



Sponsorship Prospectus

Thank you for your interest in sponsoring PyBay!

About the Conference

PyBay was started in 2015 as the premier Python conference of the San Francisco Bay Area, and the first regional Python conference on the West Coast.

2025 will mark our 10th PyBay, a return of our proven in-person format, located at our original venue, the Mission Bay Conference Center in San Francisco. Last year's PyBay featured:

- 1 day / 2 talk tracks
- 27 talks, including long talks and lightning talks
- >300 in-person attendees
- Recordings uploaded to [YouTube channel with 18,000+ subscribers](#)
- For a feel of what PyBay 2024 was like - [check this short clip!](#)

This year, we're aiming to go even bigger. For more details, see <https://pybay.org>.

About the Organizers

Our organizers comprise an all-volunteer team of community members from around the Bay Area. The organizing team is backed by the Bay Area Python Association (BAPyA), a fiscal sponsoree of the Python Software Foundation, a 501(c)(3) non-profit corporation. BAPyA's board has been involved in PyBay since inception. For more details, see: <https://bapya.org>.

About the Sponsorship Process:

Since PyBay is a fiscal sponsoree of the PSF, all sponsorship agreements and payment shall be between the Sponsor Company and the PSF. Here is the high level process: 1) Email sponsorship@pybay.org to confirm exactly what your company will sponsor 2) Sign a contractual Sponsorship Agreement with the PSF for PyBay.

3) Provide PyBay with sponsorship and marketing info (e.g. logo, blurb for website, etc.

Getting in touch

If you have questions, or other sponsorship ideas, reach us at sponsorship@pybay.org

Sponsorship Tiers



We have several tiers to choose from, as well as specialty, add-on sponsorship opportunities, detailed below. All donations are non-refundable, and qualify for tax exemption under 501(c)(3).

SPONSORSHIP BENEFITS BY TIER	GOLD	SILVER	BRONZE	TEAM
Branding				
PyBay Social Media: Logo and Mention	✓	✓	✓	✓
On-Site Signage: Include Logo	✓	✓	✓	✓
PyBay Website: Logo + 100-word Blurb	✓	✓	✓	
Pre-Event Emails: Logo and Company Blurb <i>14,000+ devs on mailing lists</i>	✓	✓	✓	
Recap Post-Event Email: Logo and Message	✓			
Include Logo on all video intro slides <i>18.000+ Subscribers on our YouTube channel</i>	✓			
Engagement				
Exhibition Table at Conference	✓	✓		
Sponsor Talk <i>Must be submitted on-time with Call For Proposal deadlines; Subject to Approval</i>	✓	✓		
Attendee Contact Info: <i>Subject to Opt-In Status</i>	✓			
Acknowledgement				
Conference Passes Included	6	4	2	10
Conference T-Shirts included	6	4	2	10
Discount for additional Pro Conference passes	40%	30%	20%	20%
Package Price	\$12,500	\$7,500	\$5,000	\$3,500

Interested in Sponsoring or have Questions? Reach out to: sponsorship@pybay.org



Sponsorship Add-ons or Separately Purchased

In addition to the sponsorship tiers above, PyBay has a few unique opportunities that enhance the sponsor connection with attendees, available on a first-come-first-served basis:

Breakfast Start / Afternoon Snack

Availability: 2 (morning or afternoon)

Cost: \$5,000

Benefits: Prominent brand visibility and chance to engage with attendees. Your logo and a small message on table-top signs. Custom treats with logo can be arranged for additional cost.

Coffee Break

Availability: 2 (morning or afternoon)

Cost: \$3,000

Benefits: Prominent brand visibility and opportunity to engage with attendees personally.

Conference Lanyard

Availability: 1

Cost: \$2,000

Benefits: Fastest way to get attendees wearing your gear – your logo on all badge lanyards.

Grant - Attendee / Community / Diversity Tickets

Availability: unlimited

Cost: \$2,000

Benefits: Help those attend who might not be able to otherwise, from students to underrepresented groups. Each add-on covers 10 individual tickets awarded by organizers.

Grant - Speaker Ticket and Travel

Availability: 5

Cost: \$3,500

Benefits: Help one deserving speaker share their expertise, enhance the diversity and help support speakers with valuable insights but who lack financial support to participate. Enables PyBay to cover the travel and accommodation and ensure one deserving speaker.



Private Happy Hour



Availability: 1

Cost: \$5,000

Benefits: Clear brand visibility around the Private Speaker, Sponsor and Volunteer Gratitude Happy Hour held after PyBay. Engage with core groups during the final activity of the day and leave a lasting impression.

Quiet Room

Availability: 4

Cost: \$3,500

Benefits: Your company will be featured on the Signage in the Quiet room. Your logo and a small message will be featured in the room for all attendees to enjoy.

Sponsorships – Community / Open Source & Custom

PyBay has sponsorships for Community and Open Source organizations, and is open to developing Custom Sponsorship packages if existing packages are not suitable.

Swag Bag - **Branded**

Availability: 1

Cost: \$5,000

Benefits: All attendees will receive a small Tote Bag with your logo, Pen and Notebook.