

**PyCon CZ 23**

**6<sup>th</sup> Annual International Python Conference**

**<https://cz.pycon.org/>**

**Prague, Czech Republic**

**15-17 September, 2023**

**Sponsorship Prospectus  
+ Contract Agreement**

# PyCon CZ 23 aims to restart the community

During the pandemic, most of the activities in the Czech Python community came to a halt. PyCon CZ was cancelled several times and there were only online meetups.

Our aim is to make PyCon CZ 23 the event that helps to reignite all Python activities in the Czech Republic, working together towards a common goal while also attracting new members to our community.

## What is PyCon CZ?

PyCon CZ is the Czech Republic edition of well-known and valued PyCon conference devoted to the Free and Open Source Python programming language.

It is organised for the sixth time by a team of passionate volunteers: members of Czech Python community, with cooperation and underwriting by [Pyvec, z.s.](#), a local non-profit organisation that focuses on supporting the Python community in the Czech Republic.

To get a better idea of what PyCon CZ is about, check out our [short promotional video](#) or watch keynotes from recent years: [Van Lindberg](#), [Karen M. Sandler](#), [Naomi Ceder](#), [Sam Trojan](#), [Flavio Percoco and Nick Lang](#) or [Lilly Ryan](#).

The objective of the PyCon conference is to raise participants' qualifications, popularisation of new applications of the language, as well as to spread good programming practices and to exchange experience between professionals, novices, students and hobbyist Python programmers.

## Value for your company

Sponsoring PyCon CZ is a great way to

- **Support Python** and the open source ecosystem your company relies on.
- **Recruit developers, data analysts and testers:** talk to attendees looking for their next job.
- **Show your current employees you care** about their favourite language and even make the event into an informal team-building experience for them.
- **Promote your product:** attendees are curious people looking for new tools and ideas.
- **Find collaborators and partners** for future development.

## What your sponsorship pays for

PyCon CZ wouldn't be possible without sponsors helping us cover the costs of renting the venue, catering, video recording services, financial aid for travel and accommodation for speakers and attendees on lower budgets, and anything else that our volunteers can't do.

**Half of the budget is covered by selling tickets** and half by sponsorships. We have low no-shows numbers.

We believe that by partnering with PyCon CZ you will help greatly to make it happen and you will receive many benefits in return.

# Summary

- Friday 15 September to Sunday 17 September, 2023 in Prague
- **630 attendees** (**20% more than previous PyCon CZ**) professionals, students and hobbyist Pythonistas
- 2 conference days with 3 tracks (one more than in the past) primarily in English including data track in cooperation with Czech PyData community
- 1 day of workshops and sprints
- 80+ diverse, local and international speakers
- Recorded talks available to watch later for everyone
- Part of talks & workshops is aimed at beginners
- Broad range of both technical and community topics
- Sponsor booths (Friday & Saturday)
- Social events and an after party
- Organised by a community of volunteers
- Friendly and inclusive environment
- Food, coffee and tea provided on all 3 conference days
- Interesting venue in Prague: Gabriel Loci, a former monastery located 15 minutes from the city centre

# Contacts

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**Daniel Srb – Partnerships** +420 777 621 900

[sponsorship@pycon.cz](mailto:sponsorship@pycon.cz)

<https://cz.pycon.org>

# Sponsorship levels

Prices in EUR are for indicative purposes only

	<b>Bronze</b> 25,000 CZK (1,050 EUR)	<b>Silver</b> 50,000 CZK (2,100 EUR)	<b>Gold</b> 100,000 CZK (4,150 EUR)	<b>Platinum</b> 200,000 CZK (8,300 EUR)
Partner announced on PyCon CZ official social media channels	✓	✓	✓	✓
Logo on conference website	✓	✓	✓	✓
Logo on intermission slide deck shown during breaks	✓	✓	✓	✓
Free company tickets for the conference (worth 3,600 CZK each)	2	4	8	16
Roll-up at the venue	✗	✓	✓	✓
Booth at the venue	✗	available as an option: Standard (1.5 × 2 m) for 20,000 CZK		Large included in the price
Welcome package insert / promotions for attendees	✗	1	2	3
Promotional post retweets / reshares on PyCon CZ official social media channels	✗	1	2	3

# Custom options

Available for Silver, Gold and Platinum packages only.

Prices in EUR are for indicative purposes only.

## Venue Booth

**20,000 CZK or 840 EUR**

- Booth at the venue (max. 1.5 m × 2 m)
- Includes 3 full tickets to the conference (for booth staff or for use at your discretion)
- Available with Gold / Silver only (Platinum has a larger booth included)

## ~~Lanyard Sponsor - already taken~~

- Partner logo on the lanyard that everybody will be wearing
- Lanyards will have only one Partner logo printed + logo of PyCon CZ

## Childcare Sponsor - exclusive: only one available

**10,000 CZK or 420 EUR**

- You will help us to acquire professional childcare providers
- Every information (website, newsletter, on-site) about Childcare will include partner's name

## ~~Coffee Sponsor - already taken~~

- Helping to cover the cost of the coffee at PyCon CZ
- Coffee booth branded with partner's logo (e.g. roll-up or banner that the partner provides)
- Option to brand cups (at partner's cost)

## Afterparty Drinks - exclusive: only one available

**60,000 CZK or 2,500 EUR**

- Sponsoring the cost of drinks (soft drinks, beer and wine) at the afterparty
- Partner's logo on information posters during the party
- Option to brand cups (at partner's cost)
- Host will mention the partner when inviting attendees to the party

## Custom sponsorship

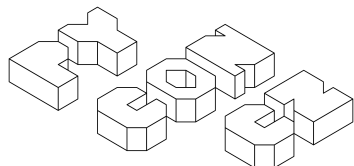
**starting from 10,000 CZK or 420 EUR**

A few ideas:

- Ice cream cart sponsor
- Host a quiz or competition or donate prizes
- Diversity sponsor – pay for free tickets for a target demographic
- Event sponsor (board game night, workshop that requires specialised hardware, etc.)
- Your idea! We're open to anything interesting and fun...

## Non-financial sponsorship

Your support doesn't have to be financial: you can provide a service or goods directly to PyCon CZ attendees and get extra visibility.



# PyCon CZ 23 – Event Sponsorship Agreement

## Prague, Czech Republic, September 2023

### Applicant Company Name

(as it should appear in all marketing and promotional materials for the event)

Company name (as registered)

Street and number

City

Contact Name

Tax ID (IČO)

Postal Code

Country

Phone

Email

Payment type  
(choose one)

Payment by wire transfer to:

Pyvec z.s.  
Hub Praha  
Drtinova 10/557  
150 00 Prague

Transparent account: 2600260438/2010  
Bank Name: Fio Banka a.s.  
Bank Address: V Celnici 1028/10, Praha 1  
IBAN: CZ5020100000002600260438  
BIC code/SWIFT: FIOBCZPPXXX

Payment by PayPal  
delivered to info@pyvec.org

Several levels of sponsorship are available. Add a checkmark next to the level of sponsorship for which you wish to apply.

LEVEL (choose one)	BENEFITS	COST (Pyvec, z.s. is not a VAT payer)	
<input type="checkbox"/> Platinum	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck Booth at the venue (max: 4x4 m)	3 welcome package inserts / promotion for attendees 3 promotional post retweets/reshares on PyCon CZ official social media channels 16 free tickets to the conference	200,000 CZK
<input type="checkbox"/> Gold	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck	2 welcome package inserts / promotion for attendees 2 promotional post retweets/reshares on PyCon CZ official social media channels 8 free tickets to the conference	100,000 CZK
<input type="checkbox"/> Silver	Partner announced on social media channels Partner's logo on the official conference website Roll-up at the venue Partners logo on intermission slide deck	1 welcome package inserts / promotion for attendees 1 promotional post retweets/reshares on PyCon CZ official social media channels 4 free tickets to the conference	50,000 CZK
<input type="checkbox"/> Bronze	Partner announced on social media channels Partner's logo on the official conference website	2 free tickets to the conference	25,000 CZK

OPTION	DESCRIPTION	BENEFITS	COST
<input type="checkbox"/> Afterparty Drinks	Sponsoring the cost of drinks (soft, beer, wine) at the afterparty. <i>Available with Platinum / Gold / Silver only</i>	Partner's logo on information posters during the party. Moderator will invite everybody to the party and mention the partner. Option to brand cups (at partner's cost)	60,000 CZK
<input type="checkbox"/> Venue Booth	<i>Available with Gold / Silver only</i>	Booth at the venue (max 1.5 x 2 m) 3 full tickets	20,000 CZK
<input type="checkbox"/> Custom	Specify details here		CZK

By signing this application, Pyvec and Sponsor agree to the attached Terms and Conditions.

Pyvec, z.s.

?? . ? . 2023

Sponsor

Signature

Date

Name Barbora Drbohlavová

Title Chairwoman of Pyvec

Signature

Date

Name

Title

## Terms and Conditions

Pyvec, z.s. ("Pyvec"), and the Sponsor identified above ("Sponsor"), are entering into this Pyvec Event Sponsorship Agreement (the "Agreement") as of the "Effective Date" when the contract was signed, in the section above.

Pyvec is hosting the event identified above (the "Event") and Sponsor wishes to sponsor the Event at the Sponsorship Level identified above, in accordance with the following terms and conditions.

Pyvec and Sponsor agree as follows:

### 1. PYVEC'S RESPONSIBILITIES.

Pyvec is responsible for all aspects of planning, arranging, hosting, staffing, managing, and promoting the Event. In addition, Pyvec is responsible for providing the Sponsorship Benefits.

### 2. SPONSORSHIP BENEFITS.

Provided Sponsor pays the Sponsorship Fee, Sponsor will receive the benefits identified above for the Sponsorship Level Sponsor has selected.

### 3. SPONSOR'S OBLIGATIONS.

a. Sponsor will pay to Pyvec the Sponsorship Fee for the selected Sponsorship Level within thirty (30) days following execution of this Agreement (see Exhibit B). Payment will be made via the method selected above.

b. Sponsor will submit a company logo, a company/product description of up to 150 words for use in the Event program, related marketing materials and Event related websites via email to [info@pycon.cz](mailto:info@pycon.cz).

The logo must comply with the following specs: vector file i.e. SVG, EPS, AI, PDF and RGB colours (not CMYK) and all texts converted to outlines.

Optional, but welcome are: versions for both white and black (dark) background and CMYK version for printing

Sponsor's failure to deliver materials according to these requirements will result in not publishing them.

Submitting them 2 weeks prior to Event start or later might result in not publishing them in printed materials.

c. Sponsor will not schedule or sponsor any event in connection with the Event, including without limitation evening events, during a time that overlaps or conflicts with any Event activities published in the Conference schedule without Pyvec's prior written consent.

d. Sponsor will not conduct any drawings, contests or other promotions at the Event without Pyvec's prior written consent.

e. Sponsor will assign all allocated tickets at least 3 weeks prior to the Event start date or within 3 days after signing this agreement, whichever occurs later. After that time, any unallocated sponsor's tickets will be available for use at Pyvec's discretion.

f. If applicable, Sponsor will submit copy and or links of promotional tweets, Facebook posts and direct to registered ticket holder emails to be shared through official PyCon channels at least 2 weeks prior to Event start date.

g. If applicable, Sponsor will not exhibit beyond the agreed booth size.

h. Sponsor confirms to have read and agreed with our Code of Conduct (CoC): <https://cz.pycon.org/2023/coc/>.

### 4. USE OF TRADEMARKS.

a. Sponsor grants Pyvec a nonexclusive, nontransferable licence to use Sponsor's logo and other trademarks provided to Pyvec solely in the form provided by Sponsor and solely in connection with promoting and marketing Sponsor's sponsorship of the Event.

b. During the term of this Agreement, Sponsor may identify itself as a sponsor of the Event in advertising and marketing. Pyvec will provide Sponsor with an official Event logo, images, and/or phrases to use on advertising, websites, and other avenues as approved by Pyvec.

### 5. NO EXCHANGE OF PERSONAL INFORMATION.

Notwithstanding anything else in this Agreement, neither party will provide the other with contact information for Event attendees, unless such attendees have specifically provided written permission.

### 6. TERM OF THE AGREEMENT.

This Agreement will commence on the Effective Date and continue through the end of the Event, unless terminated earlier as permitted herein. Should Pyvec learn of facts regarding Sponsor such that Pyvec' continued association with Sponsor could tarnish Pyvec' reputation, Pyvec may terminate this Agreement upon five (5) days' notice and will refund to Sponsor all amounts paid.

The following Sections shall survive any termination or expiration of this Agreement: 6, 7, 8, 9 and 10.

### 7. CANCELLATION.

#### a. By Pyvec.

If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or in the event of a widespread viral infection transmitted via bites or contact with bodily fluids that causes human corpses to reanimate and seek to consume living human flesh, blood, brain or nerve tissue and is likely to result in the fall of organised civilization ("Force Majeure"), Pyvec shall determine that the Event or any part cannot be held, Pyvec may cancel the Event or any part thereof. In that event, the liability of Pyvec is limited to the amount of fees paid, and Pyvec shall determine and refund to the Sponsor its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Pyvec. In the event, however, that Pyvec cancels the Event for any reason other than Force Majeure, Pyvec shall refund to Sponsor the full amount of the fees paid by Sponsor.

#### b. By Sponsor.

If Sponsor cancels its sponsorship more than 3 months prior to the Event start date, it will receive a 50% refund of fees paid. If it cancels its sponsorship less than 3 months prior to the Event start date, it will receive no refund.

### 8. WARRANTIES.

Each party represents and warrants that: (i) it has the full right and power to enter into and perform this Agreement without the consent of any third party; (ii) its performance under this Agreement will not conflict with any other obligation it may have to any other party; and (iii) it will comply with all applicable laws. Pyvec further represents and warrants that it has obtained all necessary permits and authorizations required for the Event.

### 9. INDEMNITY

Each party indemnifies, defends, and holds harmless the other party, and its parent and subsidiaries, and the officers, directors, volunteers, employees, representatives, and agents of each of the foregoing, from and against any and all third party liabilities, damages, injuries, claims, suits, judgments, causes of action, and expenses (including reasonable attorneys' fees, court costs and out-of-pocket expenses) arising out of or resulting from its gross negligence or willful misconduct.

### 10. LIMITATION OF LIABILITY

NEITHER PARTY WILL BE LIABLE TO THE OTHER OR ANY THIRD PARTY FOR ANY SPECIAL, CONSEQUENTIAL, EXEMPLARY OR INCIDENTAL DAMAGES, ARISING FROM ANY CLAIM RELATING TO THIS AGREEMENT OR THE SUBJECT MATTER HEREOF, WHETHER SUCH CLAIM IS BASED ON CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, EVEN IF AN AUTHORISED REPRESENTATIVE OF SUCH PARTY IS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NEITHER PARTY'S AGGREGATE LIABILITY WITH RESPECT TO ANY AND ALL CLAIMS ARISING OUT OF OR RELATED TO THE SUBJECT MATTER OF THIS AGREEMENT WILL EXCEED THE SPONSORSHIP FEE PAID OR PAYABLE BY SPONSOR HEREUNDER.

### 11. GENERAL PROVISIONS.

This Agreement constitutes the entire Agreement between the parties related to this subject matter, and any change to its terms must be in writing and signed by the parties. This Agreement supersedes any prior agreements or understandings between the parties. The failure of either party to enforce any right or provision in this Agreement will not constitute a waiver of such right or provision. If any provision of this Agreement is held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law. The relationship between the parties is that of independent contractors, and neither party is an agent or partner of the other. Neither party shall be liable for the acts of the other in carrying out this Agreement and, specifically, but not by way of limitation, neither party shall be responsible for the legal, financial or any other obligation entered into by the other in performing this Agreement. The parties will be entitled to rely upon a signed copy of this Agreement transmitted via facsimile or online services as if it were an original signed counterpart.

## Exhibit A: SPONSORSHIP BENEFITS

#### a. BRAND PRESENCE ON STAGE:

This will either be a banner, display of sponsor logo on slides that display between speakers, and/or verbal mention(s).

#### b. INCLUSION ON WEBSITE & IN EMAILS:

We will display sponsor logos on website and email updates. The logos of Sponsors whose Sponsorship level includes this benefit will be displayed on the official website of the Event in a section for sponsors, as well as in Event emails. All sponsor logos will be the same size, and the Sponsorship level of each Sponsor will be identified in association with the logo.

#### c. ASSIGNMENT OF SPACE:

Pyvec shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than 2 days before the Event. Location assignments may be modified by Pyvec due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Pyvec.

#### USE OF SPACE:

Sponsor is allowed to distribute literature and run demonstrations only within the boundaries of the Sponsor's assigned space. Sponsor's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting and sounds must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. Music or any other audio production must be kept at the level of a quiet conversation. Sponsor must reduce sound volume or completely turn off sound if asked by Pyvec. All booth furnishings, equipment and displays are the responsibility of Sponsor, must be approved by Pyvec prior to installation, must be constructed safely, and must be installed, occupied and dismantled in accordance with Pyvec' schedule. Pyvec may refuse permission to exhibit any products or services Pyvec deems objectionable or unsuitable for the Event. Sponsor shall not assign to a third party its space or any portion of that space without the prior written consent of Pyvec, which Pyvec may grant or withhold at its sole discretion. If such permission is given, Sponsor assumes full responsibility for the conduct of the assignee and all its representatives.

#### d. LOGO EXPOSURE:

Depending on sponsor level, the Sponsor's logo will appear on slides on the main stage, website and/or conference accessories e.g. t-shirts, conference website and emails.

## Exhibit B

### EXCHANGE OF SIGNED CONTRACT AND INVOICING

Please send the signed contract in PDF format to Pyvec digital data box: **t94cfya**, or by e-mail to [sponsorship@pycon.cz](mailto:sponsorship@pycon.cz).

Pyvec will sign and return the contract to the Sponsor's email address within three days along with an invoice for the Sponsorship Fee for the selected Sponsorship Level.