



## PyData Berlin 2014 Sponsorship Prospectus

PyData is a three-day event where data science professionals, in both academia and enterprise, come together to discuss the challenges and management of data using Python. The community-led conferences are dedicated to providing a place for Python enthusiasts to share ideas and learn from each other, especially with respect to topics of data analytics, processing and visualization.

In 2 years PyData has grown from a workshop in Mountain View, CA, attended by 40 people, to 4 conferences a year with a total attendance of over 1,500. During this time, sold-out crowds in Santa Clara, Boston, New York City and London have participated in PyData tutorials, workshops and talks presented by prominent individuals in the Python data science community.

PyData Berlin 2014 will take place at the BCC, 25-27 July, in partnership with EuroPython. **ALL SPONSORS OF EUROPYTHON WILL RECEIVE 30% OFF OF PYDATA SPONSORSHIPS.**

### Benefits of Sponsoring PyData

PyData Sponsorship has many benefits including positioning your company at the forefront of the open-source Python data community. Your sponsorship supports the language and its tools through the knowledge sharing and educational opportunities found at PyData events.

- **Recruiting** - PyData's attendees include data scientists, developers, software engineers, data analysts, researchers, product architects, postdocs and graduate students. PyData is the place to find top data professionals. Recruiting opportunities consist of posting on the PyData Job Board, having an exhibition space, participating in our Job Fair, and the opportunity to host your own recruiting event or workshop.
- **Marketing** - PyData is a great place to demo your products and services. Your exhibition space or sponsor workshop provides an excellent platform to educate industry experts on your latest tools and to receive valuable feedback.
- **Community and Diversity** - Your generous support allows PyData to offer financial assistance and discount codes to local groups and organizations. It also assists in efforts to encourage diversity through outreach and scholarships.

PyData is organized by and all proceeds benefit the nonprofit [NumFOCUS](#). Proceeds are used for the continued development of open-source tools used by data scientists. Programs of NumFOCUS include: Women in Technology Initiatives, the John Hunter Technical Fellowship, conference scholarships, research and development of open-source projects, grants and promotional support.

Our past conference websites as well as the [PyData Berlin](http://pydata.org/) site can be found by visiting <http://pydata.org/>. If you would like additional information on sponsorship, please contact us at: [admin@pydata.org](mailto:admin@pydata.org).

## Sponsorship Levels

Diamond	\$25000	<ul style="list-style-type: none"> <li>• Logo on website under PyData logo</li> <li>• Logo and link on website under Diamond Sponsor</li> <li>• Company description on website</li> <li>• Logo on all program schedules</li> <li>• Logo on conference banner</li> <li>• 1 Sponsor workshop during Tutorials</li> <li>• Booth/Exhibit space in conference common area</li> <li>• Opportunity to provide swag at registration</li> <li>• Company brochure provided at registration</li> <li>• Access to attendee list</li> <li>• Joint press release highlighting the sponsor</li> <li>• Blog post interview</li> <li>• 12x2 banner or equivalent display (if provided) in main conference area</li> <li>• Job listing on the PyData 2014 Job Board</li> <li>• Booth/Table at PyData's Job Fair</li> <li>• 10 conference passes</li> </ul>
Platinum	\$15000	<ul style="list-style-type: none"> <li>• Logo and link on website under Platinum Sponsorship</li> <li>• Company description on website</li> <li>• Logo on all program schedules</li> <li>• Logo on conference banner</li> <li>• Access to attendee list</li> <li>• Name included in press release and event social media campaigns</li> <li>• Blog post interview</li> <li>• Company brochure (if provided) given at registration</li> <li>• Booth/Exhibit space in conference common area</li> <li>• 12x2 banner or equivalent displays (if provided), in common area</li> <li>• Job listing on the PyData 2014 Job Board</li> <li>• Booth/Table at PyData's Job Fair</li> <li>• 8 passes to the conference</li> </ul>
Gold	\$7000	<ul style="list-style-type: none"> <li>• Logo and link on website under Gold Sponsor</li> <li>• Company description on website</li> </ul>

		<ul style="list-style-type: none"> <li>• Logo on all program schedules</li> <li>• Logo on conference banner</li> <li>• Name included in press release and event social media campaigns</li> <li>• Access to attendee list</li> <li>• Booth/Exhibit space in conference common area</li> <li>• 9x2 banner or equivalent displays (if provided), in common area</li> <li>• Job listing on the PyData 2014 Job Board</li> <li>• Booth/Table at PyData's Job Fair</li> <li>• 6 passes to the conference</li> </ul>
Sponsor Workshop	\$1500	<ul style="list-style-type: none"> <li>• Provides a 90 minute slot during tutorials</li> <li>• Registration for attendees will be free</li> <li>• This is an excellent method for doing in depth product tours, how to's or introducing new libraries, frameworks or offerings</li> <li>• Can be added to other packages</li> </ul>
Lanyard	\$1500	<ul style="list-style-type: none"> <li>• Logo and text on lanyard</li> <li>• 2 passes to conference</li> <li>• Can be added to other packages</li> </ul>
Silver	\$3000	<ul style="list-style-type: none"> <li>• Logo and link on website under Silver Sponsor</li> <li>• Company description on website</li> <li>• Logo on conference banner</li> <li>• Booth/Exhibit space in conference common area</li> <li>• Job listing on the PyData Job Board</li> <li>• Booth/Table at PyData's Job Fair</li> <li>• 4 passes to the conference</li> </ul>
Supporting	\$1500	<ul style="list-style-type: none"> <li>• (For individuals and start-up businesses)</li> <li>• Logo and link visibility on the website under Supporting Sponsor</li> <li>• Company description on website</li> <li>• Logo on conference banner</li> <li>• Booth/Exhibit space in conference common area</li> <li>• Table at PyData's Job Fair</li> <li>• 2 conference passes</li> </ul>
Media		<ul style="list-style-type: none"> <li>• Logo and link visibility on the website under Media Sponsor</li> <li>• Company description on website</li> </ul>

		<ul style="list-style-type: none"><li>• Conference interviews as requested</li><li>• 1 press pass per each journalist attending conference</li></ul>
Community		Organizations in the Python Data community supporting PyData events through promotions, volunteers and community support.
Diversity Scholarship	\$500	Logo and link visibility on the website as a Diversity Scholarship Sponsor.