



# PyCon Uganda 2025

Sponsorship Prospectus



# Introduction

This document outlines the key themes and goals for the upcoming PyCon Uganda conference.

## Theme

**“Python for Everyone: Learn, Build, Thrive”**





# About PyCon Uganda

Python Conferences (PyCons) are conferences held by the international community for the Python Programming Language each year, all around the world. They are organised by volunteers from local Python communities.

PyCon Uganda inherits this tradition of an annual event that brings together Python enthusiasts, tech audiences and technology businesses in Uganda and around the world.

This event is scheduled for **6th - 10th August, 2025** and it will be the second edition of PyCon Uganda.



# Objectives of PyCon Uganda



- To provide a platform for developers of all skill levels to learn from each other and share best practices.
- To provide a space for software developers to network with potential employers and discover opportunities.
- To provide a space for relevant companies to showcase products that can be used by the technocrats to enhance productivity in their work.
- To build a strong and vibrant community. Our event(s) must welcome the diverse make up of the country and the world. All attendees should feel comfortable sharing their experiences and knowledge.

## Target Audience

- Software developers and Pythonistas
  - Data Scientists and Machine Learning Engineers
  - Blockchain developers
  - University Students
  - Entrepreneurs
  - DevOps Engineers
  - Companies interested in tech talent
- 

# Highlights from the Previous PyCons



Over 500 Attendees, from around the country and the rest of the world



Participation from 15 countries, within Africa and North America



Over 20+ Organizations represented



Over 80 Companies and Startups represented

# Key PyCon Sessions



Tutorials



Mainstage Talks



Keynotes



Women in Tech  
events  
(PyLadies, Django  
Girls, and Outreachy)



Community  
Summit



Panel Sessions

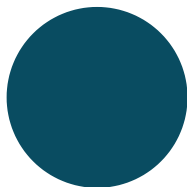


Expo Hall

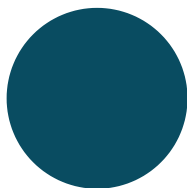


Open Source  
Sprints

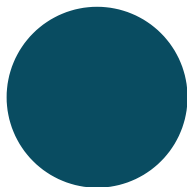
# 2025 Road Map



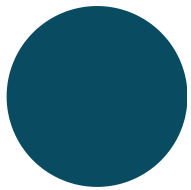
**5 days of engaging content - August 6th to 10th**



**350 - 400 attendees - Targeting an audience from East Africa, Africa and globally**



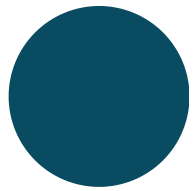
**3 parallel tracks - August 6th to 10th**



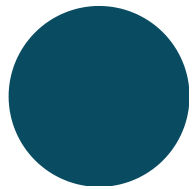
**34 main stage sessions - 24 talks and 10 keynotes - August 8th to 10th**



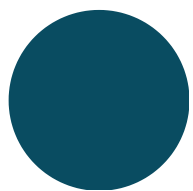
# 2025 Road Map



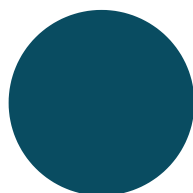
**Workshops** - Technical workshops  
some sponsored, August 6th to 10th



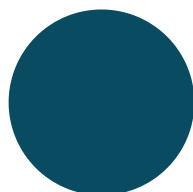
**2 days of sprints** - August 6th & 7th



**Community Events** - Community  
Summit, Open Source Summit,  
August 6th & 7th



**Diversity Events** - PyLadies Kampala,  
Django Girls Kampala, August 6th &  
7th



**Company Expo Hall** - 50+ booths  
available for local and international  
companies, August 6th to 10th



# 2025 Attendee Profile

We embrace diversity as a core principle of our outreach.

PyCon Uganda welcomes an inclusive community, including industry professionals, academics, students, and unconventional tech enthusiasts. Based on our 2023 and 2024 attendee survey, we have designed more intensive sessions for junior to mid-level participants.

Looking ahead, we are excited to announce that we shall host host PyCon Africa in 2026. In preparation, we will welcome thought leaders, attendees, and speakers from the East African region and across the continent starting this year.



2024  
- GHANA -



2025  
- SOUTH AFRICA -



2026  
- UGANDA -



**PyCon Africa returned to Accra in 2024, it will be in South Africa in 2025 and in Uganda in 2026! Join us on this journey as we celebrate and engage our vibrant African programming communities.**



# Why Sponsor the event?

Sponsoring PyCon Uganda offers a unique chance to connect with a targeted audience, gain brand visibility, support tech innovation, and help grow an essential tech skill in the country.

1

## Targeted Audience

You get access to a diverse group of professionals, enthusiasts, and students from the tech industry.

2

## Brand Visibility

You will gain significant brand visibility before, during, and after the event.

3

## Networking Opportunities

Develop relationships and partnerships with similar businesses.

4

## Sponsorship Packages

You can choose one of the many sponsorship packages that fit your needs.

5


## Promotions

You can your company will be promoted across the various channels, including social media, website, and event materials.

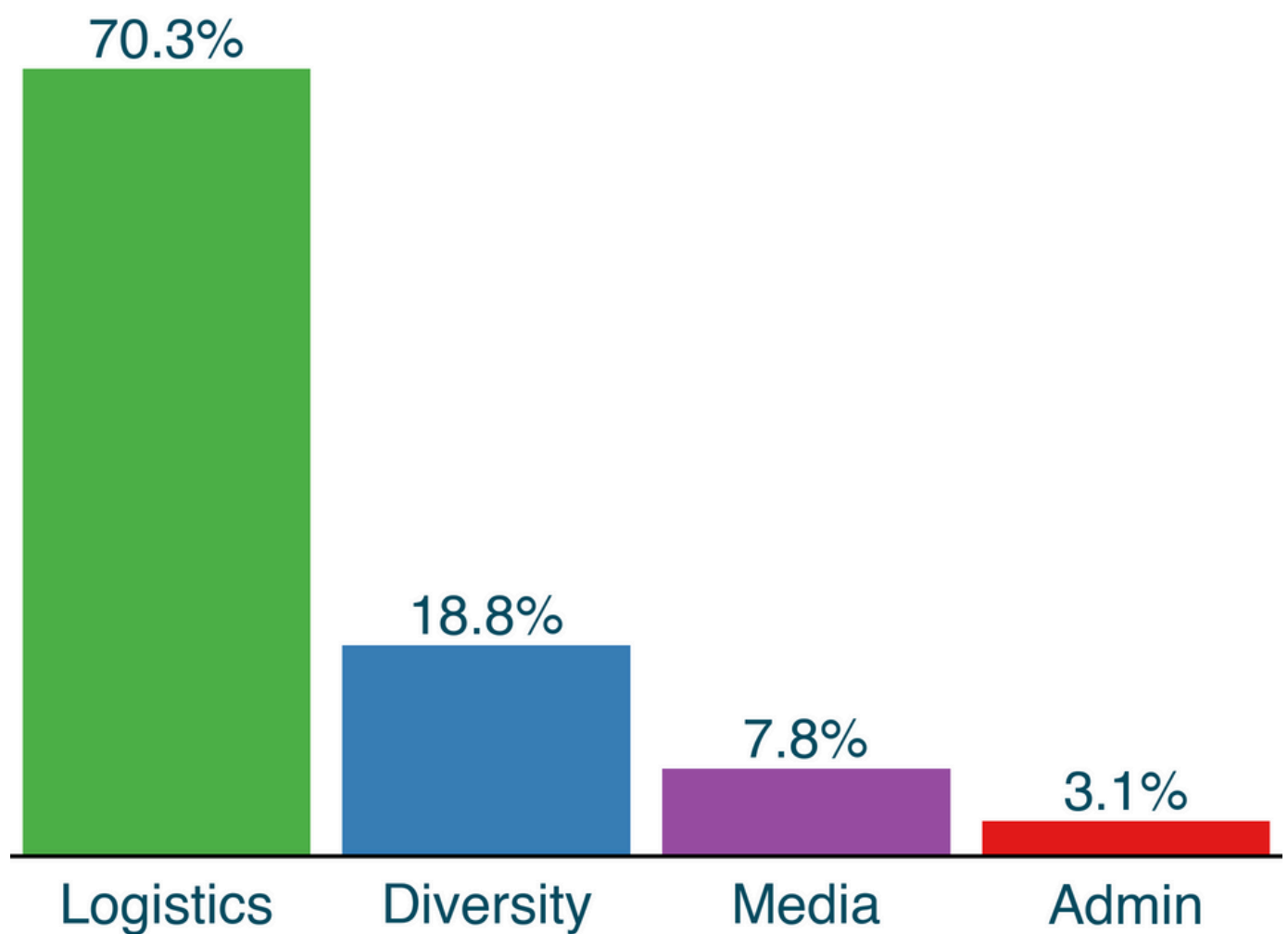
6

## Community

You build us, you build you. Today and forever. PyCon Uganda is for the community, by the community.



# Sponsorship Expense Break Down





# Sponsorship Packages

This year, we have designed a range of sponsorship packages to make it convenient for companies to support our work.

We have subsidised local sponsorship packages to encourage growing local companies to exhibit at PyCon Uganda and engage with our 500+ attendees, maximising the impact for both.

International companies also have generous options to choose from.

All packages are open to negotiation. For more inquiries, please write to us:

**[pyconug@pycon.org](mailto:pyconug@pycon.org)**





# Our Sponsorship Packages

## Equalizer Package (\$ 20,000)

- Platinum package
- 30 Tickets
- 20 minutes spot after keynote
- Blog post on PyCon Uganda blog
- Office space at the venue
- Video conference room

## Platinum Package (\$ 15,000)

- Gold package
- 1 tutorial
- 3 announcements
- 3 Pull-up banners
- Joint Press Release
- Exhibition space
- 10-minute spot
- 20 Free Tickets

## Gold Package (\$ 10,000)

- Silver package
- 2 announcements
- 3-day offer period
- 15 Free Tickets

## Silver Package (\$ 5,000)

- Bronze package
- On swag shirt
- In website footer
- 1 Pull-up banner
- 1 announcement
- YouTube CTA links
- 10 Free Tickets

# Our Sponsorship Packages

## Bronze Package (\$ 2,000)

- Basic Package
- In Press Releases
- Distribute swag
- Links in videos
- 5 Free tickets

## Basic Package (\$ 500)

- Branding
- Workshop
- Job Fair Access
- 3 Free Tickets
- On sponsors page

# International Expo Packages

## **Starter (\$ 500)**

- Desk in expo hall.
- Unlimited branding
- Logo on website
- 1 free ticket

## **Basic (\$ 1,000)**

- Double the space of Expo 1.
- Logo on website
- Unlimited branding
- Workshop session about products
- 2 Free Tickets

## **Premium (\$ 1,500)**

- 3 times the space of Expo 1
- Branding beyond the expo hall
- Workshop session about products
- Free participation access to the job fair
- 3 Free Tickets

# Local Expo Packages

## **Starter** **(Ugx. 250,000)**

- Desk in expo hall.
- Unlimited branding
- Logo on website
- 1 free ticket

## **Basic** **(Ugx. 500,000)**

- Double the space of Expo 1.
- Logo on website
- Unlimited branding
- Workshop session about products
- 2 Free Tickets

## **Premium** **(Ugx. 1,000,000)**

- 3 times the space of Expo 1
- Branding beyond the expo hall
- Workshop session about products
- Free participation access to the job fair
- 3 Free Tickets



# Other Packages



The following packages can be added to complement the base packages or can be chosen as standalone.

**Diversity - (\$0 - \$5,000)**

**Refreshments - (\$0 - \$5,000)**

**Sprints - (\$0 - \$2,000)**

**Media - (\$0 - \$3,000)**

**Community Award Session - (\$0 - \$2,000)**

**Travel and Financial Aid (\$0 - \$3,000)**

Financial aid allows us to cover tickets for about 100 attendees who would otherwise not make it to the conference.

Travel aid is strictly domestic this year. The conference is in the central region and we extend this aid to registered attendees from the Eastern, Western, Northern and West Nile regions of Uganda.

# Our Previous Key Sponsors

Last year we had a pleasure to partner with the different international sponsors including:



The Python Software Foundation (PSF) is a non-profit membership organization devoted to advancing open source technology related to the Python programming language.

The Django Software Foundation is a 501 non-profit organization that develops and maintains Django, a free and open source web application framework.

# django



# Contact us

To learn more about  
sponsorship opportunities, please write  
to us at **pyconug@pycon.org**



[pyconug@gmail.com](mailto:pyconug@gmail.com)



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