

# kiwipycon

Sponsorship Prospectus

kiwipycon XIII  
[kiwipycon.nz](https://kiwipycon.nz)  
@kiwipycon

23<sup>rd</sup> to 25<sup>th</sup> of August 2024.  
Friday to Sunday.

Shed 6  
4 Queens Wharf,  
Jervois Quay, Wellington  
Aotearoa New Zealand



Presented by Linux Australia



# 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 2024 is organised by Linux Australia.

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.

For its lucky thirteenth edition, Kiwi PyCon will once again return to Te Whanganui-a-Tara Wellington and will run from Friday the 23rd of August to Sunday the 25th of August 2024.

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



This year's venue will be the well-known and trusted Shed 6 on Wellington's waterfront. Within steps of the CBD, hotels and restaurants and with Wellington's public transport network (12 minutes walk to Wellington station) this year's venue is easy to get to and lets you combine the conference with other activities in the capital.

Kiwi PyCon XIII will again feature an exhibition hall, strategically located between the two presentation rooms. Combined with the catering space this will mean high visibility and lots of opportunities to engage with delegates.

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

As of the end of 2023, our channel had 6,100 subscribers, 850,820 views, and over 83,000 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;
- Offering subsidised tickets for students, refugees, those not in employment, and volunteers;
- Operating a financial aid scheme to assist attendees or speakers with tickets, travel costs, or accommodation costs
- Providing carefully crafted spaces, resources, and activities to make the conference more accessible to our whole community.



Shed 6 Entrance



Shed 6 Conference in action

## Conference overview

Kiwi PyCon has been the New Zealand Python User Group's premier Python event since 2009.

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



## Outline of the conference schedule

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### Friday 23<sup>rd</sup> of August

- Workshops
- Tutorials
- Exhibition Hall
- Live coding competition

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### Saturday 24<sup>th</sup> of August

- Opening
- Keynote
- Presentations
- Exhibition Hall
- Panel Discussion

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### Sunday 25<sup>th</sup> of August

- Keynote
- Presentations
- Exhibition Hall
- Lightning Talks
- Closing



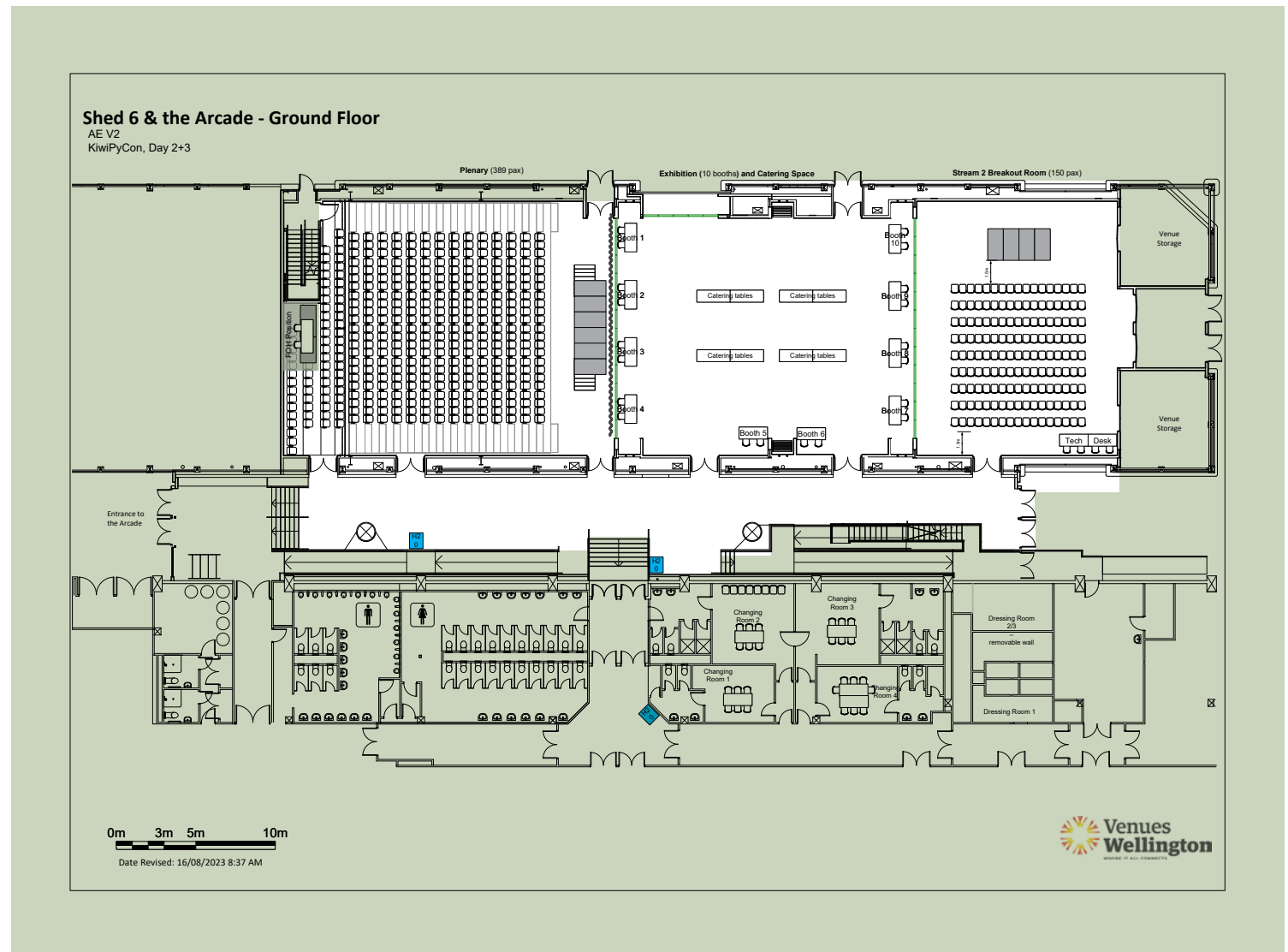
# Shed 6 - Layout on Saturday/Sunday

The plenary space will be used for “full conference” activities and the first presentation track. Exhibition space and catering provided in the middle room. The breakout space will be used for the second presentation track.

- Opening
- Keynotes
- Presentations
- Exhibition Hall
- Panel Discussion
- Lightning Talks
- Closing



Shed 6 seating setup similar to Saturday/Sunday



# 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, and 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 comply with all our published infection-prevention 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.

Equitable access to Kiwi PyCon is a key focus for NZPUG. We believe that financial hardship shouldn't prevent someone from being able to engage with and learn from the Python community. It is for this reason that we launched our financial aid programme in 2013, which supports equitable access by providing funding towards conference entry, accommodation, and/or transport, for those who need it.



While inclusivity has been part of the NZPUG ethos since the beginning, we started to deliberately and systematically introduce specific features of the conference with the aim of making it more welcoming and as a result more inclusive:

- Sticker/space on the badge for attendees to indicate their chosen pronouns;
- Sticker on the badge so attendees can indicate their wishes with regards to when and how to initiate social interactions with others;
- Red lanyard for an attendee to signal that they do not want to be photographed or filmed
- Low sensory stimuli space ("sensory room"/"quiet room") for attendees to rest and decompress from the noisy conference environment (when the venue layout allows);
- on-premise free childcare (when funding allows).



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 or Kiwi PyCon XII.



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

We were able to achieve zero 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 employed air purifying equipment and CO<sub>2</sub> monitors at the venues.



Photo (Top): MC Tom Eastman (he/him) masked up at Kiwi PyConXI 2022.  
Photo (Bottom): Delegate Ben Denham (he/him) wearing a conference-supplied N95 mask at Kiwi PyCon XI 2022.

NZPUG and the Kiwi PyCon XIII Crew will continue to do their utmost to protect the health of all attendees.

While exact measures to be taken will depend on an assessment closer to the conference, we will build on the lessons of 2022 and 2023, and make sure that we keep each other COVID safe.





# 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 retains information, photos, videos and memories of previous conferences, including sponsorship information.

Additionally, the Kiwi PyCon YouTube channel preserves all the keynotes and talks since Kiwi PyCon 2012 – to-date 214 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 22nd of March 2024 for a 20% discount

### Early Bird conditions:

- Early Bird sponsorship benefits Cornerstone sponsorships (Diamond, Platinum, Gold, Silver, Bronze) and sponsorships add-ons. Bespoke and in-kind sponsorships do not benefit from Early Bird.
- Early Bird sponsorship runs until Thursday the 22nd of March 2024. All Early Bird purchase orders must be sent to [sponsorship@python.nz](mailto:sponsorship@python.nz) by Thursday 22nd of March, at the latest.
- The sponsorship invoice must be paid by Thursday the 29th of March, at the latest. If this payment time-frame is not possible for your organisation, the discount rate drops to 10%. Please advise us what your expected payment term is so we can invoice accordingly.
- From Friday the 23rd of March 2024 the sale of sponsorship opportunities moves to its regular pricing.

SPONSORSHIP TIER	REGULAR PRICE (EXCL. GST)	EARLY BIRD PRICE WITH 20% DISCOUNT (EXCL. GST)	EARLY BIRD SAVINGS (EXCL. GST)
Diamond	18,750	15,000	3,750
Platinum	12,500	10,000	2,500
Gold	8,250	6,600	1,650
Silver	5,000	4,000	1,000
Bronze	2,000	1,600	400
Exhibition Hall add-on	1,000	800	200



# Sponsorship opportunities

Note: "Roll-up banners" refers to your own roll-up banners - not provided. If required, we are able to organise the printing of roll-up banners locally and have them waiting for you at the venue. Please let us know if you would like to do this.

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## Diamond sponsor

Availability: Two (2) places available.  
Budget: \$18,750 + GST

### Benefits

- Two (2) conference talks on any Python-related topic of your preference.
- Six (6) conference tickets, for your team/customers/friends;
- A preferential place in the Exhibition Hall;
- Roll-up banners (2) on the floor of the Exhibition Hall (1) and on the foyer of the venue (1) – catering area.
- A 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 plenary space 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;

- 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 presentations will get uploaded to the Kiwi PyCon YouTube channel and include your brand logo. These videos will remain permanently on the channel and the Kiwi PyCon XIII 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.

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## Platinum sponsor

Availability: Five (5) places available.  
Budget: \$12,500 + GST

### Benefits

- One (1) conference talk on any Python-related topic of your preference.
- Three (3) conference tickets, for your team/customers/friends;
- A place in the Exhibition Hall;
- Roll-up banners (2) on the floor of the Exhibition Hall (1) and on the foyer of the venue (1) – catering area.
- A 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 plenary space;
- 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 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 XIII 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.

# Sponsorship opportunities

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## Gold sponsor

Availability: Eight (8) places available.  
Budget: \$8,250 + GST

### Benefits

- Two (2) conference tickets, for your team/customers/friends;
- A place in the Exhibition Hall.
- A roll-up banner on the Exhibition Hall.
- A 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 plenary space;
- 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;

- 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 XIII 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.

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## Silver sponsor

Availability: Unlimited.  
Budget: \$5,000 + GST

### Benefits

- One (1) conference ticket, for a team member/customer/friend;
- The right to play a promotional video two (2) times 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.
- 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.

## Sponsorship opportunities

### Bronze sponsor

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

#### Benefits

- 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.
- 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;



## Bespoke and in-kind sponsorship opportunities

### Bespoke / In-kind sponsor

Availability: Unlimited.  
Budget: Unlimited + GST

If you are after a bespoke sponsorship that is tailored to your brand's specific attributes and strengths, or if you would like to provide in-kind sponsorship for things like books or software licences, please email Danny Adair, NZPUG's Sponsorship Liaison, at [sponsorship@python.nz](mailto:sponsorship@python.nz). Danny and our Kiwi PyCon team will work with you to develop your ideas into a great vehicle for your brand at Kiwi PyCon.



## Sponsorship Options Comparison Table

Sponsorship Tier	Diamond	Platinum	Gold	Silver	Bronze
Investment	\$18,750+GST	\$12,500+GST	\$8,250+GST	\$5,000+GST	\$2,000+GST
Maximum number of sponsors allowed in this tier	2	5	8	No limit	No limit
Presentations by your company	2	1			
Complimentary conference tickets	6	3	2	1	
Video advertisement or message before a talk (Up to 30s multiples)	12	8	4	2	
Logo in static slides	●	●	●	●	●
Logo on all YouTube videos	●	●	●		
Logo on lanyard	●				
Logo on T-shirt	●	●	●		
Website profile (words)	500	400	300	200	200
Website profile (images & video)	●	●	●	●	●
Website profile (backlinks)	Up to 5	Up to 3	Up to 3	Up to 3	Up to 3
Space in the exhibition hall	●	●	●	Add-on	
Roll-up banner on the stage of the plenary space	●				
Roll-up banner in the foyer of the venue	●	●			
Roll-up banner on the floor of the plenary space	●	●	●	Add-on	
Right to add branded marketing collateral ("swag") to the gift bag	●	●	●	●	
Right to supply stickers for sticker table	●	●	●	●	●

\*Note: "Roll-up banners" refers to your own roll-up banners - not provided. If required, we are able to organise the printing of roll-up banners locally and have them waiting for you at the venue. Please let us know if you would like to do this.



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Please contact Danny  
about sponsorship  
opportunities.

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