

SPONSORSHIP PROSPECTUS

2018

# What is PyData?



**PyData provides a forum for the international community of users and developers of data analysis tools to share ideas and learn from one another.**

We aim to be an **accessible, community-driven conference**, with novice to advanced level presentations. PyData talks and tutorials cover the latest project features along with cutting-edge use cases.

The global PyData network promotes discussion of best practices, new approaches, and emerging technologies for data management, processing, analytics, and visualization. PyData communities **approach data science using many languages**, including (but not limited to) Python, Julia, and R.

## Frequent Topics

- Machine Learning
- Artificial Intelligence
- Predictive Modeling
- Data Mining
- Natural Language Processing
- Probabilistic Programming

“I like PyData because it is **very community driven** and the talks are geared to people working in industry.”

—PyData Seattle Attendee

# Connecting the Data Community



**PyData connects tens of thousands of users and developers of data analysis tools through educational, community, and public channels.**

Talks given at PyData conferences are recorded and shared publicly via our Youtube channel, which has over 35k subscribers, 1.7M views, and over 1100 videos.

PyData is more than a conference series—it is also a global network of local meetups. The PyData meetup community boasts over 50k members in 73 chapters across 33 countries.



## 2017 Stats



**Conferences:**  
3500 Attendees | 330 Speakers



**Meetups:**  
50k members | 73 chapters | 33 countries



**Twitter:**  
22k followers



**Youtube:**  
35k subscribers | 1.7M views | 1100 videos

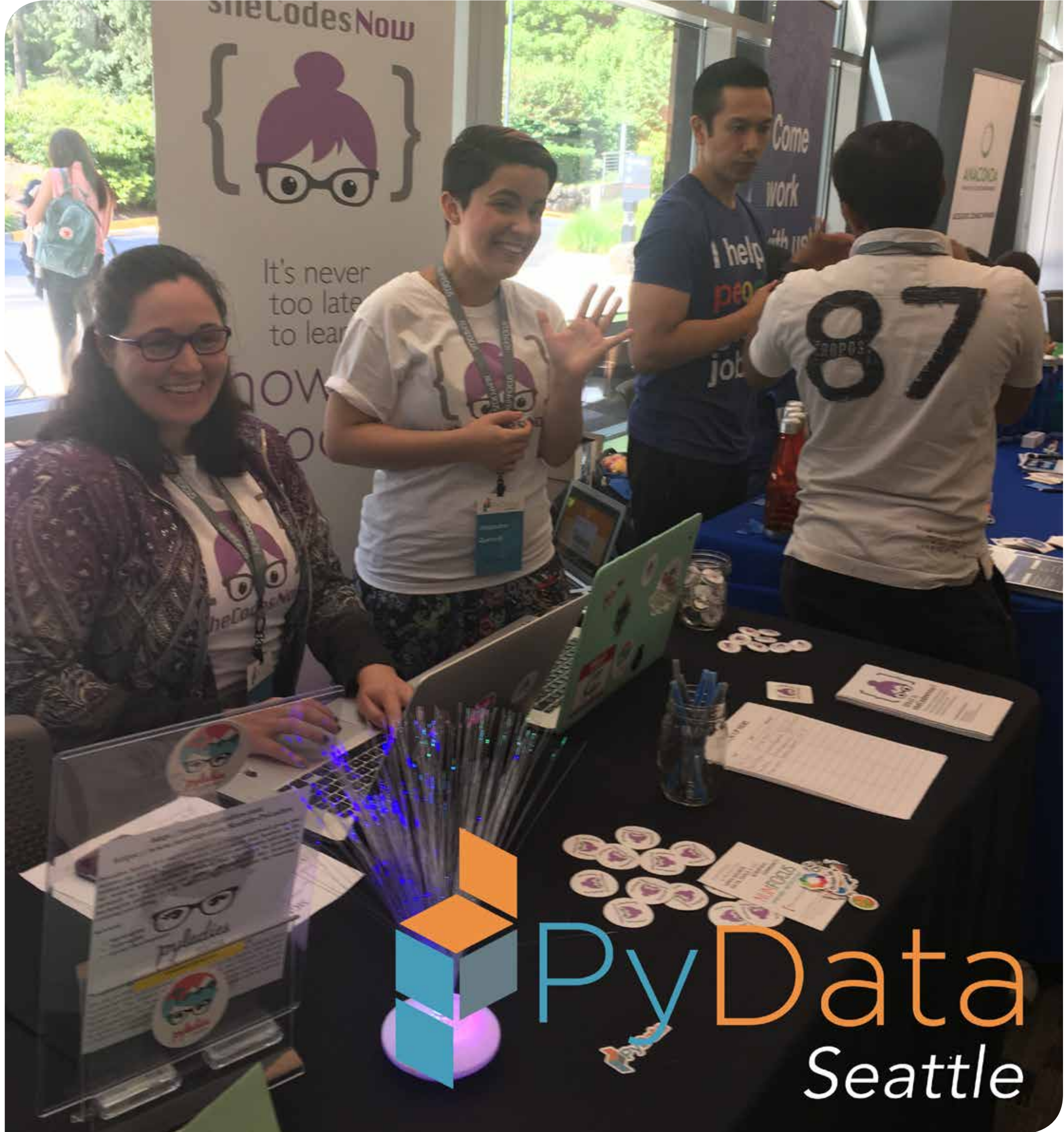
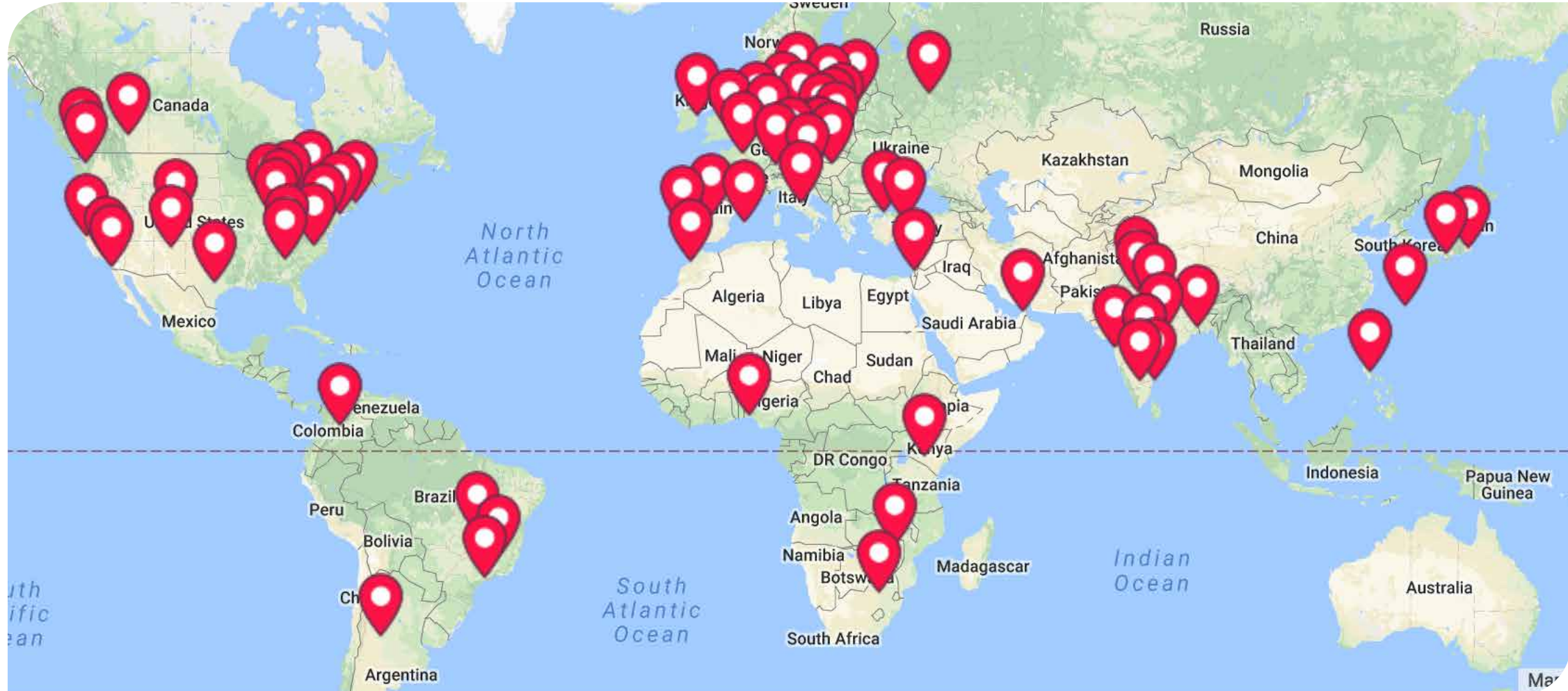
# Event Locations

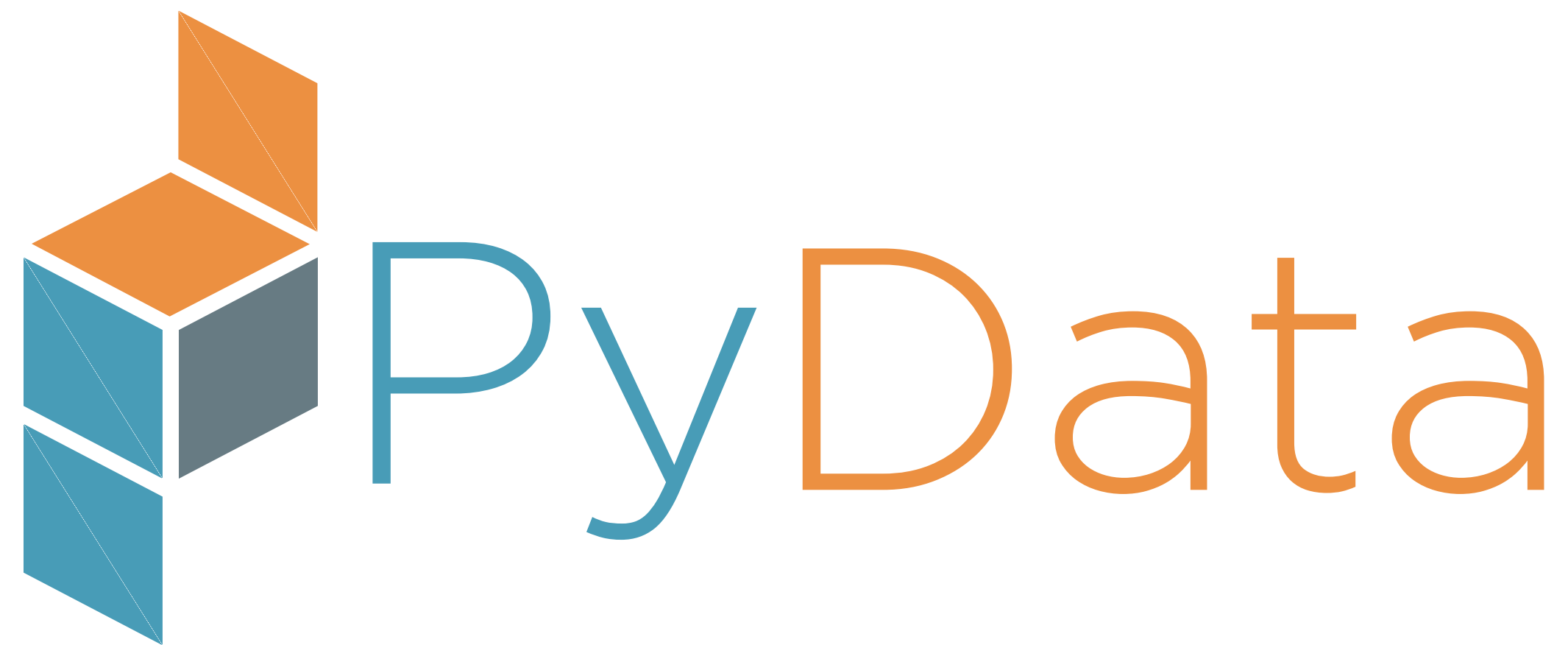


A local conference - a global community.

Florence  
Amsterdam  
Barcelona  
Berlin  
London  
Paris

New York  
Seattle  
Warsaw  
San Luis  
Washington, D.C.





An educational  
program of

**NUMFOCUS**  
OPEN CODE = BETTER SCIENCE

PyData is the flagship educational program of NumFOCUS, a 501 (c) (3) public charity in the United States. Proceeds from PyData help to fund programs and activities that support the NumFOCUS mission.

## Better tools to build a better world.

From Netflix to NASA, researchers use NumFOCUS-supported open source tools to solve the world's most challenging problems.

Learn about our corporate partnership program at [numfocus.org](https://numfocus.org)

“The **NumFOCUS** toolkit is indispensable to a data scientist.”

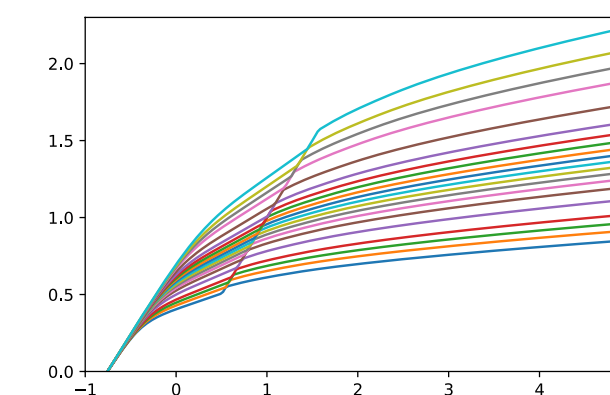
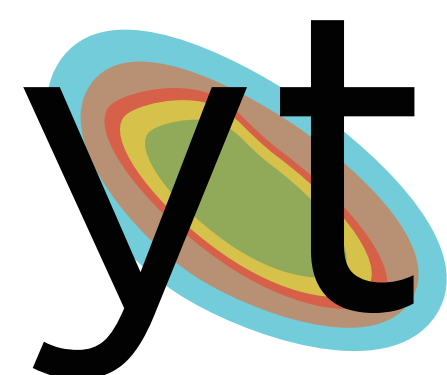
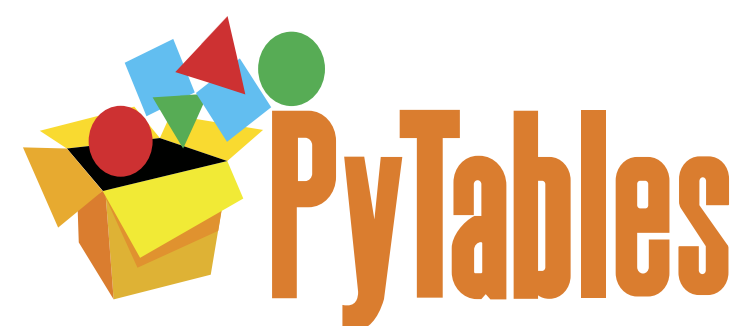
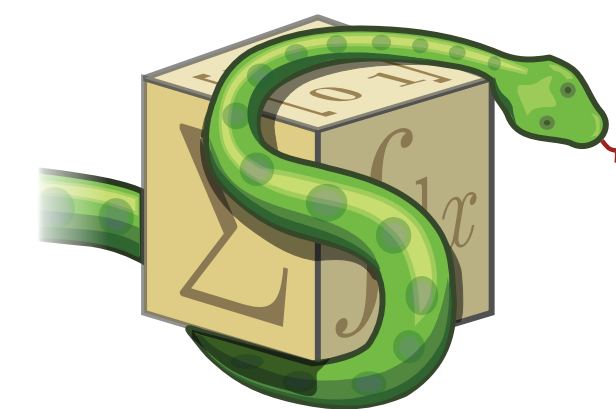
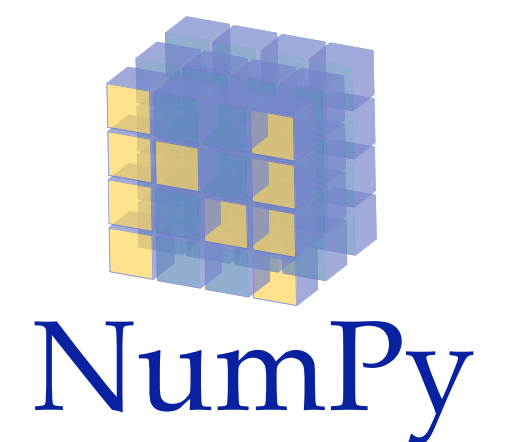
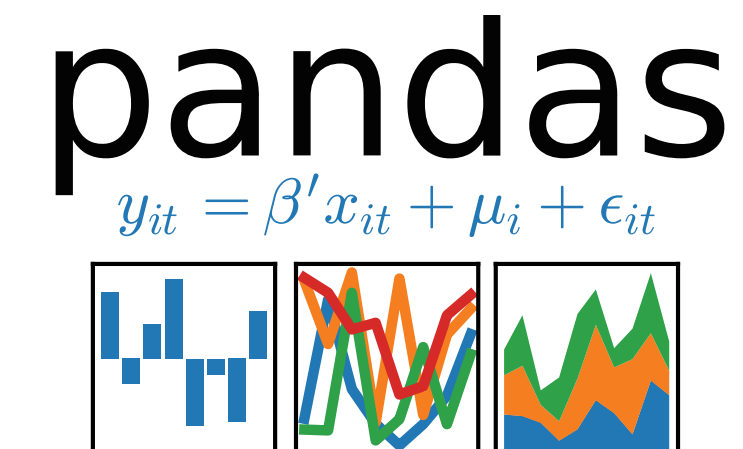
—Jim Garrison, **NumFOCUS**  
Supporting Member

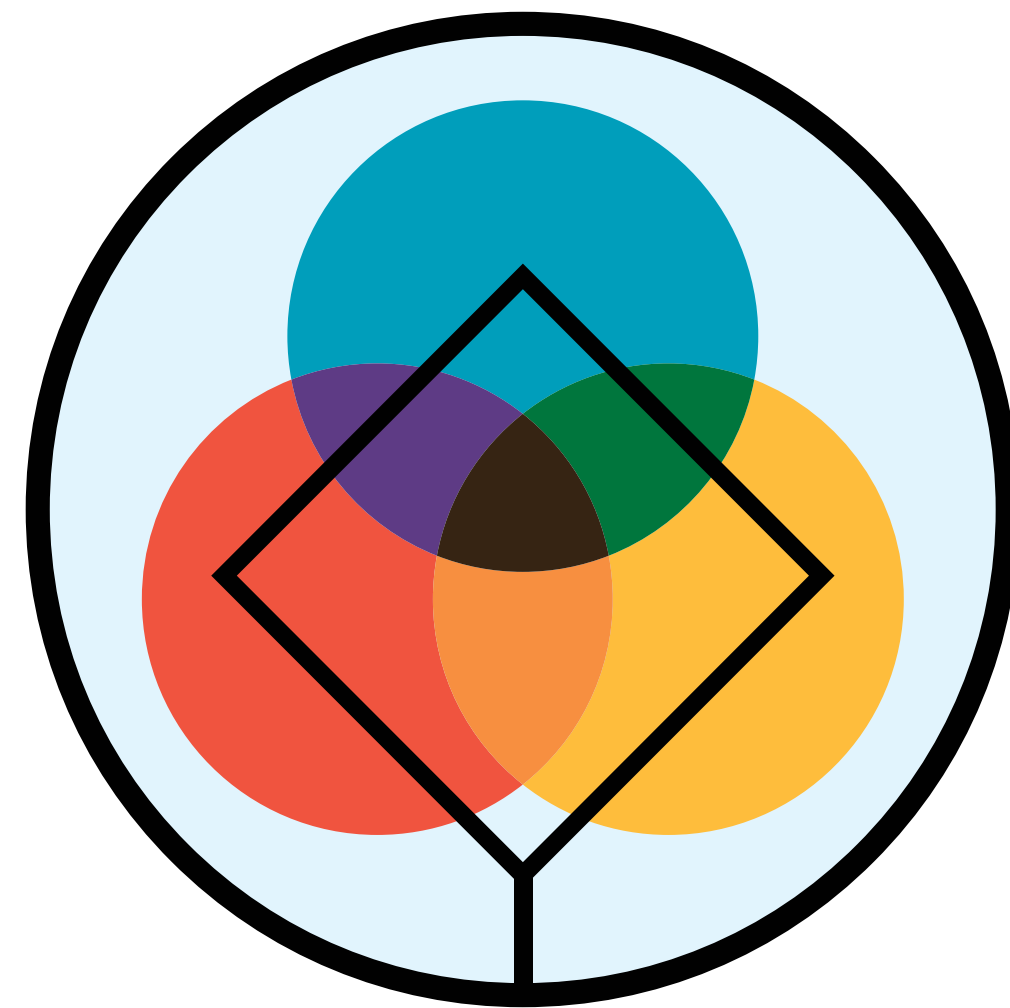
# NumFOCUS supports and sustains the software foundations of science

NumFOCUS provides a stable, independent, and professional home for open source projects in data science and scientific computing. Our sponsored projects include foundational data science tools such as **Jupyter**, **pandas**, and **NumPy**.

# NUMFOCUS

OPEN CODE = BETTER SCIENCE





## DISC

Diversity and Inclusion in  
Scientific Computing

The NumFOCUS **Diversity & Inclusion in Scientific Computing (DISC)** program has allowed us to extend over 165 PyData scholarships to participants who otherwise would not have been able to attend. We partner with organizations like PyLadies, Women in Big Data, ChickTech, and SheCodesNow on outreach efforts to women in scientific computing and data science.

We also co-locate DISC educational events with PyData conferences to promote **increased participation from underrepresented groups** in the PyData community and **learning opportunities** for PyData participants who want to support a more **welcoming, diverse, and inclusive community**.

“The events not only attract **diverse, high-quality speakers** and **motivated contributors**, they also cultivate an environment where everyone feels equally approachable.”

—Rebecca Bilbro, **Data Scientist and PyData Speaker**

# What PyData attendees Are Saying



“PyData NYC was a very exciting conference. It was truly inspirational to connect with such a welcoming community and to see in action the amazing tools that people are building for data scientists.”

—**Brian K., Data Scientist**

“What I like best about PyData conferences is the way that as you move from session to session, instructors become audience members, audience members become presenters, and keynote speakers stop to catch up with you over coffee.”

—**Rebecca Bilbro, Data Scientist and PyData Speaker**

“PyData is the best place I’ve found to talk with other people about what they’re actually doing with Python.”

—**Dane Stuckel, Rodeo IDE Developer, Yhat (Sponsor)**



# 2017 Sponsors

PYDATA HOSTS	Gold	Silver			Supporting
<b>Bloomberg</b>	AHL Partners LLP	Allegro Tech	foodora	Pivigo	Amazon
<b>Microsoft</b>	Caserta	Ancud IT	GetYourGuide	PluralSight	Finai
VENUE SPONSORS	Eneco	BigData Republic	H2O.ai	Python Software Foundation	Google
<b>Booking.com</b>	Fundación Sadosky	Cambridge Spark	Instituto de Matemática Aplicada San Luis	Qubole	Kernel Analytics
<b>ESADE</b>	Galvanize	Capital One	JetBrains	TextKernel	KSchool
<b>Diamond</b>	Indeed	Codilime	Kiwi.com	The D.E. Shaw Group	Lead Ratings
TD Ameritrade	letgo	Container Labs	Lingaro	Thoughtworks	Nethone
Platinum	Nuon	DAT Solutions	McKinsey & Company	TrustYou	Onna
Bonsai	Samsung	DataScience.com	Metis	Zeitgold	Oracle
Crux Informatics	Unbelievable Machine Company	Devex	National Geospatial-Intelligence Agency		Recursion
eBay Tech Berlin	Universidad Nacional de San Luis	Elasticiti	NFQ		Pharmaceuticals
GoDataDriven		Endava	OLX Group		SIDIU
J.P. Morgan		FlixBus	Optiver		StickerMule
KPN					Twenty Billion Neurons
Two Sigma					Universidad Nacional Guillermo Brow
					Zero Labs

# Sponsor Packages

	<b>DIAMOND</b> \$5,000 USD	<b>PLATINUM</b> \$3,500 USD	<b>GOLD</b> \$2,500 USD	<b>SILVER</b> \$1,500 USD
<b>Engagement</b>				
Sponsor Talk or Tutorial	✓	✓		
Access to Attendee List	✓	✓	✓	
Job Board Listing	✓	✓	✓	
Conference Passes	<b>10</b>	<b>6</b>	<b>3</b>	<b>2</b>
<b>Branding</b>				
Logo on Conference Videos	✓			
Banner on Stage during Keynote	✓			
Custom Banner	✓	✓		
Logo & Description on Website	✓	✓	✓	✓
Logo on T-Shirt	✓	✓	✓	✓
Logo on printed schedule	✓	✓	✓	✓
Diversity Scholarships awarded in your name	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>
Booth Space	<b>Two Large</b>	<b>Large</b>	<b>Large</b>	<b>Small</b>
<b>Acknowledgment</b>				
On-Stage Acknowledgement	✓	✓		
Logo on Sponsor Banner	✓	✓	✓	✓
Sponsor Tweet	✓	✓	✓	✓

# Host a PyData Event



**Host Sponsors** generously support the community by providing a venue or covering the cost of a venue, as well as covering the costs of catering, A/V and wifi.

**Venue Sponsors** generously support the community by providing a venue or covering the cost of a venue.

## PyData Host Benefits

Benefits at this level include all Diamond Level benefits, plus:

- Top Billing for all Diamond Branding benefits (“Hosted by Your Company”)
- Option of holding a recruiting event
- Recognition on the NumFOCUS website, and
- Platinum sponsorship of another PyData event.

## Venue Sponsor Benefits

Benefits at this level include all Platinum Level benefits, plus:

- Top Billing for all Platinum Branding benefits (“Presented by Your Company”)
- Option of holding a recruiting event
- Recognition on the NumFOCUS website, and
- Gold Level sponsorship of another PyData event

# Additional Options and Add-Ins



All sponsorships are considered donations and help fund NumFOCUS' public educational programs.

- **Job Board** (\$500 USD – Add-on Only)  
Your company's job listings on the event website and emailed out to all attendees. This is an included benefit at Gold Sponsor Level and above.
- **Diversity Sponsor** (\$500+ USD – Add-on Only)  
Provide additional funds to support travel and lodging for Diversity Scholarship recipients.
- **Social Event Sponsor** (\$1,500 USD + cost of social event)  
Host the evening social event. Limit 2 Social Event Sponsors per conference.
- **Video Sponsor** (at cost of video production)  
Your logo on the opening slide frame of all event videos. Videos hosted on PyData's Youtube channel, which has over 35k subscribers. Limit 1 Video Sponsor per event.
- **Supporting Sponsor** (\$1,500 USD)  
Benefits include 1 conference pass, your logo & description on the conference website and sponsor banner, and a sponsor tweet to PyData's 22k followers. Eligible for Job Board Add-On.
- **Badge Sponsor** (\$1,500 USD + cost of badges)  
Your logo on attendee badges. Limit 1 Badge Sponsor per event
- **Lanyard Sponsor** (\$1,500 USD plus cost of lanyards)  
Your logo on attendee lanyards. Limit 1 Lanyard Sponsor per event.

## Multiple Event Discounts

Sponsor one event at the standard rate, get 25% off your second event—and 50% off all additional events!

# 2018 Proposed Schedule



- PyData London — 27-29 April
- PyData Amsterdam — 25-27 May
- PyData Berlin — 6-8 July
- PyData Argentina — 1-2 October
- PyData New York City — 17-19 October
- PyData Los Angeles — 21-23 October
- PyData DC — 16-18 November
- PyData Warsaw — 19-20 November

## Contact us!

Questions regarding sponsorship?

[admin@pydata.org](mailto:admin@pydata.org)

