



Sponsorship Prospectus

kiwipycon XII
kiwipycon.nz
@kiwipycon

15th to 17th of September 2023.
Friday to Sunday.

Ascot Park Hotel.
Cnr Tay Street & Racecourse Road
Invercargill 9810
Aotearoa New Zealand
ascotparkhotel.co.nz



Conference overview

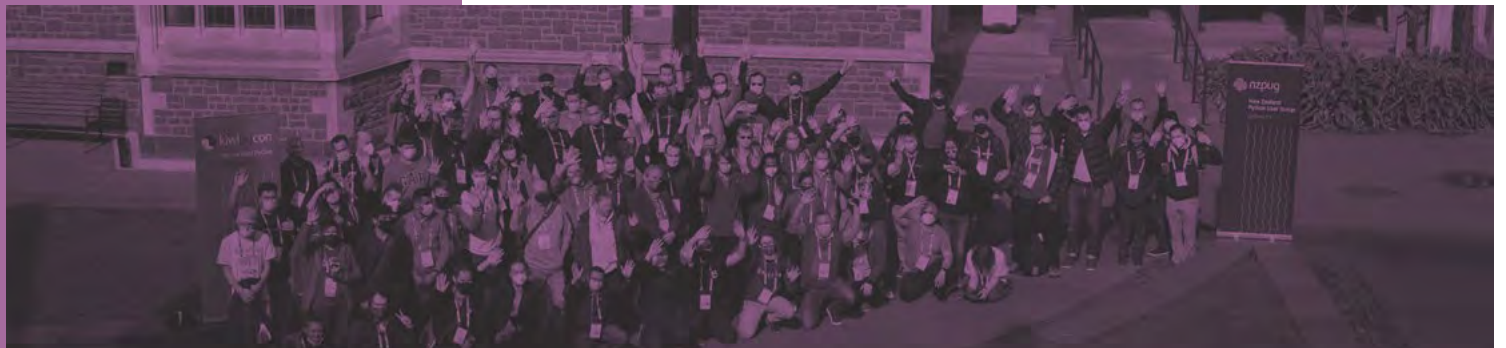
Kiwi PyCon is Aotearoa New Zealand's annual Python conference. It aims to promote Python, to advance Python education, to showcase its versatility, and to support the development of a diverse and interconnected community of users. Kiwi PyCon is organised by the New Zealand Python User Group (NZPUG), a registered charity.

Gathering the community to meet and mingle, to share experiences, to learn from each other, and to build lasting relationships, is what Kiwi PyCon is all about.

Usually, half of the attendees are new to Kiwi PyCon and half will have been to the conference before. Those who have attended before will have done so between two and seven times, with an average of three and a half times.

The twelfth (XII) edition of Kiwi PyCon will run from Friday the 15th to Sunday the 17th of September 2023 and be held for the first time ever in Waihopai Invercargill.

All the photos of Kiwi PyCon in this prospectus are by Kristina D.C. Hoepfner.



This year's venue will be the excellent Ascot Park Hotel, which is Invercargill's premier conference centre. We intend to make the most of having the attendees stay at the Ascot Park and to have an unforgettable gathering of our community.



Kiwi PyCon XII has an exhibition hall which is a feature many of our sponsors inquired about in 2022. The exhibition hall will be located before the auditorium so people will have to walk through it to get to and from the talks.

All of the keynotes, talks, tutorials, and sessions at Kiwi PyCon XII will be recorded and made available on the conference's YouTube channel, soon after the conference ends.

As of the end of January 2023, our channel had 6,000 subscribers, 833,400 views, and 4'686,000 minutes (78,100 hours) of cumulative watch time.

These recordings will retain all the sponsorship branding and advertising exactly as when originally broadcast.

Most of the proceeds from Kiwi PyCon are used to make the conference as affordable, equitable, and inclusive as we can. Kiwi PyCon is made more equitable by:

- Keeping the price of the tickets low;
- Subsidising, directly, the price of the tickets for students, refugees, people not in employment, and volunteers;
- Providing financial aid to pay for the tickets, travel costs, or accommodation costs of would be attendees and speakers; and funding spaces, resources, and activities to make the conference more inclusive.

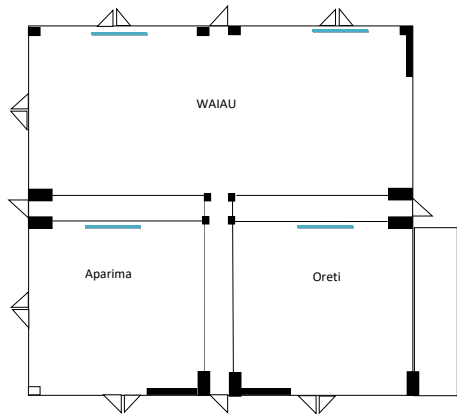
Greetings from Ōtautahi to the world

Conference overview

Any surplus is used to endow the NZPUG Community Reserve which funds initiatives that either benefit our local Python community directly, that use Python to achieve a positive outcome for society, or that introduce new initiatives at Kiwi PyCon.

Now is the best time to contribute to the advancement of Aotearoa New Zealand's Python community and to invest in its growth.

Conference Layout



Conference centre area of the venue highlighting the Auditorium (Waiau) and Exhibition Hall (Oreti + Aparima)



Robin McNeill



Loren Crary



Kiwi PyCon XI MCs Tom Eastman & Katie McLaughlin

Outline of the conference schedule

Kiwi PyCon Auditorium = Waiau. Kiwi PyCon Exhibition Hall = Oreti + Aparima.

Friday 15th of September

- Opening and orientation.
- Keynote: Robin McNeill, CEO of Space Operations New Zealand – SpaceOps (Waiau)
- Talks (Waiau)
- Exhibition Hall (Oreti + Aparima)
- Diamond sponsor Python Quiz or an activity curated by the sponsor (Waiau + Oreti + Aparima)

Saturday 16th of September

- Keynote: Loren Crary, Director of Resource Development of the Python Software Foundation (Waiau)
- Talks (Waiau)
- Exhibition Hall (Oreti + Aparima)
- Diamond sponsor musical evening or an activity curated by the sponsor (Waiau + Oreti + Aparima)

Sunday 17th of September

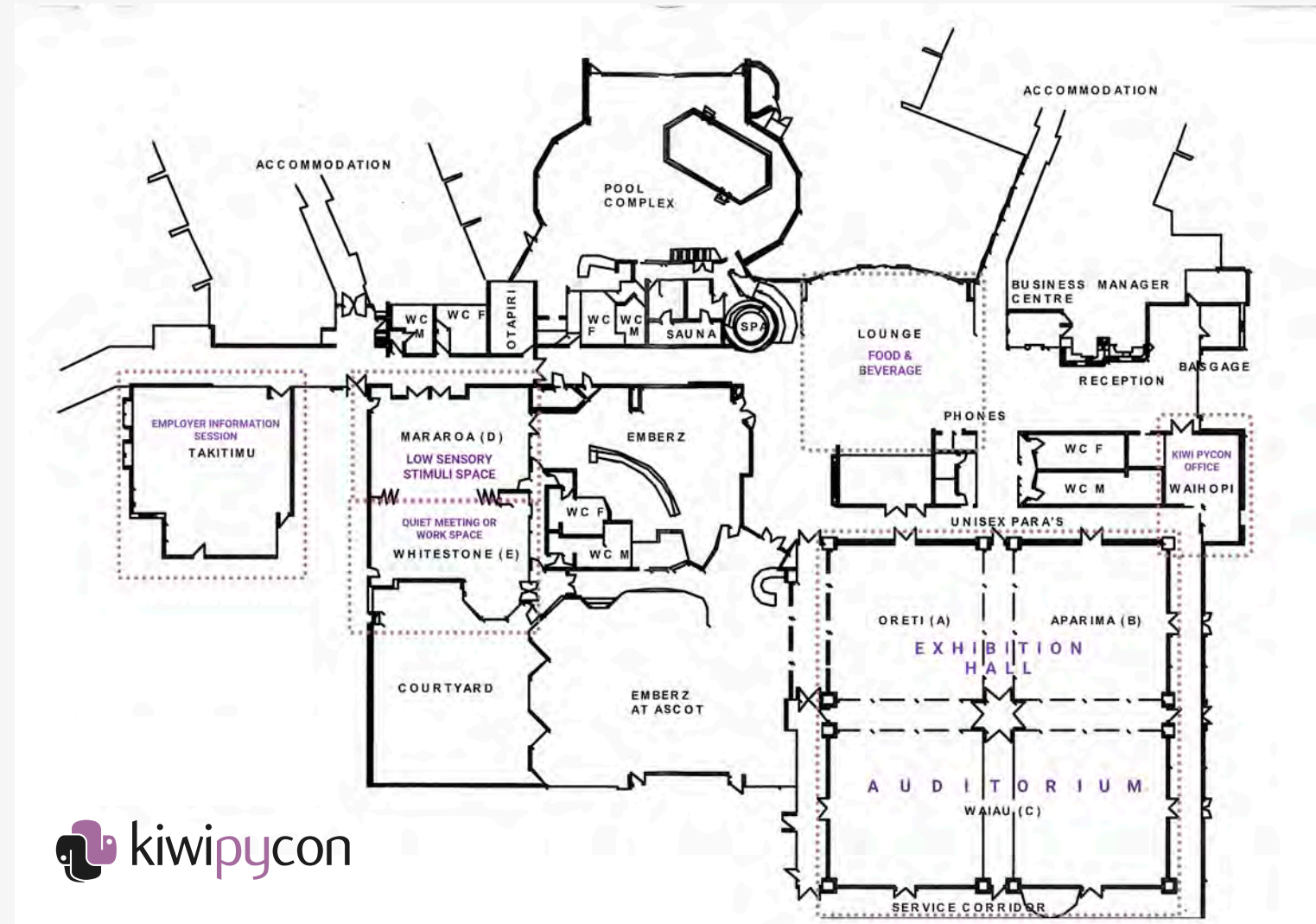
- Awards ceremony (Waiau)
- Lightning Talks / Unconference (Waiau)
- Exhibition Hall (Oreti + Aparima)
- Closing proceedings and Kiwi PyCon XIII announcement (Waiau)

Conference overview

Layout within the Ascot Park Hotel

Conference centre area:

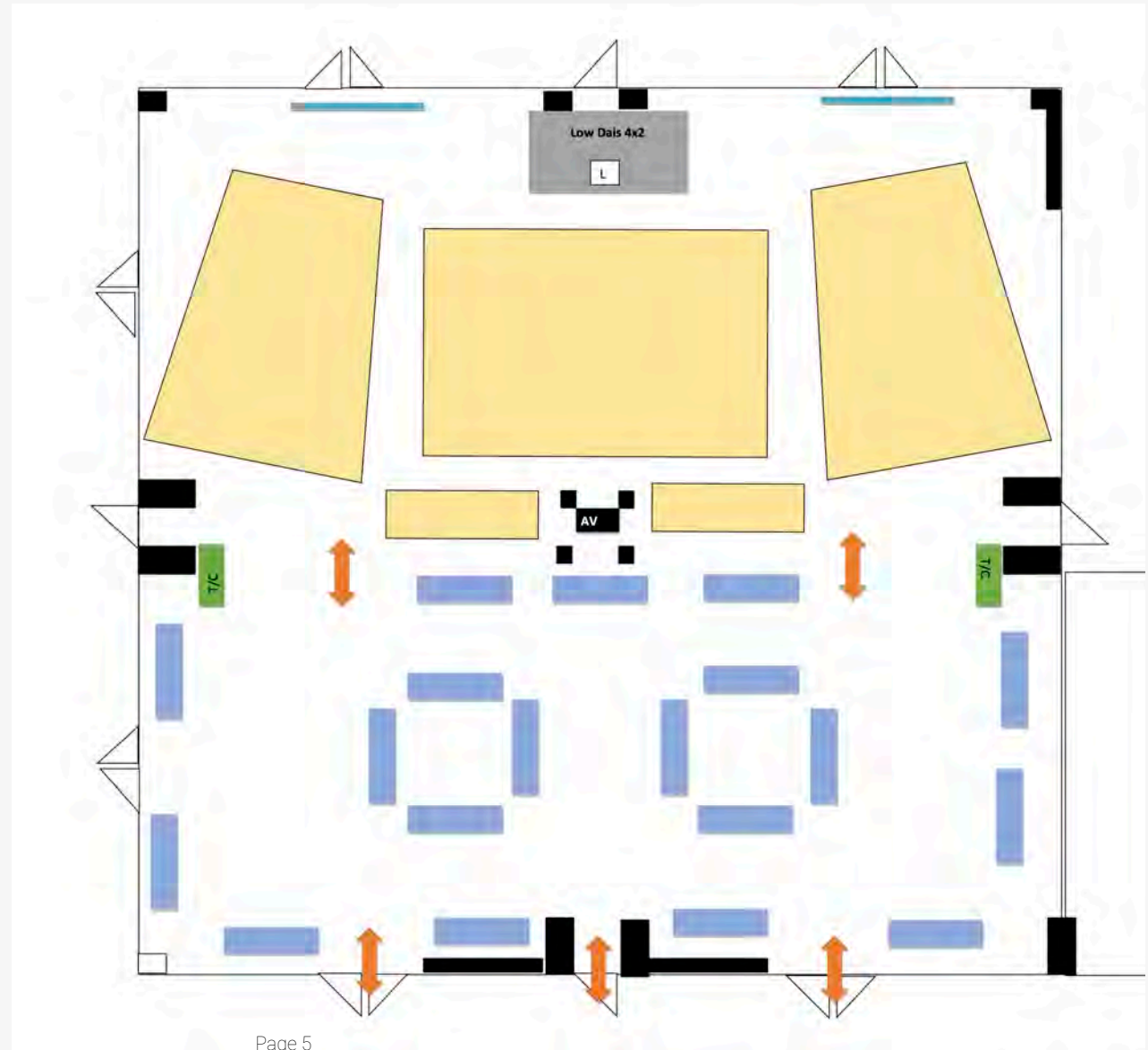
- On the bottom right quadrant, the Auditorium makes full use of Waiiau and affords us a maximum capacity of 280 seated delegates.
- The exhibition hall precedes the auditorium and uses Oreti and Aparima, which allows for up to 19 exhibitors.
- The upper right quadrant contains the conference office and the food and beverage area.
- The left half contains
 - the Employer Information Session (Friday) on Takitimu;
 - the Low Sensory Stimuli Space on Mararoa;
 - and the Quiet Meeting or Workspace on Whitestone (with access to the relaxing courtyard).



Conference overview

- The auditorium has a maximum capacity of 280 seated delegates and the exhibition hall a maximum capacity of 19 exhibitors.
- The exhibition hall precedes the auditorium, on Waiau, and uses all of Oreti and Aparima. This means that, by design, the delegates must traverse the exhibition to get to the auditorium – a natural foot traffic flow.
- The dividers between Waiau, Oreti, and Aparima will be fully removed creating one large hall with an area of 576m². This has the following benefits:
 - better air flow control;
 - safer ability to evacuate in case needed;
 - natural and free traffic flow that integrates both areas.

Auditorium and Exhibition Hall floorplan (at maximum capacity – 280 seated delegates, 19 exhibitors)



The way we treat each other

Kiwi PyCon aims to foster an inclusive community which invites diverse groups of people from all backgrounds, regardless of age, body size, race, ethnicity, gender, gender identity and expression, sexuality, sexual orientation, disability, physical appearance, religion (or lack thereof), or technology choices, to discuss and learn about all things Python in an environment of mutual respect, tolerance, and encouragement.

- We encourage all participants to create a friendly and welcoming environment for everyone involved;
- We expect all participants to treat each other respectfully;
- We expect all participants to keep the conference free of harassment;
- We expect all participants to pay attention and to respect the social indicators displayed by their fellow participants – for example, pronoun choice, social interaction preference, or preference not to have their picture taken;
- We expect all participants to regard and follow strictly all the infection preventing health measures and to behave in a COVID-safe manner.

Photo (Right): Loren Cray (she/her), Director of Resource Development at PyConUS 2022 showing the sticker and badge system. Photo by Georgi Kerr.



Equity and Inclusivity

Most of the income generated by the conference is used to make it more affordable, more equitable, and as inclusive as we can. The two critical operative words here are “equity” and “inclusivity”.

On the equity front, Kiwi PyCon has a financial aid programme that pays for an attendee’s conference ticket, accommodation, and travel costs – be it in part or in full.

Our financial aid programme goes back to 2013. Financial hardship should not be the reason why someone who is wanting to learn more about Python and to participate in the community can’t attend the conference.

While inclusivity has been part of the NZPUG ethos since the beginning, it wasn’t until Kiwi PyCon X, in 2019, that we deliberately made a raft of changes and took specific action with that aim. That year we focused on making the conference a more welcoming space and as a result more inclusive:

- We introduced a sticker on the badge for attendees to indicate their chosen pronouns;
- we introduced a sticker on the badge so attendees could indicate their wishes with regards to when and how to initiate social interactions with others;
- we introduced a red lanyard for an attendee to signal when they did not want to have their picture taken;

- we introduced a low sensory stimuli space (“sensory room”) for attendees to rest and decompress from the noisy conference environment;
- and we provided on-premise free childcare.

The cost of these new initiatives was borne from the NZPUG Community Reserve and not from Kiwi PyCon income.

In 2022, at Kiwi PyCon XI, our goal was to refine and to consolidate the first steps we took at Kiwi PyCon X.

- We incorporated people’s pronouns on the badge, under their name. Doing this rather than using pre-printed stickers allowed delegates to be able to use the pronouns that best reflected their identity without any restrictions.
- The social signalling stickers were redesigned to make them visually more effective and supported with large print posters at the venue.
- Red lanyards were used to indicate an unwillingness to be photographed or filmed.
- Yellow lanyards were used to indicate a need for physical space.
- The low sensory stimuli space “sensory room” proved to be very popular.
- On-premise day care at the venue was provided for free once again.

One of our first time attendees, Kelsey Vavasour, shared with us, during the lightning talks, the impact that Kiwi PyCon's inclusivity measures had on her.

What Kelsey shared with us all present shows that our efforts are having an impact for good.

NZPUG is committed to continue making Kiwi PyCon an ever more inclusive conference in every next edition. We invite you to see [Kelsey explains how she feels about inclusivity at Kiwi PyCon \(from 27:12 to 31:10\)](#).

By doing our part to ensure that nobody who wants to attend is left behind and that all who come feel welcome, valued, and respected, our Python community will grow diverse and strong.



COVID-19 infection prevention

There were no cases of COVID-19 connected to Kiwi PyCon XI.

Only one (1) attendee out of one hundred and sixty-two (162) people physically at the venue reported having tested positive in the three weeks after the conference ended. We were able to determine that they got exposed to the virus at a family gathering on the evening of the first day of the conference – away from and in no way connected to Kiwi PyCon XI. Almost certainly, they would have not been shedding SARS-CoV-2 on Saturday and Sunday and even if they had, our Swiss cheese system defence protected everyone anyway.



Photo (Right): Jerome Swannack (he/him) of Rocket Lab in the full conference kit, mask, lanyard and stickers!

We were able to achieve zero (0) COVID-19 cases thanks to having set clear expectations for all attendees right from the very beginning; to their unwavering collaboration and care for each other (mask wearing discipline was exemplary); and to having invested in procuring air purifying equipment and CO₂ monitors for all conference spaces (at a cost of \$11,340) as The Arts Centre lacked an HVAC system in the spaces we used.

Photo (Below): MC Tom Eastman (he/him) masked up at Kiwi PyConXI 2022.



The Kiwi PyCon XII organising committee and NZPUG will continue to do their utmost to protect the health of all attendees – and of our communities when we return to them . We will build on the lessons of 2022 , deploy once more a Swiss cheese system defence at the conference, and make it compulsory once more for all attendees to behave in a manner that prevents spreading infections.

As the Ascot Park Hotel has an HVAC system that covers every room of the property, we will be able to use it to our advantage. The HVAC system will be set to “manual” and “full” throughout the venue in order to maximise the number of air renewals per hour in each room. We will monitor air renewal by proxy by having several CO₂ monitors in all conference spaces all wirelessly connected to a central dashboard. Mask use will be compulsory throughout the conference, in the same way it was in 2022. Finally, we hope to engage the Ministry of Health to procure RAT for all attendees to test themselves before joining the conference each day.

Sponsorship opportunities

Sponsoring Kiwi PyCon gives your brand and your team unparalleled reach to the most active members of the Python community, in the ideal setting of our three-day conference. Furthermore, your content, messages, and status as a sponsor will reach the Python community beyond the conference.

The Kiwi PyCon website will have all the information, photos, videos, and memories of every Kiwi PyCon moving forward – starting with Kiwi PyCon XI (2022). We want the website to act as a digital repository of the conference's events. In that way, those members of the community who miss Kiwi PyCon can catch up later.

Additionally, the KiwiPyCon YouTube channel preserves all the keynotes and talks since Kiwi PyCon IV (2012) – to-date 193 videos.

The pages that follow describe the sponsorship opportunities available to your organisation, which we present for your consideration.

Early Bird Sponsorship Available!

Sponsor Kiwi PyCon by the 21st of April for a 20% discount

Early Bird conditions:

- Early bird sponsorship benefits Cornerstone (Diamond, Platinum, Gold, Silver) sponsorships, Online sponsorships, and sponsorships add-ons.
- Bespoke and in-kind sponsorships do not benefit from early bird.
- Extended early bird sponsorship runs until Friday 21st of April 2023. All early bird purchase orders must be sent to sponsorship@python.nz by Friday 21st of April, at the latest.
- The sponsorship invoice must be paid by Friday 28th of April, at the latest. If this payment time-frame is not possible for your organisation, the discount rate drops to 10%. Advise us what your expected payment term is so we can invoice accordingly.
- From Saturday the 29th of April, the sale of sponsorship opportunities moves to its regular pricing.

| SPONSORSHIP TIERS | REGULAR PRICE (EXC. GST) | EARLY BIRD PRICE WITH 20% DISCOUNT (EXC. GST) | EARLY BIRD SAVINGS (EXC. GST) |
|------------------------|--------------------------|---|-------------------------------|
| Diamond | 22,000 | 17,600 | 4,400 |
| Platinum | 12,500 | 10,000 | 2,500 |
| Gold | 8,250 | 6,600 | 1,650 |
| Silver | 5,000 | 4,000 | 1,000 |
| Online | 2,000 | 1,600 | 400 |
| Exhibition Hall add-on | 1,000 | 800 | 200 |



Sponsorship opportunities

Diamond sponsor

Availability: Two (2) places available.

Budget: \$22,000 + GST

Benefits

- Two (2) conference talks on any Python-related topics of your preference.
- Hosting a Diamond sponsor exclusive event at the venue – a Python Quiz on Friday, a Musical Evening on Saturday, or an idea of your own (subject to being practicable).
- Six (6) venue conference tickets, for your team and friends;
- A preferential place in the Exhibition Hall (Oreti + Aparima);
- Roll-up banners (2) on the floor of the Exhibition Hall (1) and on the foyer of the venue (1) – catering area.
- A 2.4 m trestle table covered with a black table cloth, chairs as required, power and network access (wireless), and a convenient place for the roll-up banner provided.
- A roll-up banner on the stage of the auditorium (Waiau) beside Kiwi PyCon and NZPUG's banners .
- The right to play a promotional video up to twelve (12) times before the start of a talk, during the conference – maximum once before a talk. The length of the video is up to thirty (30) seconds;

Purchase code: C1

- Display of your brand on the static slides that will play in a loop in-between talks. The slide with your brand, by itself, will be on display no less than 2 seconds every rotation;
- Your logo on the lanyard;
- Your logo on the conference t-shirt;
- The videos of all the keynotes and talks will get uploaded to the Kiwi PyCon YouTube channel retaining the static slide display showing your brand. These videos will remain permanently on the channel, on the Kiwi PyCon XI playlist;
- Profile on the conference's website:
- 500 words of copy;
- images & video;
- up to five (5) backlinks.
- Right to supply stickers for Kiwi PyCon sticker table;
- Right to add branded marketing collateral to the gift bag.
- Fundraising stretch goal* (free additional benefit): Ten (10) pages on Apteryx Pythonidae, Kiwi PyCon's print and digital magazine. Six (6) content pages and four (4) advertisement pages – subject to delivery timeframes and quality standards;

Platinum sponsor

Availability: Three (3) places available.

Budget: \$12,500 + GST

Benefits

- One (1) conference talk on any Python-related topic of your preference
- Three (3) venue conference tickets, for your team and friends;
- A place in the Exhibition Hall (Oreti + Aparima);
- Roll-up banners (2) on the floor of the Exhibition Hall (1) and on the foyer of the venue (1) – catering area.
- A 2.4 m trestle table covered with a black table cloth, chairs as required, power and network access (wireless), and a convenient place for the roll-up banner provided.
- A roll-up banner on the floor of the auditorium (Waiau);
- The right to play a promotional video up to eight (8) times before the start of a talk, during the conference – maximum once before a talk. The length of the video is up to thirty (30) seconds;
- Display of your brand on the static slides that will play in a loop in-between talks. The slide with your brand, by itself, will be on display no less than 2 seconds every rotation;
- Your logo on the lanyard;
- Your logo on the conference t-shirt;

Purchase code: C2

- The videos of all the keynotes and talks will get uploaded to the Kiwi PyCon YouTube channel retaining the static slide display showing your brand. These videos will remain permanently on the channel, on the Kiwi PyCon XI playlist.
- Profile on the conference's website:
- 400 words of copy;
- images & video;
- up to three (3) backlinks.
- Right to supply stickers for the sticker table;
- Right to add branded marketing collateral to the gift bag.
- Fundraising stretch goal* (free additional benefit): Six (6) pages on Apteryx Pythonidae, Kiwi PyCon's print and digital magazine. Three (3) content pages and three (3) advertisement pages – subject to delivery timeframes and quality standards;

Sponsorship opportunities

Gold sponsor

Availability: Five (5) places available.

Budget: \$8,250 + GST

Benefits

- Two (2) venue conference tickets, for your team and friends;
- A place in the Exhibition Hall (Oreti + Aparima).
- A roll-up banner on the Exhibition Hall.
- A 2.4 m trestle table covered with a black table cloth, chairs as required, power and network access (wireless), and a convenient place for your roll-up banner to be provided.
- A roll-up banner on the auditorium (Waiiau);
- The right to play a promotional video up to four (4) times before the start of a talk, during the conference – maximum once before a talk. The length of the video is up to thirty (30) seconds;
- Display of your brand on the static slides that will play in a loop in-between talks. The slide with your brand will be on display no less than 2 seconds every rotation;
- Your logo on the conference t-shirt;

Purchase code: C3

- The videos of all the keynotes and talks will get uploaded to the Kiwi PyCon YouTube channel retaining the static slide display showing your brand. These videos will remain permanently on the channel, on the Kiwi PyCon XI playlist.
- Profile on the conference's website: 300 words of copy;
- images & video;
- up to three (3) backlinks.
- Right to supply stickers for the sticker table;
- Right to add branded marketing collateral to the gift bag.
- Fundraising stretch goal* (free additional benefit): Four (4) pages on Apteryx Pythonidae, Kiwi PyCon's print and digital magazine. Two (2) content pages and two (2) advertisement pages – subject to delivery timeframes and quality standards;

Silver sponsor

Availability: Unlimited.

Budget: \$5,000 + GST

Benefits

- One (1) venue conference ticket, for a team member or friend.
- The right to play a promotional video two (2) time before the start of a talk, during the conference. The length of the video is up to thirty (30) seconds.
- Display of your brand on the static slides that will play in a loop in-between talks. The slide with your brand will be on display no less than 2 seconds every rotation.
- Your logo on the conference t-shirt.
- The videos of all the keynotes and talks will get uploaded to the Kiwi PyCon YouTube channel retaining the static slide display showing your brand. These videos will remain permanently on the channel, on the Kiwi PyCon XI playlist.
- Profile on the conference's website:
- 200 words of copy;
- images & video;
- up to three (3) backlinks.
- Right to supply stickers for Kiwi PyCon sticker table;
- Right to add branded marketing collateral to the gift bag.

Purchase code: C4

- Fundraising stretch goal* (free additional benefit): Two (2) pages on Apteryx Pythonidae, Kiwi PyCon's print and digital magazine. One (1) content page and one (1) advertisement page
 - subject to strict delivery timeframes and quality standards.

Exhibition Hall add-on

Availability: while capacity lasts

Budget: \$1,000 + GST

- A place in the Exhibition Hall (Oreti + Aparima).
- A roll-up banner on the Exhibition Hall.
- A 2.4 m trestle table covered with a black table cloth, chairs as required, power and network access (wireless), and a convenient place for your roll-up banner to be provided.

Sponsorship opportunities

Online sponsor
Availability: Unlimited.
Budget: \$2,000 + GST

Purchase code: C5

Benefits

- One (1) venue conference ticket, for a team member or friend.
- Display of your brand on the static slides that will play in a loop in-between talks. The slide with your brand will be on display no less than 2 seconds every rotation.
- The videos of all the keynotes and talks will get uploaded to the Kiwi PyCon YouTube channel retaining the static slide display showing your brand. These videos will remain permanently on the channel, on the Kiwi PyCon XI playlist.

- Profile on the conference's website:
- 200 words of copy;
- images & video;
- up to three (3) backlinks.
- Right to supply stickers for the sticker table;
- Fundraising stretch goal* (free additional benefit): Recognition on Apteryx Pythonidae, Kiwi PyCon's print and digital magazine.



Bespoke sponsorship opportunities

Bespoke
Availability: Unlimited.
Budget: Unlimited + GST

Purchase code: B

If you are after a bespoke sponsorship that is tailored to your brand's specific attributes and strengths, please, do not hesitate to reach out to Danny Adair, NZPUG's Sponsorship Liaison, at sponsorship@python.nz. In-kind sponsorship also fits in this category. Danny and our Kiwi PyCon team will be glad to work with you to develop your ideas into a great vehicle for your brand at Kiwi PyCon.



Sponsorship Options Comparison Table

| | Cornerstone sponsorships (four tiers) | | | | Online sponsorships |
|---|---------------------------------------|--------------|-------------|-------------|-------------------------------|
| Investment (exc. GST) | \$22,000+GST | \$12,500+GST | \$8,250+GST | \$5,000+GST | \$2,000+GST |
| Sponsorships | Diamond | Platinum | Gold | Silver | Online |
| Purchase code | C1 | C2 | C3 | C4 | C5 |
| Maximum number of sponsors allowed in this tier | 2 | 3 | 5 | No limit | No limit |
| Talks | 2 | 1 | | | |
| Diamond sponsor evening event: Python Quiz on Friday, Musical Evening on Saturday, or your own idea | Yes | | | | |
| Complementary tickets (venue) # tickets | 6 | 3 | 2 | 1 | 1 |
| Video advertisement or message before a talk (Up to 30s multiples) | 12 | 8 | 4 | 2 | |
| Logo in static slides | ● | ● | ● | ● | ● |
| Lanyard | ● | ● | | | |
| T-shirt | ● | ● | ● | ● | |
| Website (per 100 words) | 500 | 400 | 300 | 200 | 200 |
| Website (images & video) | ● | ● | ● | ● | ● |
| Website (backlink) | Up to 5 | Up to 3 | Up to 3 | Up to 3 | Up to 3 |
| Place in the exhibition hall | ● | ● | ● | Add-on | |
| Roll-up banner on the stage of the auditorium | ● | | | | |
| Roll-up banner on the floor of the auditorium / exhibition hall | ● | ● | ● | Add-on | |
| Roll-up banner in the foyer of the venue | ● | ● | | | |
| Right to supply stickers for sticker table and for online attendees. | ● | ● | ● | ● | ● |
| Right to add branded marketing collateral to the gift bag | ● | ● | ● | ● | |
| Fundraising stretch goal* additional benefit: Apteryx Pythonidae Kiwi PyCon print and digital magazine pages. | 10 | 6 | 4 | 2 | Recognition as Online sponsor |
| Content pages | 6 | 3 | 2 | 1 | |
| Advertising pages | 4 | 3 | 2 | 1 | |

* The fundraising stretch goal is \$110,000.



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Please contact Danny about sponsorship opportunities.

Danny Adair
Sponsorship Liaison
+64 27 452 7678
sponsorship@python.nz
[@kiwipycon](https://twitter.com/kiwipycon)

