



# Sponsorship Plan

Python  
Brasil<sup>2022</sup>







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# The event



Python Brasil is **the biggest event about the Python programming language in Latin America**. It is supported by several local and regional events, culminating in a national and itinerant meeting.

Its main objectives are: to spread the Python language; promote the exchange of experiences and knowledge; encourage community growth impacting the region economically and socially.

Its audience is mainly composed of **people in the areas of development, software engineering, business, IT management, academics, students and enthusiasts**.

During the 7 days of immersion, from October 17th to 23rd, participants will be able to learn about new technologies, share knowledge and experiences, get in contact with big names from the national and international communities. All this in a friendly, inclusive and intimidation-free environment, where everyone is welcome.



# The city



## Manaus is hosting of Python Brazil!

Manaus is known for the Manaus Free Trade Zone, which explains the large concentration of Multinational Industries and Research Centers in its metropolitan area and for being the tourist capital of the state of Amazonas, due to its location in the middle of the Amazon forest, but with all services and comfort of a big city.

The hotel chain in Manaus is large and diverse, from small low-cost hotels to luxurious five-star hotels, from rustic to more sophisticated. The city also has modern applications for finding accommodation such as AirBnB and transportation such as Uber.



# The community



## People > Technology

Spreading the Python language, promoting the exchange of knowledge and experiences, encouraging the growth of people form the principles of the Community.

Initiatives from several local and regional communities, distributed in several Brazilian cities, form this annual meeting.

These groups promote the connection of thousands of people in the dissemination of knowledge, formed by people from multiple areas and expertises.



# Venue and safety guidelines



## Health first

The Vasco Vasques Convention Center has large corridors and halls where the main activities of the event will be held, in addition to accessible external areas that will have their use encouraged.

With mandatory proof of vaccinations, distancing rules, hygiene of surfaces, attention to good ventilation of environments, a team dedicated to controlling the flow of people and accessible hygiene kits, we will prioritize the health care of participants.



# How will this edition be?



## The first Python Brazil in hybrid format!

Under the current scenario we seek to resume face-to-face events by planning safely and at the same time appreciating the lessons learned in the last two editions, held remotely. Therefore, **we will be streaming live all talks, keynotes, roundtables and lightning talks**. In addition, we will also have Job Fairs both in-person and remotely.

We also want Python Brasil to continue to be and become more and more inclusive. In view of this, the event will have Libras (Brazilian sign language) interpreters and simultaneous Spanish-Portuguese translation in talks, keynotes and roundtables, a space for children, a baby changing room and a family space.

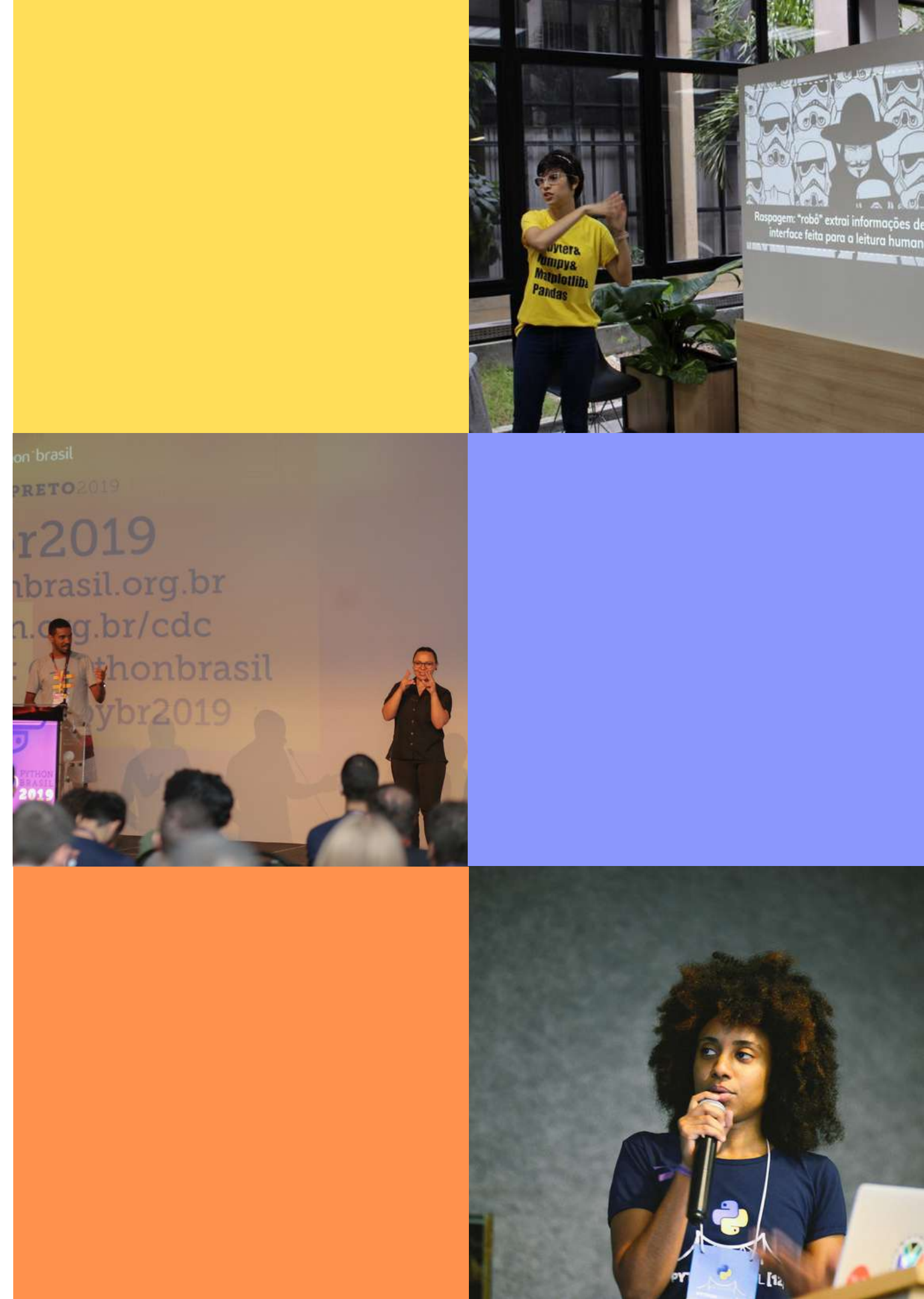


## Talks

Most of the talks given are chosen by the people who make up the community. These address themes in the most diverse areas of knowledge using the Python language. Added to this scenario is the presence of a Track for Spanish speakers, strengthening the relationship between Latin American communities. In addition, invitations will be made to prominent people in the community, the Keynotes, who will share their experiences and show the trends and future of Python.

## Roundtables

Discussion circles where relevant topics to be debated in the community are addressed, usually containing people with expertise in the chosen topics.





# Tutorials

These are mini-courses in various formats that address Python and related technologies, in which those who participate can develop new skills by putting what they have learned into practice.

# Sprints

Sprints are a Python community tradition. It is a time when people who participate have the opportunity to interact and contribute together to improve open source projects with the presence of project maintainers.





## Lightning Talks

Moving away from the traditional model, the lightning talks are short, objective and spontaneous presentations made by the participants. A great opportunity to encourage dialogue and share experiences among people in the community.

## Open Space

It is an important way of interaction for the event, where anyone can open dynamic spaces for the exhibition and debate, without the need for a pre-established schedule.

## Kids Space

It is a space dedicated to children with the support of caregivers and entertainers. The goal is to provide a safe and fun place for children whose parents want to participate in the event.





# Job Fair

online e in person



To stimulate the development market, mainly for the Python community, Job Fair is the space for those who want to **hire, recruit and educate** to present and discover proposals and opportunities among professionals.

It's a great opportunity to bring the community closer to your company! In this space, partner companies can talk about:

- Culture
- Recruitment and Benefits
- Python use cases
- Why your company is considered as a technical reference



# Why sponsoring?



It is an opportunity to associate your brand with the community and its principles, stimulate technological development in South America, spread the Python language, value open and collaborative free software initiatives, meet people and state-of-the-art projects from the most varied areas and support the inclusion of minority groups in the technology community.

By sponsoring, your brand benefits from:

- Recruitment of highly engaged professionals
- Visibility in South America
- Network expansion
- Professional training
- Association with community values
- Encouraging minority groups in technology



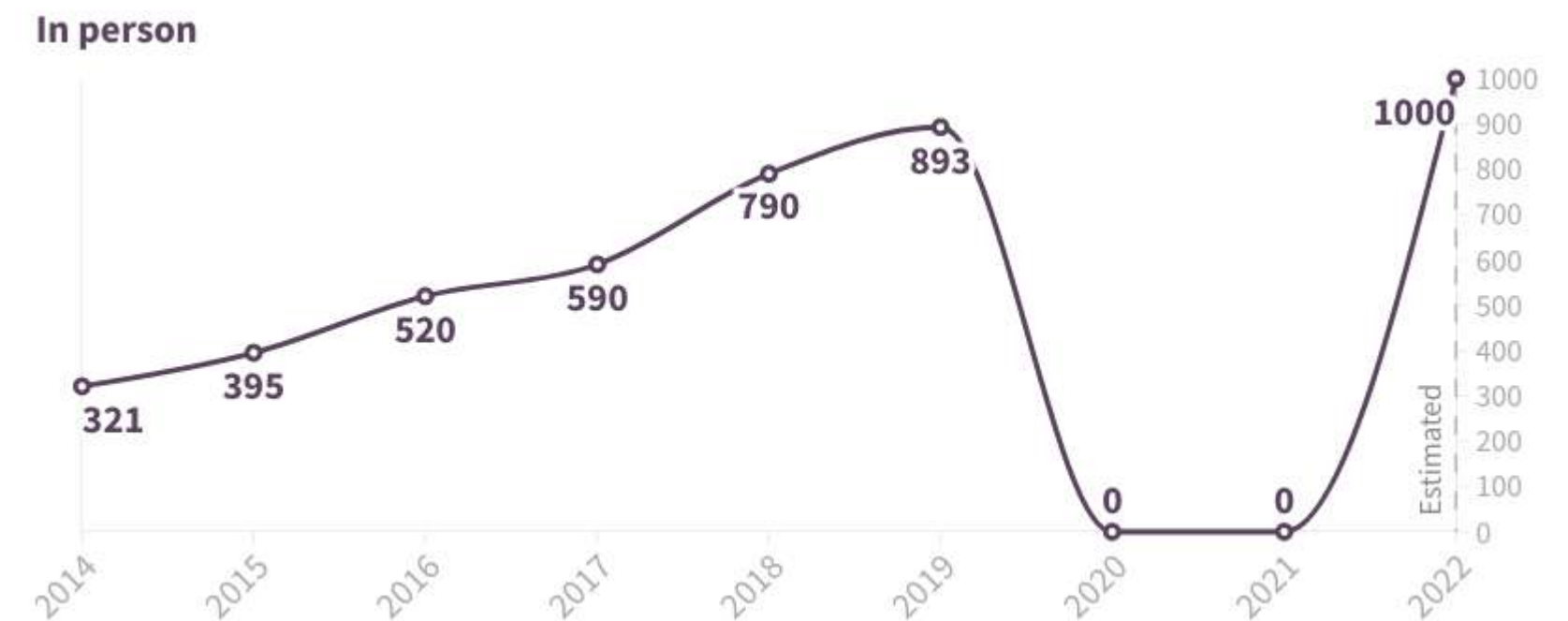
# Number of Participants

In continuous growth, the audience of the event becomes larger every year. In 2019, we reached the mark of 893 in-person registrations.

In 2020, the reach of the online edition was a record, with more than 2,000 registrations in the first 24 hours after the announcement and more than 4,000 people connected at the opening.

In 2021, the high presence remains. The event was held for a week for 6,078 registered participants and we had over 16,700 views on the first day.

In 2022, after two years with online editions, we expect to hold the largest Python Brazil with the hybrid model! We expect around 1000 in-person participants and 15,000 online participants.



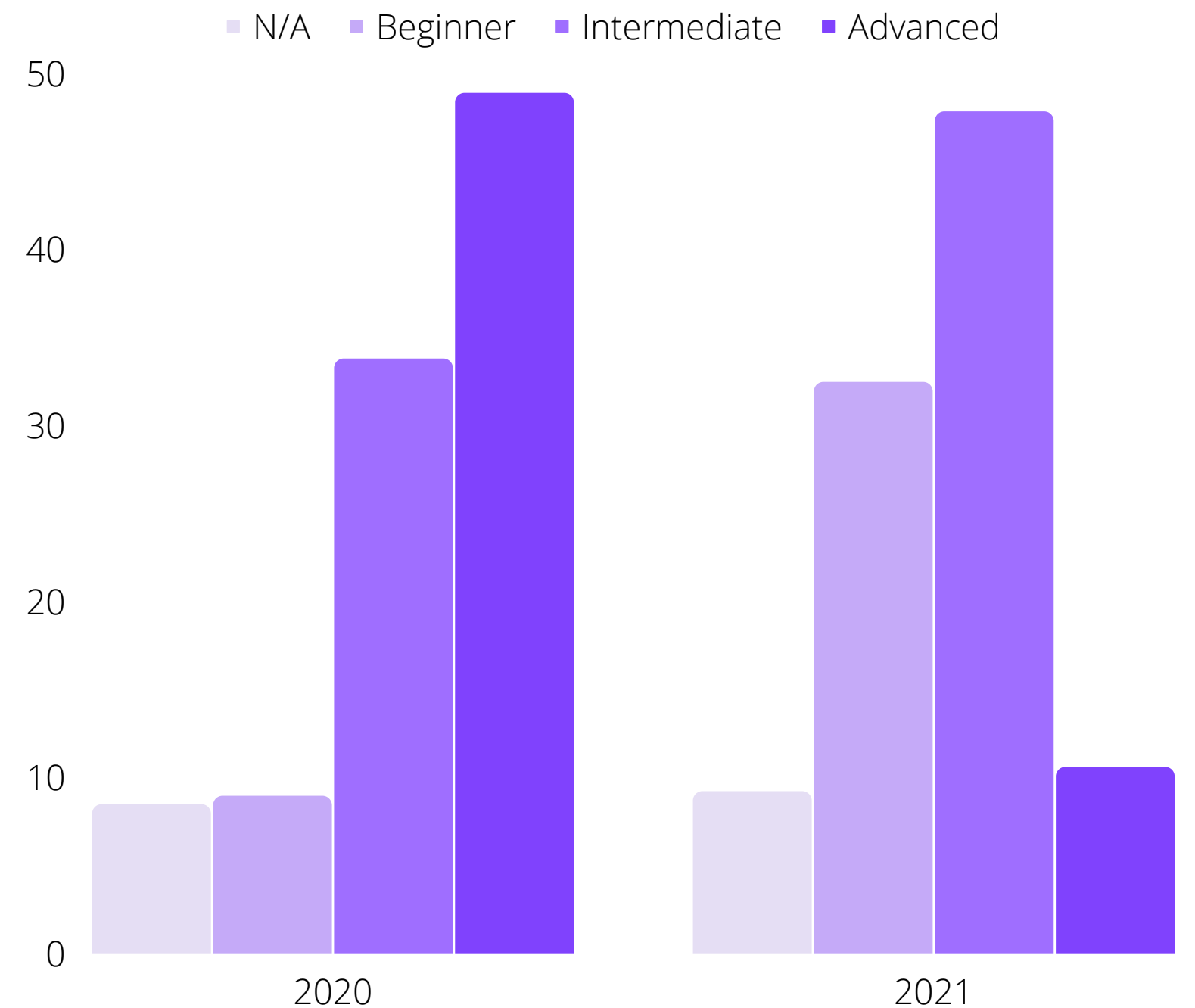


## Social Networks

Python Brasil's social networks also show continuous growth each year. On Twitter, Instagram and Facebook we have approximately 23.3, 23.3 and 28.3 thousand followers respectively.

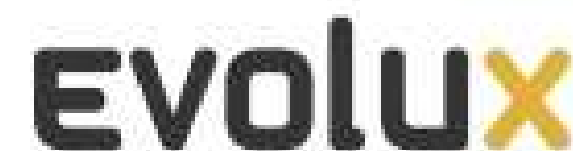
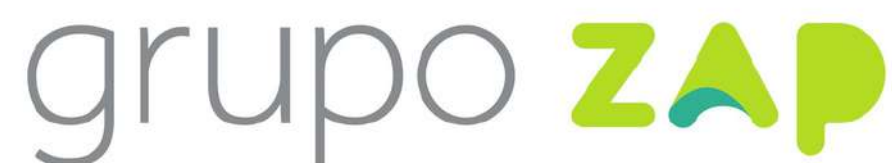
## Seniority

The seniority the participants varies each year. In 2020, our largest audiences were intermediate (33.8%) and advanced (48.8%) participants. In 2021, beginner (32.4%) and intermediate (47.8%) levels were the majority in the event.





Who sponsored?



# Sponsorship packages



# Comparative table

	Gold	Silver	Bronze	Cuprum
<b>Pricing</b>				
Package price	\$15500	\$10000	\$4000	\$900
<b>Availability</b>				
Number of packages available	1	4	8	5
<b>Tickets</b>				
Tickets for company employees	10	5	3	-
Social sponsorship (tickets for minority groups in the technology area)	15	10	5	-
<b>Brand Visibility</b>				
Logo on the event website	Yes	Yes	Yes	Yes
Event background logo for photo exhibition	Yes	Yes	Yes	Yes
Thanks at the beginning and end of each day	Yes	Yes	Yes	Yes
Brand exposure in printed banner material	Yes	Yes	Yes	No
Brand exposure in the interval between online talks	Yes	Yes	Yes	No
Brand exposure during the online talk exhibition	Yes	Yes	No	No
Brand exposure in institutional e-mail	Yes	Yes	No	No
Brand exposure on participant and organization credentials	Yes	Yes	No	No
Brand exposure on bags	Yes	No	No	No
Advertising video before in-person and online keynote (30 seconds)	Yes	No	No	No
<b>Direct Marketing</b>				
Add gifts or products to participant bags	Yes	Yes	Yes	No
Gift giveaways on stage	Yes	No	No	No
Sending email to participants	Yes	No	No	No
<b>Communication</b>				
Cards for Twitter, Instagram and Facebook (140 characters)	3 cards	3 cards	2 card	1 card
Videos for Twitter, Instagram and Facebook (30 seconds)	2 card	1 card	No	No
<b>Recruitment</b>				
In-person Job Fair (50 minutes per session )	2 sessions	2 sessions	1 session	No
Online Job Fair	1 session/day - 2h	1 session/day - 1h	1 single 1h session on 1 day of the event	No
Job postings on Twitter, Instagram and Facebook	3 posts	No	No	No
<b>Interaction with participants</b>				
Booth in the main hall (in front of the talks and keynotes halls)	Yes	Yes	No	No



## Contact

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