with our attendees. Want to put on a lunch or coffee chat? We'll help you find a great local restaurant, or coffee shop. Need space for a meeting? We can do that too. We can facilitate printing, or other tasks when you're on the ground. Our organisers know Downtown Petaluma, and we'll do everything we can to make your time here a success.

## Swag bag insert

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Every attendee will receive one of our conference swag bags when they collect their badge on site. If you have a promotional item or brochure, we'll make sure it goes in each of those bags.

# Package Sponsorships

## Tiers and Benefits

	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Individual</b>
<b>How many?</b>	2	6	Unlimited	Unlimited
<b>Cost</b>	\$6000	\$4000	\$2000	\$500
<b>Logo on backdrop</b>	Big logo near the top	Medium logo	Small logo	None
<b>Callout in plenaries</b>	Logo with other Platinum sponsors	Logo with other Gold sponsors	Logo with other Silver sponsors	Slide listing individual sponsor names
<b>Lobby banner (78" x 33")</b>	One banner displayed in reception lobby. Higher tier sponsors get more prominent placement.			None
<b>Website Logo</b>	Top billing; Acknowledgement in footer on all pages	Second billing	Third billing	Fourth billing
<b>Website Blurb</b>	300 words	200 words	100 words	None
<b>Short talk on the main stage</b>	5 minutes before the first keynote	3 minutes	2 minutes	No
<b>Concierge service</b>	Yes			No
<b>Sponsor Tickets</b>	10	5	2	1
<b>Swag Bag Space?</b>	Yes			No

# À la Carte Sponsorship

À la Carte sponsorship offers you exclusive opportunities to promote your organization at North Bay Python. In many cases, our À la Carte packages are reflective of the true costs of providing these items, and as a low-cost conference, we couldn't provide those features without your support.

- Each À la Carte Sponsor is recognised as a Silver sponsor, will have their À la Carte sponsorship recognised in plenaries during the conference, and comes with additional recognition as listed below.
- À la Carte sponsors can upgrade their sponsorship level to Gold for an additional \$3000, or to Platinum for \$5000.

## À la Carte Options

Child Care and Parenting Room \$5000

Sign with your logo and banner at entry to the childcare space and parents' room.

Outreach and Financial Aid \$5000

Naming rights for our financial aid program on our website, and in mail-outs to applicants and recipients; your logo on the financial aid page on our website; contact details for all applicants who opt-in to being contacted.

Video Branding \$4000

Your logo on the opening slide of each professionally-produced video uploaded to our YouTube channel and other outlets.

Open Captioning \$4000

Your logo on the open captioning monitor at the front of the conference hall.

Coffee \$3000

Your logo in 1-color artwork on coffee cups, and your logo in full-color signage at the in-venue coffee station.

Snacks \$3000

Your logo in 1-color artwork on napkins, and your logo in full-color signage at the in-venue snacks station

Wi-Fi \$3000

Your logo on wi-fi signage and plenary slides, and co-branding of the conference wi-fi network ID.

Bay Area Shuttle Bus \$3000

Your logo in the front window of the bus, and naming rights for the bus service, including a mention of your name in the conference's online ticket sales flow.

Lanyard Branding \$3000

Your full-color logo included as part of our custom-designed conference lanyard artwork.

Lunch Guide \$3000

Your logo on our guide to food and drink options in Petaluma, which we include in each attendee's swag bag, and on our website.

PyLadies Lunch \$3000

Naming rights for the PyLadies lunch, an event for people with genders underrepresented in technology; including an opportunity for a 2-minute address to PyLadies lunch attendees, and contact details of attendees who opt-in to being contacted.

Anything Else from \$3000

If you want to sponsor a key part of the conference that we haven't put a price tag on, we're happy to correct that oversight. Get in touch with us!

## Contact Details

For more information about North Bay Python, please contact our sponsor liaison, Christopher Neugebauer.

**Email:** [sponsor@northbaypython.org](mailto:sponsor@northbaypython.org)

**Twitter:** [twitter.com/northbaypython](https://twitter.com/northbaypython)

**Web:** [northbaypython.org](http://northbaypython.org)

## Credits

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