PYTHON
BRASIL 20 24

OCTOBER 16 - OCTOBER 21, 2024

RIO DE JANEIRO - RJ, BRAZIL

WHAT IS PYTHON BRAZIL?

Python Brasil is an event made by the community for the community.

The Brazilian edition is the largest Python programming language conference in Latin America.

Python Brasil prides itself on being a safe, friendly, inclusive and accessible environment, where everyone is welcome and can feel at ease, enjoying the best the event has to offer.

PYTHON BRAZIL'S GOALS

● To spread the Python programming language;

● Promote the exchange of experiences and knowledge;

● Encourage the growth of the community;

● To have a positive economic and social impact on the region and the country.

The PythOnRio conference

Several companies in Rio de Janeiro have already provided space for PythOnRio events and hosted dozens of lectures and workshops for our community.

Now, the organization team joins forces with people from other states to consolidate this story with an unforgettable Python Brasil.

ACTIVITIES

OCTOBER 16 - OCTOBER 21, 2024

LECTURES

There are three days of speakers and keynotes chosen by the community, covering various uses of the language, related technologies and career experiences.

It's a space to get in touch with the evolution of the language and how it's used in the real world.

TUTORIALS

This is an opportunity for participants to develop new skills in practice. In various formats, these mini-courses cover the Python language and related technologies.

SPRINTS

It's an opportunity for participants to contribute to open source projects, in contact with the people responsible for maintaining these projects. A tradition in the community, it's a time for lots of interaction and positive exchanges for everyone involved.
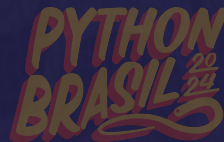
PYTHON BRASIL 2024

PYTHON BRAZIL'S PREVIOUS EDITIONS

2021 — Remote

2022 — Manaus

2023 — Caxias do Sul

2024 — Rio de Janeiro

2025 — São Paulo

Online 2020 • Ribeirão Preto 2019 • Natal 2018 • Belo Horizonte 2017 • Florianópolis 2016 • São José dos Campos 2015 • Porto de Galinhas 2014 • Rio de Janeiro 2012 • Brasília 2013 • São Paulo 2011 • Curitiba 2010 • Caxias do Sul 2009 • Joinville 2007 • Brasília 2006 • Campinas 2005

OUR SOCIAL NETWORKS' REACH

26 K FOLLOWERS

4 K FOLLOWERS

31K FOLLOWERS

21K FOLLOWERS

27K FOLLOWERS

20K MEMBERS

PYTHON BRASIL 2024

WHO HAVE SPONSORED

GitHub

FACEBOOK

python
SOFTWARE FOUNDATION

grupo ZAP

globo.com

maravi

luizalabs
MAGALU

Grupo people

ELDORADO
INSPIRAÇÃO PELO NOVO

gen | LTC

BotCity

VINTA

INDT

twilio

sebraelab

SEBRAE

beemōn

GRUPO SBF

stone

Google

globo

avidity

LAB CODES
SOFTWARE STUDIO

OCEAN

Jusbrasil

SAKS

/thoughtworks

THE CONFERENCE

→ October 16-21, 2024
→ 3 days of lectures
→ Lecture venue: CCBR - RJ, Praça XV
→ Lectures broadcast online with space for participants to interact
→ Auditorium with capacity for 1000 people

→ 1 day focused on contributions to open source projects (sprints!)
→ 2 days focused on tutorials (workshops)

EVENT SCHEDULE

	10/16	10/17	10/18	10/19	10/20	10/21
10am to 11 am	T U T O R I A L S	T U T O R I A L S	Lectures	Lectures	Lectures	S P R I N T S
11am to 12am			Keynote	Keynote	Keynote	
2pm to 3pm			Lectures	Lectures	Lectures	
3pm to 4pm			Lectures	Lectures	Lectures	
4pm to 5pm			Lectures	Lectures	Keynote	
5pm to 6pm			Keynote	Keynote	Closing ceremony	

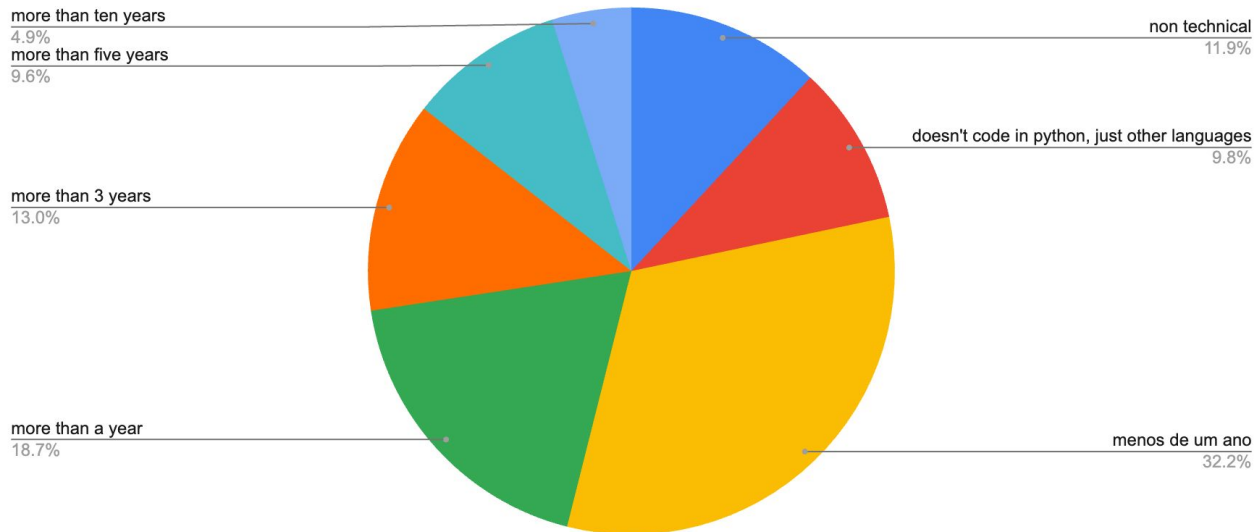# AND WE WILL DO MORE: *we intend to donate most of the tickets.*

<u>We believe</u> that a career in technology has the power to **transform people's lives.**

For this event, our vision is to reach an audience that lacks socio-economic power and invite them to take part in our event - with the aim of teaching, talking about careers, about technology, showing that technology is a viable option.

(*) A major concern of our organization is to ensure that we have content options that are valid for this audience. We see this challenge as key to the success of our event, and we'll gradually give more details of how we're going to tackle it - the focus will be on creating spaces with complementary activities that can engage people at levels other than the main stage lecture.

DEMOGRAPHICS

experience in python

more than ten years
4.9%

more than five years
9.6%

more than 3 years
13.0%

more than a year
18.7%

non technical
11.9%

doesn't code in python, just other languages
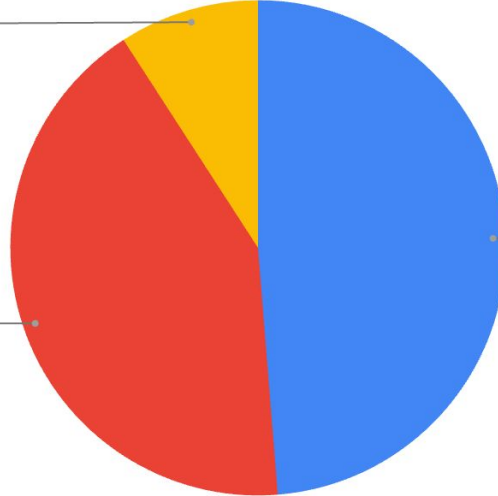9.8%

menos de um ano
32.2%

DEMOGRAPHICS

works with python

no
9.1%

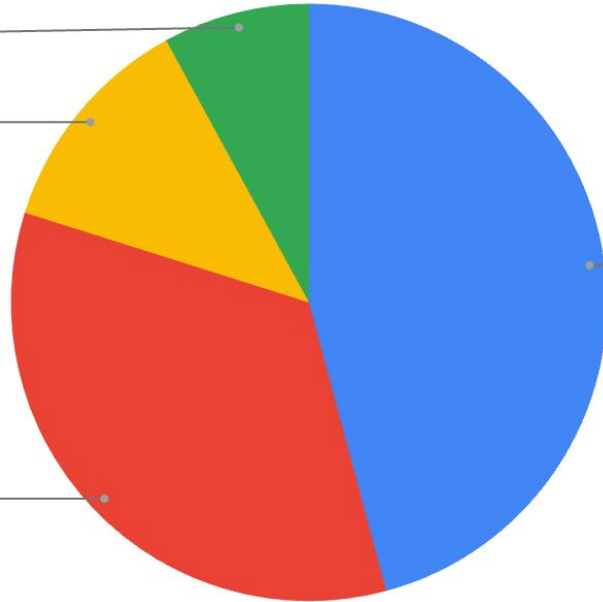no, but would like to
42.1%

yes
48.7%

DEMOGRAPHICS

knowledge in python

doesn't have it
8.0%

advanced
12.2%
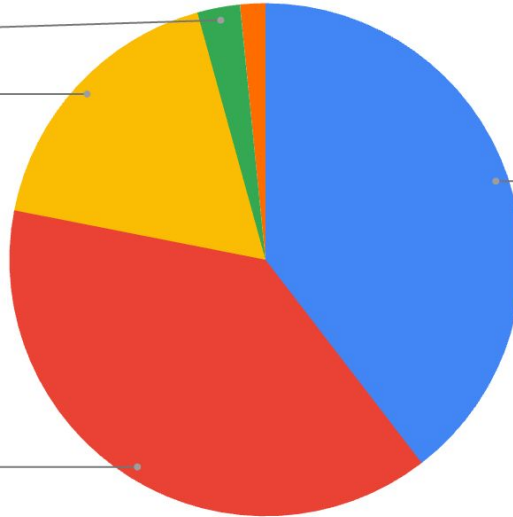
intermediate
34.0%

beginner
45.8%

DEMOGRAPHICS

attendees who are students

technical school
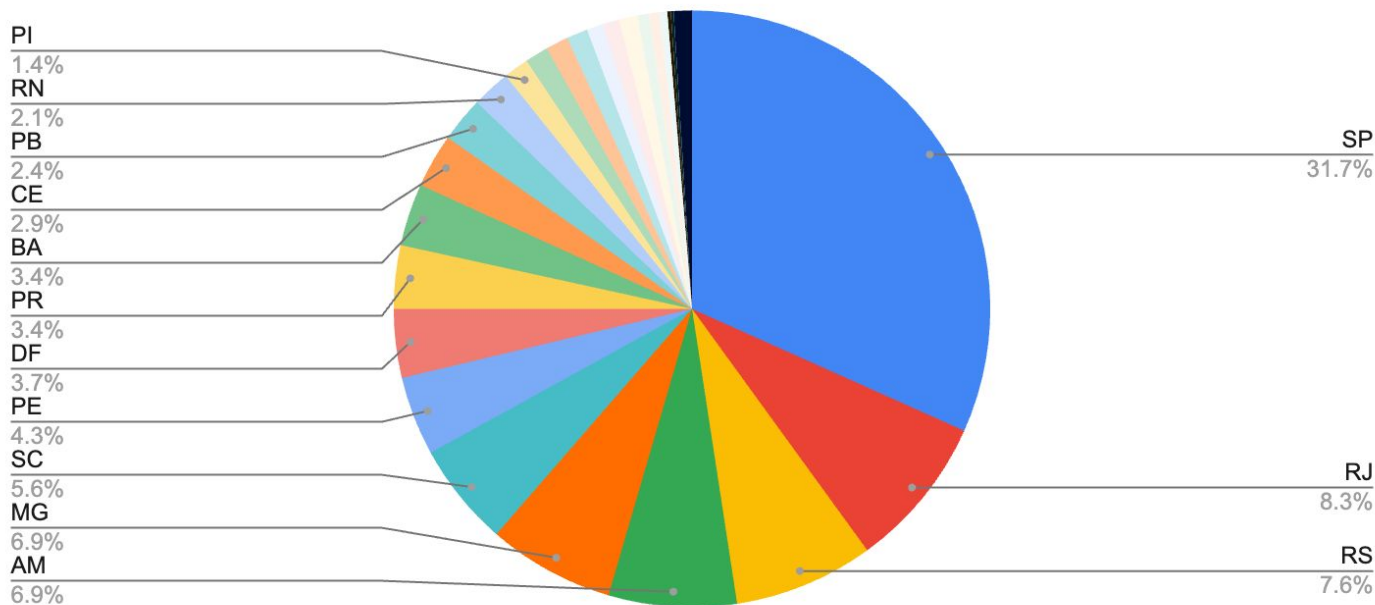2.7%

post-grad
17.6%

graduate school
39.6%

not a student
38.5%

DEMOGRAPHICS

states of the attendees

PI 1.4%
RN 2.1%
PB 2.4%
CE 2.9%
BA 3.4%
PR 3.4%
DF 3.7%
PE 4.3%
SC 5.6%
MG 6.9%
AM 6.9%
SP 31.7%
RJ 8.3%
RS 7.6%

OUR SPONSORHIP QUOTAS

DIAMOND - 16k USD

→ recruiting & networking

- Technical workshop during the event on your product or technologies used
- Dedicated space for the company in the online event (a voice + text channel on our discord, where you can host sessions and demos)
- Stand in the event sponsors' area
- Support for raffle of gifts provided by the company at a dedicated moment on the main stage (*)
- Participant data collection via QR Code (*)

→ brand exposure (at the event)

- Logo on the event's instagrammable photo panel
- Vignette to be shown between the event's lectures
- Vignette for live broadcasts on YouTube
- Institutional video of no more than 2 minutes to be shown at the opening/closing of the event
- Acknowledgment at the opening and closing ceremonies of each day
- Logo on the event badge and ecobag :)
- Company swag on the official bag :)

→ event participation

- 10 tickets to the event
- special conditions for ticket purchases (10% off)

(*) participant data will only be shared on an individual and consensual basis

DIAMOND - 16k USD

→ brand exposure (social networks & emails)

- Logo featured on the website
- Minimum of three thank-you posts for the company on all Python Brasil social networks with the company logo, with the possibility of promoting a company product / initiative
- Company logo on the event's institutional posts (keynotes, speakers, etc.)
- Logo + two paragraphs about the company in newsletters communicating with participants (in person and online)

→ full stand (3 × 2*)

- 01 Carpeted area
- 01 Adhesive-backed back wall
- 01 Wall with logo on white background
- 01 Counter with personalized sticker
- Energy point

PLATINUM- 10k USD

→ participation in the event

- Stand in the event sponsors area
- Support for raffle of gifts provided by the company at a dedicated moment on the main stage (*)
- Participant data collection via QR Code (*)

→ brand exposure (at the event)

- Company logo at the event entrance
- Vignette to be presented between the event's talks
- Vignette in live broadcasts on YouTube
- Thank you at the opening and closing ceremonies of each day

→ brand exposure (online)

- Logo on website
- Minimum of two thank you posts for the company on all Python Brasil social networks
- Logo + two paragraphs about the company in an e-mail communication with participants (in person and online)

(*) participant data will only be shared for the draw on an individual and consensual basis

PLATINUM- 10k USD

→ full stand (2 × 2*)

- 01 Carpeted area
- 01 Adhesive-backed back wall
- 01 Wall with logo on white background
- 01 Counter with personalized sticker
- Energy point

→ participation in the event

- 5 tickets to the event
- special conditions for ticket purchases (10% off)

GOLD- 5k USD

→ participation in the event

- Support for raffle of gifts provided by the company at a dedicated moment on the main stage (*)
- Participant data collection via QR Code (*)
- 3 tickets to the event & special conditions to buy more tickets (10% off)

→ brand exposure (at the event)

- Company logo exposed at the entrance to the event
- Thank you at the opening and closing ceremonies of each day

→ brand exposure (social networks & emails)

- Logo on website
- A thank you post for the company on all Python Brasil social networks with the logo + a paragraph about the company
- Logo + two paragraphs about the company in an email communicating with participants (in person and online)

(*) participant data will only be shared on an individual and consensual basis

SILVER- 2k USD

→ participation in the event

- 2 tickets to the event & special conditions to buy more tickets (10% off)

→brand exposure (at the event)

- Company logo at the event entrance

→ brand exposure (social networks & emails)

- Logo on website
- A thank you post for the company on all Python Brasil social networks with the logo + a paragraph about the company
- Logo + two paragraphs about the company in an email communicating with participants (in person and online)

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