SPONSORSHIP PROSPECTUS

5TH ANNUAL

PYTHON WEB CONF
MARCH 13-17, 2023

VIRTUAL | WORLDWIDE | LIVE & ON–DEMAND

pythonwebconf.com | events@sixfeetup.com

Organized by

six feet up | python & cloud expert consulting

ABOUT #PWC2023

2023 marks the 5th annual Python Web Conference (#PWC2023)

#PWC2023 will feature sessions for mid-level and advanced developers alike. International experts will share cutting-edge presentations on topics including:

- AI/ML/NLP
- Big Data
- Cloud Native

- Lean Software Development Microservices

- CI/CD
- Containers/ Serverless

- Django
- Security
- and more

In addition to talks that get attendees thinking, #PWC2023 will feature **interactive open spaces**, **lightning talks**, welcoming **socials**, and countless opportunities for Pythonistas to mingle, network and have fun!

The Python Web Conf is organized by Six Feet Up, a Python and Cloud expert consulting company that makes the world a better place by accelerating tech leaders' impact.

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EVENT DETAILS

5 Days
March 13-17, 2023 | 9am-3pm ET daily

50+ Live Talks

400+ Attendees

40+ Countries

100% Virtual
via **LOUDSWARM**
by six feet up

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WHY SPONSOR

1. Promote your brand

2. Show off your products/services

3. Make early announcements

4. Test ideas with your target audience

5. Recruit new talent

6. Network with speakers backstage

7. Get attendee and viewership stats

8. Support the Python community!

#PWC2021: 15 sponsors   vs.   #PWC2022: 31 sponsors

107% more companies sponsored Python Web Conf in 2022.

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PAST SPONSORS

LEVELS 1/2

PYTHON WEB CONF
MARCH 13-17, 2023
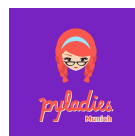
SPONSOR BENEFITS	DIAMOND $10,000 (x1)	PLATINUM $7,500 (x2)	GOLD $5,000 (x4)	SILVER $2,500	BRONZE $1,000	JOB POST $500
Sponsor recognition in all advertising	X	X				
Sponsor logo on YouTube bumpers **(A)**	X					
Free tickets to the event	10	6	4	2	1	
Logo on Zoom background **(B)**	X					
Logo on website and slideshow during intermissions	XLarge	Large	Medium	Small	XSmall	
Option to provide marketing material for swag mailing *(size/weight limitations may apply)*	X	X	X	X	X	
Sponsor mentions throughout conference by moderators	15	6	3	2	1	
Promo videos included in YouTube playlist	2 @ 3-min	1 @ 3-min				
Promoted job listings on website and Slack	10	5	3	2	1	1
Logo on promo videos on social media **(C)**	X					
Attendees auto-added to sponsor Slack channel	X	X				
Attendees self-added to sponsor Slack channel			X	X	X	
Logo on #PWC2023 jersey *(sponsorship must be secured on/before Dec. 1, 2022)* **(D)**	X	X				
Opportunity to speak at event	X	X	X			
Banner ads on select sessions in LoudSwarm	5	3	1			

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LEVELS 2/2

(A) YouTube Bumper

(B) Zoom Background

(C) Social Media Promo Video

(D) #PWC2023 Jersey

#PWC2022 STATS

376 people from **21 timezones** and **36 countries**

Attendee Job Titles:
- 73% of #PWC2022 attendees self-qualified as Mid-Level and Senior Developers.
- *Other titles include:* Founder, CTO, Director, Senior Software Engineer, Principal Software Engineer, Data Analyst, Software Developer, Full Stack Developer, Consultant, Account Specialist

Attendee Companies:
- Large financial institutions, Fortune 500 companies, engineering companies, major universities, consulting firms, local governments, car manufacturers, etc.

Video Viewership:
- All videos recorded at #PWC2023 will be available to the public on via the Six Feet Up YouTube channel which boasts **+3,980 subscribers**.
- PWC videos from 2021 and 2022 have accumulated **+9,700 views**.

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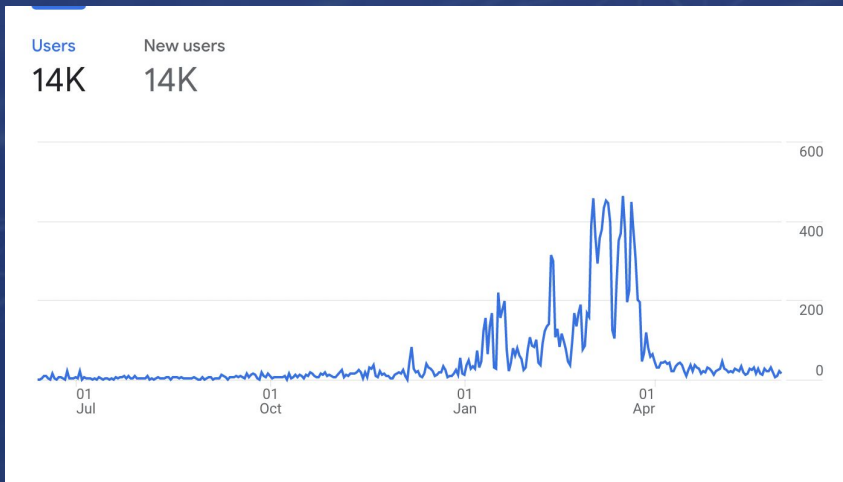six feet up

#PWC2022 STATS

TWITTER

Python Web Conf
MARCH 13-17, 2023
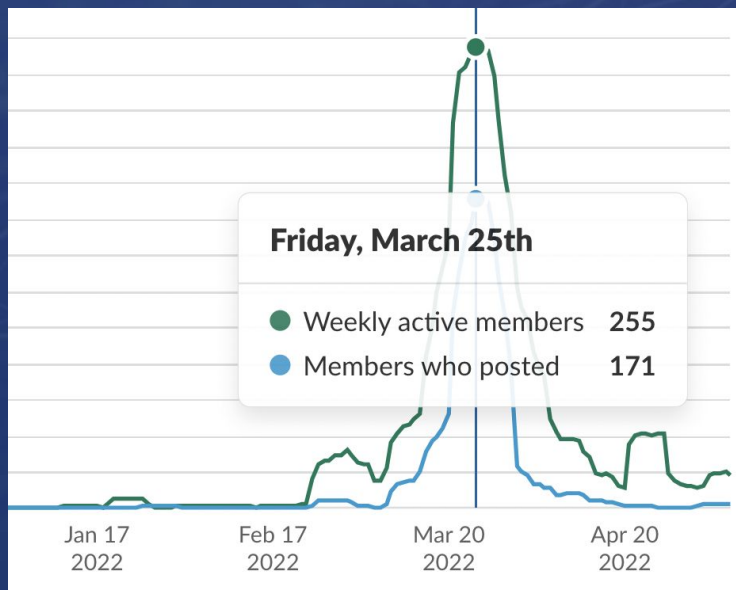
Top media Tweet earned 6,932 impressions

Have you seen the #PWC2022 speaker lineup? 💪 Just flexing our Keynotes!

🤩 Shoutout to @NaomiCeder, @Jayesh_Ahire1, @__mharrison__, @JuliaSimon14, @kathkeating, @jjasghar, @paulweveritt, @The_Michael_Lee, @mscottford & @NoelMusicha!

Register: loom.ly/XwjBB64 🐍
pic.twitter.com/0UUFMeBnQW

KEYNOTE SPEAKERS:

NAOMI CEDER, JAYESH AHIRE, MATT HARRISON, JULIA SIMON, KATHY KEATING

JJ ASGHAR, PAUL EVERITT, MICHAEL LEE, M. SCOTT FORD, NOEL MUSICHA

#PWC2022   REGISTER TODAY! pythonwebconference.com

In March, @PythonWebConf:

- Received **28.3k** profile visits
- Garnered **249k** impressions
- Earned **291** mentions
- Gained **274** new followers
- Shared **170** Tweets

@PythonWebConf tweets in March earned an **average engagement rate of 3.06%** which is significantly above the industry average of 0.029%.

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FAQ

Can I commit to sponsorship but pay closer to the conference?
- Yes. However, we do not list your organization on the website or any marketing materials until the sponsorship fees are paid. Sponsorships are first-come, first-serve based on receiving payment, so we do not guarantee availability.

Can I get the list of attendees and their contact information?
- We take privacy seriously so we do not share the list of attendees. You are free to connect with online attendees via Zoom, Jitsi and Slack.

Can you send out emails on behalf of my organization?
- We do not send out emails on behalf of sponsors, but sponsors are included in newsletters, official conference messages, social media, intermission slideshow, etc.

What's the best way for sponsors to engage with participants?
- **Sponsor Channel:** Diamond, Platinum and Gold sponsors run their own Slack channels and can interact with attendees and professional influencers via live demos, case studies, and special offers.
- **Hallway Chat:** A general hallway Slack channel encourages discussions and networking. This is an opportunity for sponsors to further connect with attendees.
- **Greenroom Chat:** A speaker-exclusive Slack channel is accessible to sponsors.

Count Us In! What's Next?

Contact **events@sixfeetup.com** to finalize your contract.

Pay for the sponsorship levels at: **http://bit.ly/2023SponsorPayment**

Your sponsorship benefits will begin as soon as payment is received. In addition to payment, please send us:
- Your company logo (hi-res, preferably an .eps or .ai file)
- URL/landing page
- 200-character blurb about your company
- Social handles for Facebook, Twitter, and LinkedIn

What are the logistics?
Approximately two weeks before the event, you will receive information about: date, times, tickets (if applicable), logistics, etc. If you need information sooner, please email events@sixfeetup.com for details.

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