



**August 23rd, 2019**

# Sponsorship Prospectus

# DETAILS



## Date:

August 23, 2019

## Venue:

Online

## Attendees:

150-200+ professionals in business development, QA, engineering, operations, students, professors

## Why sponsor:

Recruit new talent, show off your products, brand recognition and awareness, meet community and professional influencers

## All tickets include:

Exclusive access to recordings (up to 3-months after conference), ability to ask questions during the talks, exclusive access to all the speakers via group and private messages, direct access to all the participants via online chat, ability to cast your vote for next year's conference topics, plus your donation supports the Python Software Foundation!

## Website:

<https://2019.indypy.org/webconf>

## Contact us:

[info@indypy.org](mailto:info@indypy.org)

# FORMAT



IndyPy is a 501(c)(3) through the Python Software Foundation (the PSF). The IndyPy Conf series are technical conferences covering topics from automation, testing, security, and organization culture. The Python Web Conf will focus on topics such as Django, Plone, Flask, Pyramid, microframeworks, REST APIs and more.

## Talk format

There will be an opening session, followed directly by a keynote presentation. After the keynote, talks will be split in 3 tracks until lunch. Over lunch will be a panel discussion. After lunch, talks will be split in 3 tracks again until 4:30pm. At 4:30pm, there will be closing remarks.

## Talk timing

Opening remarks - 10 minutes  
Keynote - 30 minutes  
Multi-track talks - 45 minutes\*  
Closing remarks - 10 minutes  
\*unless otherwise noted

## Hallway track

There will a Zoom room dedicated to discussion outside of the presentations to discuss topics from presentations, ask additional questions, and network. We encourage sponsors to further talk with attendees outside of sessions to get the most ROI.

## Code of Conduct

All attendees, speakers, sponsors, and volunteers at Python Web Conf are required to follow the Code of Conduct. This can be found at: <https://2019.indypy.org/webconf/code-of-conduct/>

# STATS



2019 marks the first Python Web Conf, however, IndyPy has successfully presented the Pythology Conference series from 2013-2018. Over 1,000 attendees have participate in the Pythology series. In 2019, Pythology was rebranded to the IndyPy Conf series, with each event focusing on a certain topic within Python (March - IndyPy Automate Conf, August - Python Web Conf, October - PyData Indy).

We are working to get more meaningful attendee demographics. If there is a stat you'd like to see in the future, please let us know at [info@indypy.org](mailto:info@indypy.org).

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## **Job Titles:**

Attendee job titles included Founder, CTO, Senior Systems Engineer, QA, Data Scientist, Software Developer, Consultant, Account Specialist, Student.

## **Companies:**

Attendees come from top banks, Fortune 500 companies, engineering companies, major universities, marketplaces, consulting firms, local governments, car manufacturers and financial services.

## **Representation:**

Attendees represent startups, industry leading brands, local universities and coding academies, and Python users.

## **Location:**

Attendees hail from cities like Indianapolis, Carmel, Fishers, Greenfield, Greenwood, Bloomington, Columbus, Cleveland, Lexington, and Chicago.

## **Attendance:**

For the Python Web Conf, we expect to see 100-150+ attendees.

# LEVELS



## DIGITAL ADVERTISING

- Mention in the announcement emails
- Mention in the recap email
- Logo on landing webpage
- Sponsor recognition in all advertising
- Sponsor logo on YouTube bumpers

**SILVER (X10)** \$500      **GOLD (X4)** \$1,000      **PLATINUM (X2)** \$2,500      **DIAMOND (X1)** \$5,000

×	×	×	×
×	×	×	×
<b>SMALL</b>	<b>MEDIUM</b>	<b>LARGE</b>	<b>LARGEST</b>
		×	×
			×

## DAY-OF ADVERTISING

- Free tickets to event
- Logo on slideshow between talks
- Provide stickers for swag mailing
- Slack ad (total throughout day)
- (1) 3-min. promo video added to playlist
- Branding on Hallway/Networking room

<b>2</b>	<b>4</b>	<b>6</b>	<b>8</b>
<b>SMALL</b>	<b>MEDIUM</b>	<b>LARGE</b>	<b>LARGEST</b>
×	×	×	×
	<b>2</b>	<b>3</b>	<b>5</b>
		×	×
			×

**To sponsor or for more information, please contact: [info@IndyPy.org](mailto:info@IndyPy.org)**

# FAQ



## Can I sponsor a talk?

No. Sponsors' employees and clients are welcome to submit speaking proposals for consideration, but are not guaranteed to be selected.

## Can I commit to a sponsorship but pay closer to the conference?

Yes. However, IndyPy will not list your organization on the website or in any marketing materials until the sponsorship fees are paid in full. Sponsorships are first-come, first-serve based on when payment is received, so IndyPy will not guarantee availability.

## Can I get a list of attendee information?

No. Although sponsor logos and information will be included in marketing emails, IndyPy will not send out emails on behalf of sponsors. IndyPy will not share any contact information about attendees.

## Count us in! What's next?

Please fill out page 7 of the sponsorship prospectus and email it to: [info@indypy.org](mailto:info@indypy.org). Please pay for the sponsorship at: [bit.ly/IndyPyDonate](https://bit.ly/IndyPyDonate). Your sponsorship benefits will not begin until payment is received. In addition to payment, please send us your company logo (hi-res, preferably an .eps or .ai file), URL/landing page, and 200 character blurb about your company. Please send your handles for Facebook and Twitter.

## What are the logistics?

Approximately a month before the event, you will receive information about: date, times, tickets (if applicable), logistics, etc. If you need information sooner, please email [info@indypy.org](mailto:info@indypy.org) for details.

# CONTRACT



This agreement is between the Organizers of Python Web Conf 2019 (hereafter "Python Web Conf") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of Python Web Conf 2019 held August 23, 2019.

## Description of benefits and sponsor obligations:

**Registration.** Diamond sponsors will receive (8) complimentary tickets valued at \$400. Platinum sponsors will receive (6) complimentary tickets valued at \$300. Gold sponsors will receive (4) complimentary tickets valued at \$200. Silver sponsors will receive (2) complimentary tickets valued at \$100.

**Logo in marketing materials, emails.** Sponsor logos will be included in announcement/recap emails to organizations and event banner(s) on Slack.

**Logo on website.** Sponsor logos and link to company website or landing page will be posted on the Python Web Conf website.

**Sponsorship costs.** Diamond sponsorships are priced at \$5,000 USD. Platinum sponsorships are priced at \$2,500 USD. Gold sponsorships are priced at \$1,000 USD. Silver sponsorships are priced at \$500 USD.

**Sponsor payment.** Sponsors agree to pay the full sponsorship fee by Monday, August 12th, 2019. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that require event cancellation.

**Code of Conduct.** All sponsor attendees and marketing materials must adhere to the Code of Conduct (CoC) established for this event. If an attendee violates the CoC, the organizers may request the attendee to leave. If the marketing materials violate the CoC, the sponsor will be asked to remove them immediately.

**Intellectual property.** Any conference content, including but not limited to photos, videos, slides, or papers are considered property of Python Web Conf and shall not be posted or disseminated without credit given to website or social handles or other written approval from organizers.

**Indemnification.** Both Python Web Conf and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

**Complete agreement.** This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

## Sponsors

Sponsorship type:  Title  Diamond  Platinum  Gold

Sponsor Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Full Printed Name: \_\_\_\_\_

## Python Web Conf

Signature: \_\_\_\_\_ Full Printed Name: \_\_\_\_\_

Please complete payment here: [bit.ly/IndyPyDonate](https://bit.ly/IndyPyDonate)

If you require an invoice or other documentation, please contact [info@indypy.org](mailto:info@indypy.org)