

PYCON PAKISTAN 2018

SPONSORSHIP PROPOSAL

Dear Sponsor,

You are cordially invited to be part of PyCon Pakistan 2018. After a successful Python conference last year, we are glad to open the invitations for 2018.

As an extension of PyCon International, Pakistan's PyCon connects local programmers, Python developers, students, and IT companies with the global Python community.

The event will host talks, tutorials and workshops, aimed at increasing participants' exposure to Python. PyCon will also serve as a platform to discuss how technology can be used for greater social impact.

The event will be a great opportunity to meet with and learn from engaging speakers, technologists and entrepreneurs; and showcase your brand.

Regards,

Organising Committee,
PyCon Pakistan



WHAT IS PYCON?

PyCon is an annual convention that brings together Python programmers, beginners, and technology enthusiasts so they can trade knowledge, skills, and their experience of working with the language.

PyCons aren't glorified soapboxes: they are vibrant meeting places with a focus on showing what can be done, instead of just talking about it. PyCons benefit both developers and non-technical managers, all while spreading awareness about a rapidly growing technology poised for the future.

WHY PYTHON?

THE FOURTH INDUSTRIAL REVOLUTION

According to the World Economic Forum, we're in the midst of the fourth industrial revolution. This revolution breaks the cyber-physical barrier and brings artificial intelligence, machine learning, and data science into the mainstream. Python is a language designed to take on this challenge. We're already seeing trends in its growing popularity, and as people in the business of IT we know well enough to follow the money.

For Pakistan and IT professionals around the world, Python represents a potent opportunity to help shape the future and stay relevant during the revolution.

BRINGING TOGETHER THE IT CROWD

We want to mainstream the conversation about the IEEE Spectrum's top programming language of 2017: Python. Python is now officially the world's most popular programming language and what that could mean for Pakistan is something to get excited about. Now is the time to raise awareness about this global shift, and start forging the links that can help our software professionals learn, collaborate, and stay competitive as the rest of the world moves away from slower technologies and outdated development frameworks.

THE FUTURE IS DATA

We're not in the business of fortune-telling but one thing is evident: the world is only going to generate more data, not less, in the future. Python is uniquely positioned to handle this pressure: it's innately suited to applications in artificial intelligence, machine learning, and data science—so what else can it do?

That's what we're going to find out, this October.





AN OVERVIEW: 2017

Pakistan had its first ever Python conference in 2017 - and it was a huge success! This was the year we began our Python community building efforts, arranged meet-ups, and galvanised the community for the local adoption and advancement of the world's most popular programming language.

Approximately 500 enthusiasts, including students and professionals, from across the country attended the one-day conference. They had the opportunity to listen to and interact with some of the brilliant minds from Pakistan and internationally.

We had some of the best speakers and industry leaders from the local as well as international community, who talked about diverse approaches to the language and conducted workshops. A major draw for the day were our keynote speakers: David Beazley, David Hettinger and Yasser Bashir.

The speakers shared great ideas and tips on unlocking the potential of Python--discussed their work and case studies explaining what Python can do to solve problems big and small.

The event was extensively covered in local media from pre-launch meetings to final day coverage, and widely appreciated by stakeholders of Pakistan's IT industry.

Find more about PyCon Pakistan 2017 on our [official website](#).

SPEAKERS' TESTIMONIALS

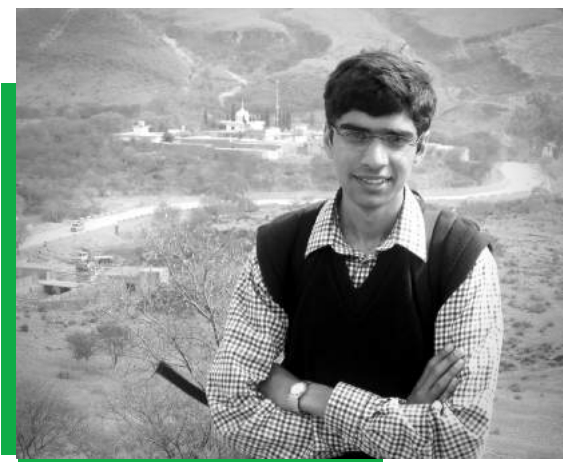


"I've been involved with Python for more than 20 years, and have always found it to have a highly enthusiastic and welcoming community...it was fun and an honor to speak at the first event."

David Beazley, Python guru, author of two books on Python & Python Software Foundation fellow since 2002

"Experience was amazing! I think for the first event of its kind in Pakistan, we had a lot of engagement, a lot of attendance and very high quality talks and tutorials as well. We had international talk from David Beazley and Raymond Hettinger; and there were very accomplished local speakers who shared their experience in Python."

Samar Haider, ML/NLP Researcher,
University of Engineering and Technology, Lahore



WHY SPONSOR PYCON?

We need your help to make PyCon a reality

A CONVERSATION WORTH FACILITATING

By some estimates, since 2000, Pakistan's IT industry has grown from \$20 million exports per year to \$2 billion per year⁸. This is tremendous growth but it's a long way from what the country needs.

PyCon Pakistan is an opportunity for technology companies and stakeholders to further nurture growth of the tech industry by collecting together industry insiders, professionals, and students on a single platform. By endorsing PyCon Pakistan, your organization sends a clear message that it is part of the vanguard for technology in Pakistan.

LOCAL FLAVOR, GLOBAL REACH

PyCon events are an annual occurrence around the world. The official PyCon Pakistan is already poised to attract attention. But beyond that, it will directly connect attendees to international professionals working on nimble, cutting-edge Python tech. These are ideas worth travelling for, right here in our own backyard.

CODE FOR GOOD

As Pakistan's gradually transitions towards a service sector economy, software becomes a viable way to earn more than just profits: PyCon Pakistan will give special priority to projects and talks that can provide demonstrable solutions to social problems.

SPONSORSHIP PACKAGES



Diamond Package

Rs 1,000,000

- Branding opportunity at the event
- Special mention on PyCon Pakistan displays, including Backdrop, Rollups, Media Wall
- Sponsor logo on printed materials
- Reserved space at the venue for marketing & promotion
- Opportunity to distribute company literature, giveaways & discount offers
- Invitation cards (10) for exclusive sponsor-invited guests
- Mention in event media coverage
- Sponsor's logo displayed on PyCon Pakistan's website, blog & social media
- Promotion on social media platforms
- Sponsor Projection /acknowledgement through hash tagging
- Interviews
- Online video promotion of the sponsor (120 sec)
- Branded t-shirts with your logo



Platinum Package

Rs 500,000

- Branding opportunity at the event
- Sponsor logo on PyCon Pakistan displays, including Backdrop, Rollups, Media Wall
- Sponsor logo on printed materials
- Stall space at the venue
- Opportunity to distribute company literature, giveaways & discount offers
- Invitation cards (5) for exclusive sponsor-invited guests
- Mention in event media coverage
- Sponsor's logo displayed on PyCon Pakistan's website.
- Promotion on social media platforms
- Sponsor Projection /acknowledgement through hash tagging
- Interviews
- Online video promotion of the sponsor (120 sec)

SPONSORSHIP PACKAGES



Gold Package

Rs 250,000

- Sponsor logo on PyCon Pakistan displays, including Backdrop, Rollups, Media Wall
- Sponsor logo on printed materials
- Stall space at the venue
- Opportunity to distribute company literature, giveaways & discount offers
- Invitation cards (2) for exclusive sponsor-invited guests
- Mention in event media coverage
- Sponsor's logo displayed on PyCon Pakistan's website.
- Promotion on social media platforms
- Sponsor Projection /acknowledgement through hash tagging



Silver Package

Rs 100,000

- Branding opportunity at the event
- Sponsor logo on PyCon Pakistan displays, including Backdrop, Rollups, Media Wall
- Sponsor logo on printed materials
- Mention in event media coverage
- Sponsor's logo displayed on PyCon Pakistan's website.
- Promotion on social media platforms
- Sponsor Projection /acknowledgement through hash tagging



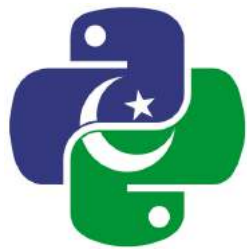
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Techvangelist Package Customised

This sponsorship package is designed for organizations that wish to be associated with PyCon Pakistan over several years, helping us ensure that an annual PyCon becomes a reality in Pakistan.

This is a custom designed package based on any of our three previous tiers with bulk pricing-- select your level of support and discuss how you can sponsor PyCon for more than just a single year.



THANK YOU

Contact us

PyCon Pakistan
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