PyCon Uganda 2024

Sponsorship Prospectus

Introduction

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

Theme

"Python for Economic and Career Sustainability"

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 **9th - 13th October, 2024** 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 devlopers
- University Students
- Entrepreneurs
- DevOps Engineers
- Companies interested in tech talent

Highlights from the last PyCon

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

Representing 14 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)

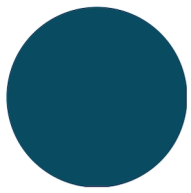Community Summit
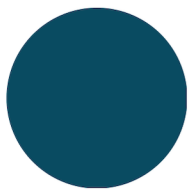

Panel Sessions
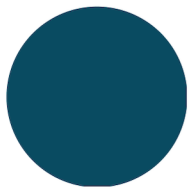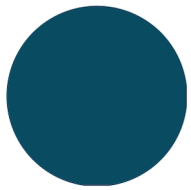

Expo Hall

Open Source Sprints

2024 Road Map

- **5 days of engaging content -** October 9th to 13th

- **500 - 700 attendees -** Targeting an audience from East Africa, Africa and globally
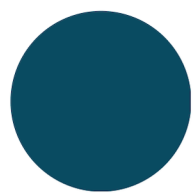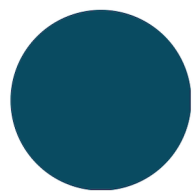
- **3 parallel tracks -** October 9th to 13th

- **34 main stage sessions -** 24 talks and 10 keynotes - October 11th to 13th

2024 Road Map

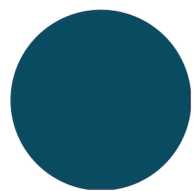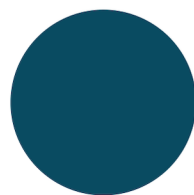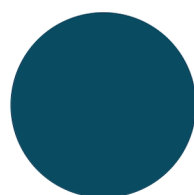- **62 workshops -** 49 technical workshops, 13 sponsor workshops, October 9th to 13th

- **2 days of sprints -** October 9th & 10th

- **Community Events -** Community Summit, Open Source Summit, October 9th & 10th

- **Diversity Events -** PyLadies Kampala, Django Girls Kampala, October 9th & 10th

- **Company Expo Hall -** 150+ booths available for local and international companies, October 9th & 13th

2024 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 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 returns to Accra in 2024, heads to South Africa for the 2025 edition and Uganda for 2026! Join us on this journey as we celebrate and engage with our vibrant African Python 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
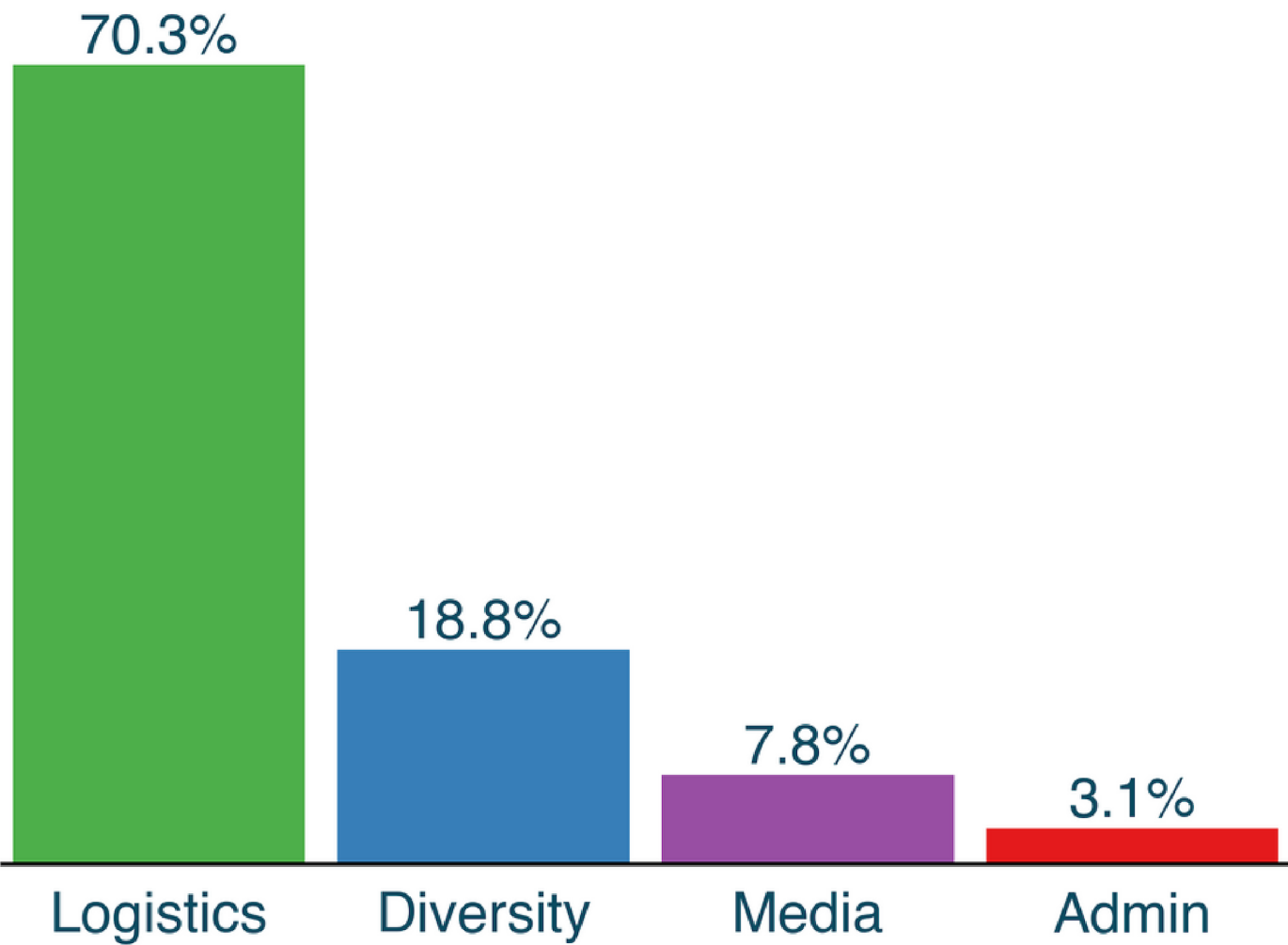You can your company will be promoted across the various channels, including social media, website, and event materials.

6

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

Sponsorship Expense Break Down

Category	Percentage
Logistics	70.3%
Diversity	18.8%
Media	7.8%
Admin	3.1%

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

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.

Contact us

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

✉ pyconug@gmail.com

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