About the event

Python Brasil is the largest Python programming language conference in South America.

Each year, the event is hosted in a different city in Brazil and is entirely organized by volunteers from the local community.

This year, it will be hosted in Caxias do Sul, RS, from October 30th to November 5th.

Our goals are as follows:

- To promote the widespread use of Python;
- To facilitate the exchange of knowledge and experiences;
- To contribute to our community's growth while also generating a positive socioeconomic impact on the region.

About us

We are a non-profit event organized by the community for the community.

Our dedicated team comprises volunteers who generously donate their free time to develop the Python ecosystem further.

In-person Event

In our 19th edition, we will convene in Caxias do Sul again, marking our return 14 years after our inaugural event.

This year's conference, scheduled from October 30th to November 5th, will offer a diverse content encompassing both theoretical and practical activities. Participants will have the invaluable opportunity to engage with some of the most prominent figures in both the national and international Python communities.

As is tradition, the event will kick off with tutorials held at the local university, *Universidade de Caxias do Sul*, providing attendees with hands-on experiences and valuable insights into the practical facets of the conference.
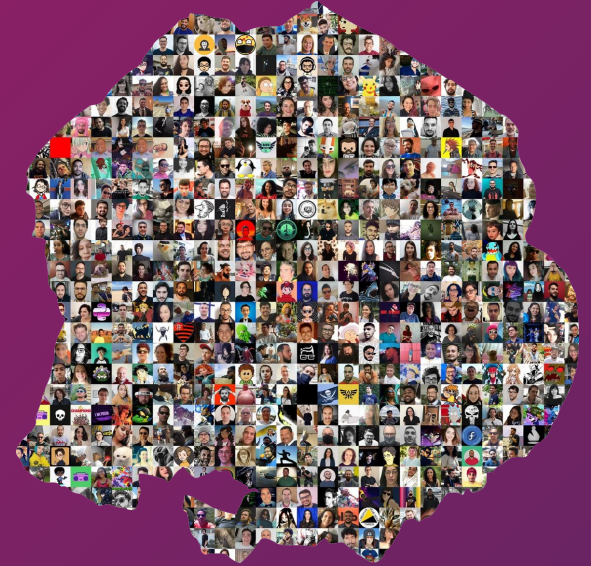
From **November 2nd to November 4th**, our program will include **lectures**, a **job fair**, and **keynote** presentations.

On **November 5th**, we will reconvene at *Universidade de Caxias do Sul* for coding **sprints**, allowing everyone with the chance to contribute to open-source projects actively.

Online event

During the Covid-19 pandemic, Python Brasil adapted by moving online in 2020 and 2021. This shift led to record-breaking audiences and a more decisive fulfillment of its mission to share knowledge and foster community interaction across various regions, nationally and globally.

Due to the success and community demand, Python Brazil will live-stream talks on YouTube in real-time in 2022 and maintain this practice in 2023.

Online event

To participate, individuals should register for free on Eventbrite. Upon registration, they will receive access to the official event Discord server. Here, they can engage with speakers, submit questions, and participate in job fairs with our sponsors.

While the official online event kicks off on November 2nd with the main activities, it's worth noting that our online team will be active on Discord from the very first day, preparing for the event.

Python Brasil – Our reach of participants

In-person Event
Until 2019, Python Brasil was exclusively an in-person event happening on its chosen host city.

Online Event
Due to the COVID-19 pandemic, in 2020 and 2021, we chose to do the event online.

Hybrid Event
The online events brought a new perspective; in 2022, when we thought it was safe to get back to the in-person event, we also began to livestream the event so that everyone could participate.

Year	In-person	Online
2014	321	-
2015	395	-
2016	520	-
2017	590	-
2018	790	-
2019	893	-
2020	-	48k
2021	-	40k
2022	576	17k

Why sponsor us?

Community

Our community comprises a vast network of receptive, engaged, and collaborative individuals who actively interact on forums and participate in events. It's in this vibrant community spirit that Python truly shines.

Market

According to the latest TIOBE index, Python is the most common programming language used worldwide.* Python has emerged as a vital language in data science, offering simple yet powerful data analysis and manipulation tools.

Moreover, Python's versatility extends beyond data science. It enjoys widespread adoption in various domains, including web development and embedded systems, showcasing its adaptability and broad applicability.

Opportunities

Contributing to our event means actively forming new tech professionals, all while aligning your brand with an event renowned for its commitment to social causes and its respectful engagement.

Python Brasil is a diverse and inclusive gathering dedicated to knowledge dissemination and community building.

*Latest report from September 2023: https://www.tiobe.com/tiobe-index/

People > Technology

Python Brasil Association

Affectionately known as APyB, the association is crucial in providing fiscal support for the event. This association includes facilitating tasks such as invoice issuance, payments, commitment notes, and organizing various support initiatives.

Currently boasting 124 members*, the association actively participates in decision-making processes. Members can vote on Python Brasil's event locations and run for positions on the board of directors and councils.

Today, the association stands as a vital pillar in making Python Brasil a reality, offering support in terms of infrastructure and drawing from its wealth of knowledge regarding the organization of past events and other community-driven initiatives.

The unwavering support and respect of the association remain steadfastly behind the event organizers as they collaborate to bring Python Brasil to every corner of Brazil!

* Data from September 2023 avaliable at: https://associacao.python.org.br/members/list/

Our reach

26k followers on Twitter

4k followers on LinkedIn

31k followers on Instagram

21k subscribers on YouTube

27k followers on Facebook

20k members on Telegram

Past Sponsors

The host city

Nestled in the picturesque Serra Gaúcha region, Caxias do Sul is renowned for the Festa Nacional da Uva (National Grape and Wine Festival), celebrating its rich Italian heritage. Its six official tourist routes beautifully showcase the city's natural beauty and historical significance.

From lush vineyards and authentic restaurants to historic landmarks and cascading waterfalls, Caxias do Sul offers diverse attractions.

This charming city played host to Python Brasil in 2009, the inaugural Python Sul (Python South) in 2017, and has been the venue for annual editions of Python Caxias since 2014.

Participant Profile of 2022

Does the person work with Python?

Experience	%
Doesn't program	10%
Programs in another language	11%
Python experience of 1+ year	20%
Python experience of over 1 year	17%
Python experience of over 3 years	17%
Python experience of over 5 years	15%
Python experience of over 10 years	10%

Experience	%
Doesn't program	9%
Beginned	38%
Mid-level	32%
Senior	21%

* Data source: Python Brazil 2022 organization

Participant Profile of 2022

Education and level of formal education

Students	%
No	42%
Undergraduate	39%
Graduate	17%
High School	1%
Technical School	1%

Work with Python	%
Yes	60%
No, but want to	24%
No	16%

* Data source: Python Brazil 2022 organization

Overall base schedule

Tutorials (Oct 30 - Nov 1):

They consist of mini-courses in various formats that cover Python and related technologies. Participants can develop new skills and put their acquired knowledge into practice.

Talks (Nov 2 - Nov 4):

Community-driven talks for the community. With a focus on quality and diversity, these talks cover various aspects of the language. Keynotes from prominent community figures will highlight Python's trends and future.

Sprints (Nov 5):

Community tradition is the moment for participants to interact and collaboratively contribute to open-source projects under the guidance of those who maintain them.

Tracks

Beginners

- Introduction
- First Position
- Concepts
- Language Fundamentals
- Study

Intermediate

- APIs
- WEB
- Desktop applications
- Deploying

Advanced

- Architecture
- Design patterns
- Compilation
- Audio and video
- AI

Non-Technical

- Community
- Social
- Inclusion
- Soft Skills

Online Job Fair

Job fair is the term used to describe a dedicated space for companies to have direct contact with participants.

It is most commonly used for recruitment and promoting the company itself, but it can also be used for showcasing products and services.

An online job fair is a dedicated space within the event's online environment, specifically on Discord, where companies can connect with the audience following Python Brasil from their homes.

Each company will have a dedicated text channel for interacting with participants and specific schedules for voice and video channels, which **will be announced as part of the event's program.**

In person Job Fair

Like the online version, the in-person Job Fair is also a space dedicated to companies directly contacting participants.

It is often used for recruiting and publicizing the company but can also be used to showcase products and services.

The in-person job fair will be held in a dedicated space at the physical event, with set times that **will be announced as part of the event program.**
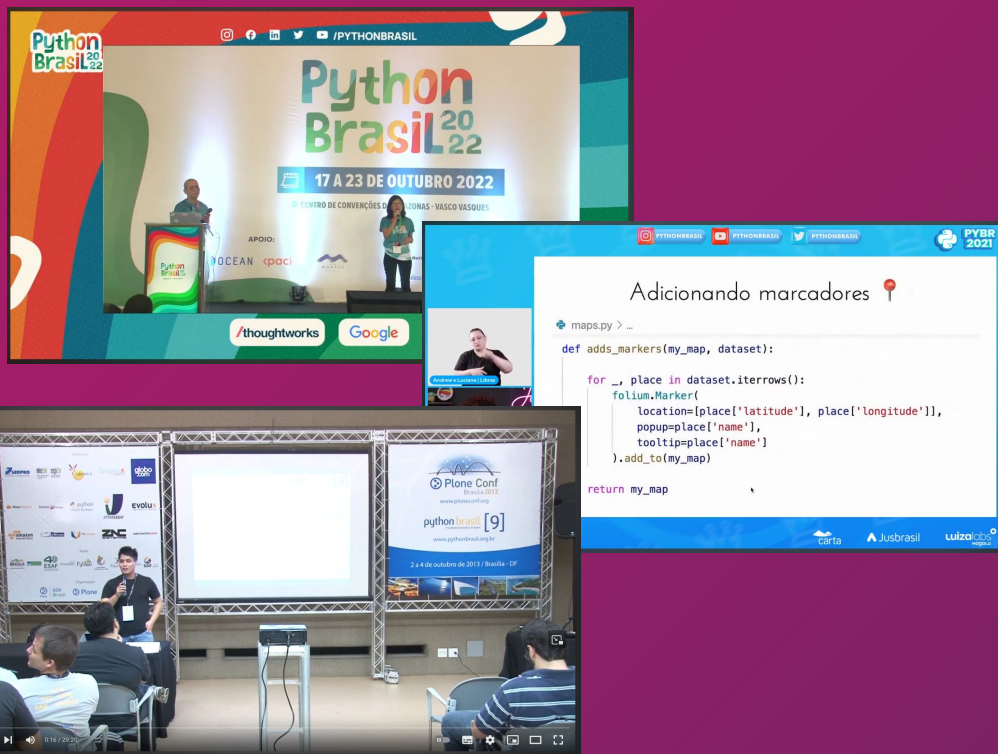
Logo on the event badge*

Space on the badge allows it to stand out in the participants' photos and their memories.

It's an exclusive space; we respect the memory that remains with the badge, and our participants will put their mark on the chest!

Logo on broadcasts / recordings

Your logo's presence is significant because it will remain in the channel's recordings forever, and its support will be eternalized in our YouTube channel.

You can see in Python Brasil's YouTube channel that we have memories of very old partners in the first videos, who still receive visits and are remembered as supporters of the Python community in Brazil!

*Illustrative model: the bag may differ, but we will maintain the proposals

Sending e-mail to participants

Python Brasil offers the benefit of sending emails to all registered participants in person and online.

The emails are sent by the organization, with the content specified by the company, directly through the registration platform Eventbrite.

This content can be an institutional presentation of the company, advertisement of vacancies, or advertising of products or services, and must comply with the event's **Code of Conduct** (http://python.org.br/cdc/).

Institutional video presented at the opening keynotes

Keynotes are the most memorable moment of Python Brasil, where all the attention is directed to our main stage, where a person we consider to be of great relevance to the event will be presenting.

We offer you the opportunity to promote your company's institutional video in the run-up to this exceptional presentation, where your brand will be the event's highlight.

Posts on social media

Python Brasil has many followers on its social networks (Instagram, Twitter/X, and Facebook), and we offer the possibility of posts from sponsoring companies as one of the benefits.

Just like the benefit of sending emails, the posts are made by the organization, with the content specified by the company.

This content can be an institutional presentation of the company, advertisement of vacancies, promotion of products or services, or others, and must respect the event's Code of Conduct (http://python.org.br/cdc/).

Platinum

- Logo in YouTube live broadcasts
- Logo in video recordings of the event available on YouTube
- Logo n the event welcome banner
- Logo on credentials (badges)
- Email communications sent to participants
- Institutional video during opening keynotes
- Exhibition stand
- Online job fair days hosted on Discord

- In-person job fair
- Social media posts
- Logo within lecture rooms
- Logo on the photo panel
- 300x300 logo on website
- Promotional activities on social media *
- Recognition during the opening and closing ceremonies of each day.

USD 8800

+12 courtesy tickets

Additional ticket:
R$ 200

Gold

- Email communications sent to participants
- Institutional video during opening keynotes
- Exhibition stand
- Online job fair days hosted on Discord
- In-person job fair
- Social media posts
- Logo within lecture rooms
- Logo on the photo panel
- 250x250 logo on website

- Promotional activities on social media *
- Recognition during the opening and closing ceremonies of each day.

USD 5000

+8 courtesy tickets

Additional ticket:
R$ 200

Silver

- In-person job fair
- Social media posts
- Logo within lecture rooms
- Logo on the photo panel
- 200x200 logo on website
- Promotional activities on social media *
- Recognition during the opening and closing ceremonies of each day.

USD 2500

+4 courtesy tickets

Additional ticket:
R$ 200

Bronze

- Logo on the photo panel
- 100x100 logo on website
- Promotional activities on social media *
- Recognition during the opening and closing ceremonies of each day.

USD 1200

+2 courtesy tickets

Additional ticket:
R$ 200

Copper

- 100x100 logo on website
- Promotional activities on social media *
- Recognition during the opening and closing ceremonies of each day.

USD 500

+1 courtesy ticket

Additional ticket:
R$ 240

Benefits Python Brasil 2023	Platinum	Gold	Silver	Bronze	Copper
Additional tickets	R$ 200	R$ 200	R$ 200	R$ 200	R$ 240
Courtesy Tickets	12	8	4	2	1
Inclusion of the logo in YouTube live broadcasts	yes	no	no	no	no
Inclusion of the logo in video recordings of the event available on YouTube	yes	no	no	no	no
Logo placement on the event welcome banner	yes	no	no	no	no
Logo inclusion on credentials (badges)	yes	no	no	no	no
Email communications sent to participants (including vacancies, product announcements, etc.)	3	1	no	no	no
Presentation of the institutional video during opening keynotes	1 min	30 sec	no	no	no
Exhibition stand	yes	yes	no	no	no
Online job fair days hosted on Discord	3	1	no	no	no
In-person job fair space	6	3	1	no	no
Social media posts	5	3	1	no	no
Logo in the lecture rooms	yes	yes	yes	no	no
Logo on the photo panel	yes	yes	yes	yes	no
Logo display on the website	yes	yes	yes	yes	yes
Promotional activities on social media	yes	yes	yes	yes	yes
Recognition during the opening and closing ceremonies of each day	yes	yes	yes	yes	yes
Investiment	USD 8800	USD 5000	USD 2500	USD 1200	USD 500

Any questions?

Get in touch by e-mail or via social media.

We want to make an unforgettable event; come and do it with us!

E-mail

eventos@python.org.br

Twitter

https://twitter.com/pythonbrasil

Instagram

https://www.instagram.com/pythonbrasil/

Youtube

https://www.youtube.com/c/pythonbrasiloficial

Thank you!