



# PyData

*Barcelona 2017*

## SPONSORSHIP Prospectus

# What is PyData?

## EVENTS

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PyData brings together both users and developers of open-source data analysis tools, from Python, R, and Julia to share ideas and learn from each other. The goals are to provide data science enthusiasts across various domains a place to discuss how best to apply languages and tools to the challenges of data management, processing, analytics, and visualisation. **In 2016, over 3,500 people attended a PyData event!**



## COMMUNITY

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PyData is organised by NumFOCUS, a 501(c)(3) public charity working to promote and support the ongoing research and development of open-source scientific data tools through educational, community, and public channels. Proceeds from PyData help NumFOCUS to support the community through project fiscal sponsorship, Women in Technology initiatives, project grants, diversity and student scholarships, and the John Hunter Technology Fellowship. **Our YouTube channel, PyData TV, has over 16,000 subscribers, our PyData Twitter has 12.8K followers, and over 18,000 people participate in 36 local meet up chapters around the world!**

## DIVERSITY

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**Our diversity programs have allowed us to extend over 360 scholarships**, partner with organisations on outreach efforts, and hold Women in Technology workshops in conjunction with our larger PyData events. This workshops, targeted to high school girls, and made possible through NumFOCUS and the generosity of corporate sponsors, increase awareness and excitement around opportunities for women in the field of data science. PyData also has a [code of conduct](#) to help make to a welcoming and friendly event.

# About PyData BCN

## WHO'S BEHIND

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PyData BCN's local committee is composed of PyBCN and PyLadies BCN members and organisers, some also members of other groups and communities like, for example, DataBeers BCN.

The local committee members are:

- Eloi Puertas, Chair of Program committee.
- Daniel Abad, Chair of Hotels and Venues committee.
- Natàlia Padilla, Chair of Printing committee.
- Ignasi Fosch, Chair of Sponsorship.
- Laura Pérez Mayos.
- Gabriel de Maeztu.
- Josep Martínez.
- Christine Doig.
- Rubén Berenguel.
- Miquel Camprodon.
- David Arcos.

The event is also coordinated remotely by NumFOCUS crew.

## PAST EXPERIENCE

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The local committee provides a broad experience in organising events: Tons of sessions in different groups, Coding Dojos, DataBeers, and many different events, like the PyDay celebrated in Barcelona in September 2016.

## WHEN

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The current goal dates are in late Spring 2017.

Currently, the local committee is looking for an appropriate venue to hold the audience goal of 300 attendees, being a reasonable point in the range 250 and 400 attendees for other PyData events. For reference, PyData Madrid 2016 had 213 attendees.



# Interested in becoming a sponsor?

## SPONSORSHIP LEVELS

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The first paragraph on the following page depicts the sponsorship levels defined for PyData BCN.

PyData BCN is an enterprise level event designed for a broad audience. Sponsorship levels include both tickets for employees and scholarships on sponsor's name.

## PAYMENT

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Although the prices for the sponsorship levels are specified in EUR, the payments will be accepted only in USD.

## ABOUT OPTIONS

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The second table in the following page details additional options that can be added to any level. The numbers in parenthesis correspond to how many are needed for the event.

## VENUE HOST

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The Venue Host Sponsorship level is specifically defined for a Diamond-like Sponsor covering the venue, catering, and Internet connection, during all the days of the event.

This has some special perks, like becoming Platinum Sponsor in another PyData event, and special recognition on NumFOCUS webpage, and, optionally, holding a recruiting event during the conference.

## REQUIRED SPONSORS

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In order to ensure the viability of the event, NumFOCUS sets the minimum amount of sponsors to 3 Gold level ones, or higher.

## CONTACT US

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For any question related to the sponsorships, you can contact to [pydatabcn.sponsorship@pydata.org](mailto:pydatabcn.sponsorship@pydata.org)



# Sponsorship Opportunities

BENEFITS		Venue Host	Diamond	Platinum	Gold	Silver	Bronze	Supporting
	Price	See Above	13000 EUR	7000 EUR	3600 EUR	2400 EUR	1200 EUR	600 EUR
Conference Passes		10	10	6	4	3	2	1
Diversity Scholarship awarded in your name		5	5	3	2	1		
Branding								
Logo & description on website		•	•	•	•	•	•	•
Logo on schedules		•	•	•	•			
Logo on T-shirt		•	•	•	•	•		
Custom banner		•	•	•				
Banner on stage during keynote		•	•					
Logo on conference videos		•	•					
Prominent logo placement on website		•	•					
Engagement								
Booth space		2 large	2 large	large	large	small		
Sponsor talk or tutorial		•	•	•				
Acknowledgement								
Sponsor Tweet		•	•	•	•	•	•	•
On-stage acknowledgement		•	•	•				
Logo on sponsor banner		•	•	•	•	•	•	•

## Additional Options & Add-Ons

Video Sponsor (1)	Logo on opening slide frame	5000 EUR
Sprint Sponsor (1)	Signage and company present at sprints	2500 EUR
Drinks’N Data Sponsor (2)	Host the evening social event	3000 EUR
Badge Sponsor (1)	Logo on attendee badges	1000 EUR
Lanyard Sponsor (1)	Logo and text on lanyards	1000 EUR



# What PyData attendees are saying...

**“My favourite annual conference! Learned a ton, great networking, and very applicable learnings.”**

- James B., Data Scientist

**“PyData was a great way for me to meet the strong community that is behind data analytics using Python. It’s a conference packed with learning about techniques as well as the bleeding edge open source tools that the community is building to push forward as a whole.”**

- Kevin Y., Data Engineer

## Contact Us

Contact us with any questions regarding PyData BCN at [pydatabcn.info@pydata.org](mailto:pydatabcn.info@pydata.org) or at [admin@pydata.org](mailto:admin@pydata.org).

