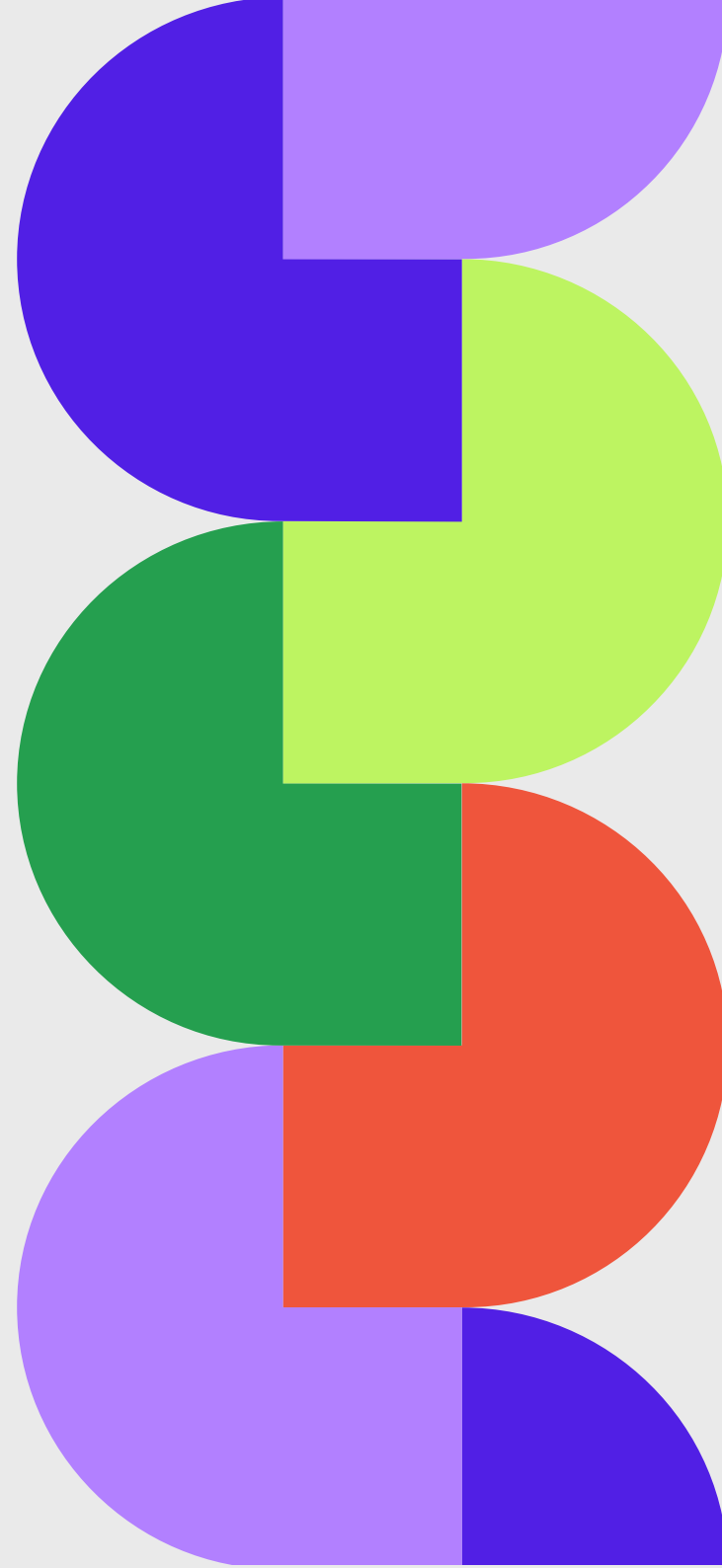


PyCon *au* 26

Sponsorship Prospectus

Updated 16 July 2026



For 15+ years, PyCon AU has been welcoming people from across Australia and the world, to connect, share and learn.

As a not-for-profit, volunteer-run event, our sponsors provide critical support to ensure our continued success.

PyCon AU will be held in Brisbane in 2026 from August 26-30.

Hosted at the Sofitel Brisbane Central, there are lots of ways you and your organisation can participate as a sponsor.

In this pack

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To discuss sponsorship opportunities for your company, contact us at sponsor@pycon.org.au





About PyCon AU

PyCon is a global conference community for developers using the Python programming language and is a must-attend for hundreds of technologists worldwide. PyCon AU brings together people from diverse professional backgrounds to share their knowledge and experience with our vibrant, welcoming community.

2026 Conference Outline



Pycon AU in review



2026 Conference Outline

Wednesday 26 August

Thursday 27 August

Friday 28 August

Saturday 29 August

Sunday 30 August

Workshops

Main Conference

Sprints

Specialist Tracks

Sponsor Exhibition

Workshops

Sponsors and invited trainers facilitate hands on learning and training sessions for attendees.

Workshops are intended to be free-or-cheap to attend and give take-home skills to participants.

Workshops are a fantastic way for your company to teach valuable specialist skills as well as show how to apply those skills to your product or technology.

Specialist Tracks

Curated content from interest groups within the Python community hold their own individual 'miniconf'. Specialist tracks are a draw card for several industries and communities.

In 2026 we have 6 specialist tracks looking for talks & sponsors:

- Cybersecurity
- Data & AI
- DevRel
- Education
- Platform Engineering
- Research Software Engineering

Main Conference

Invited local and international speakers will open and close each day, with the main conference schedule running in three tracks.

Talks cover a wide range of topics, including technical deep-dives, high-level overviews, retrospectives and much more.

A public call for proposals was open to speak at the conference, with limited sessions held on reserve for sponsors.

Development Sprints

'Sprints' are open development space where attendees collaborate on open source projects. Sprints foster collaboration and mentorship between experienced maintainers and new developers across the open source ecosystem.

Sprints follow a free-form schedule self-organised by project maintainers, often sparked by talks & conversations during PyCon AU.



Community & Inclusion

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, welcomeness, and encouragement.

Outreach initiatives include a wide-ranging financial assistance scheme, and a call for papers process that focuses on providing a rich and diverse speaker list across many fields of interest.

PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

Financial Assistance

PyCon AU is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many Python developers cannot afford to attend the conference.

PyCon AU creates access and opportunities by running a generous financial assistance scheme. Costs covered can include registration, accommodation and in some cases travel.

Sponsorship is critical to the Financial Assistance Program. Sponsoring PyCon AU directly contributes to the access & opportunities that can be created and has been a well recognised and valued pillar of the Python community for many years.

Speaking at PyCon AU

PyCon AU is recognised globally for its high-quality program of talks. We maintain this reputation through an independent process*, through which most talks are selected.

Our attendees are curious and actively looking for new and better ways to build, maintain and deploy their projects. Attendees expect technical talks that are interesting and educational, above and beyond a product demo.

We'd like to collaborate with sponsors to have **high-quality talks or tutorials as sponsored sessions** which will be part of the published schedule. A limited number of sessions are held in reserve for sponsors.

Talks are recorded and collectively attract over **270k views** every year. The organising committee is available to help sponsors craft a high-impact session in partnership with you; and we're also happy to extend this offer to your customers and partners.

* A public Call for Proposals ran in early 2026, and the schedule was announced in mid-May. A limited number of talks are reserved for sponsors until 27 July 2026.



Exhibition

PyCon AU attendees have grown to love the sponsor exhibition, as it's an opportunity to connect with the industry at large (and win some prizes too of course)!

All sponsors (except digital and in-kind sponsors) will have a chance to exhibit and connect with PyCon AU attendees throughout PyCon AU.

Exhibition includes lead scanning, and data includes name, email and affiliation/organisation.





Workshops & Talks

Sponsored workshops routinely sell out and attract waitlists. Sessions delivered by sponsors also attracted extremely high praise from attendees.

Talks are a chance to teach deep foundational skills and technology to attendees. And of course, show how it applies to your product or service.

Attendees at PyCon AU expect high quality educational content, not just a product demo. Sponsored talks with exciting and impactful abstracts regularly attract standing room only crowds.

The PyCon AU team is eager to collaborate with sponsors to advise and curate the right balance of technical depth and commercial/product demo.

PyCon AU 2025

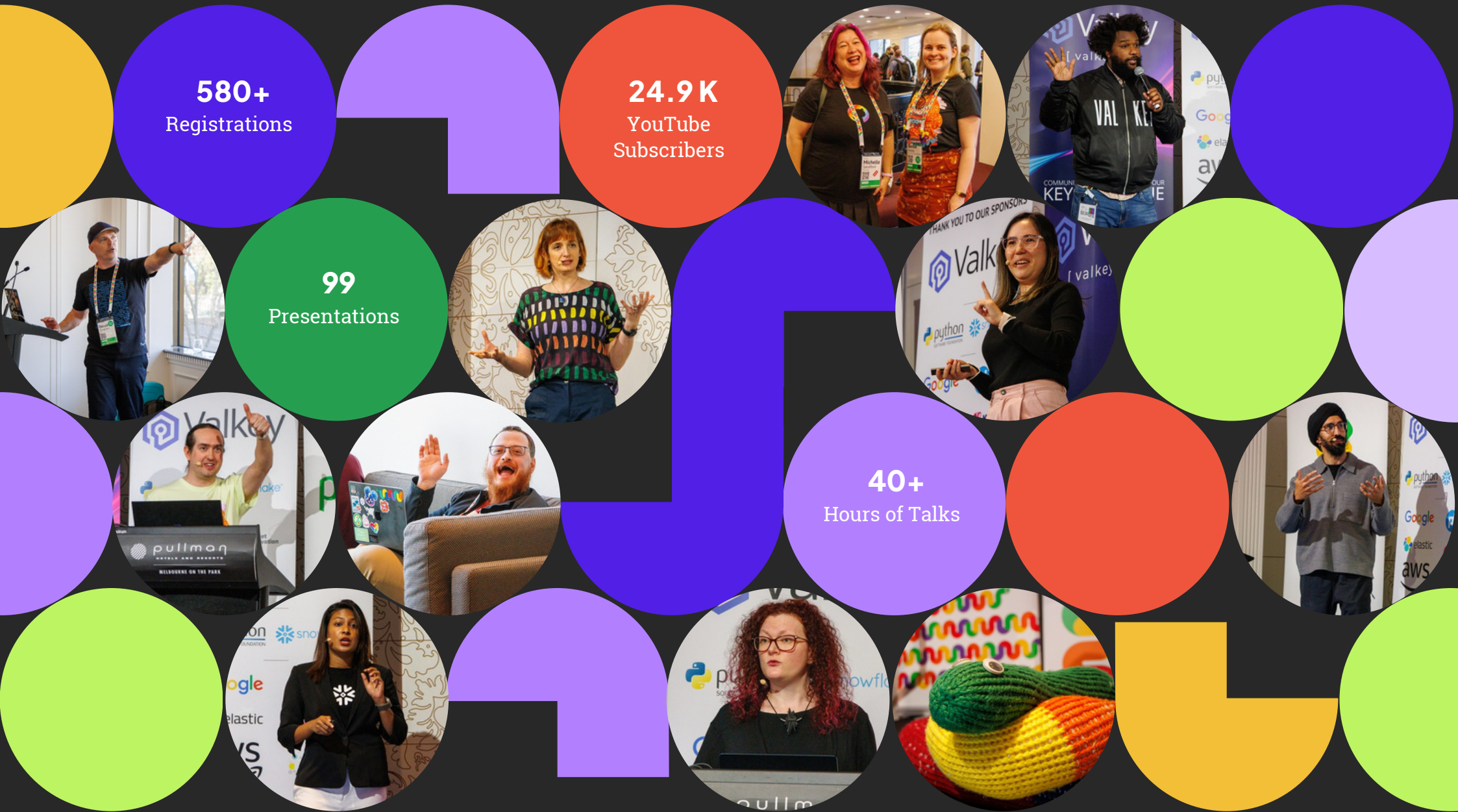
In Review

580+
Registrations

24.9 K
YouTube
Subscribers

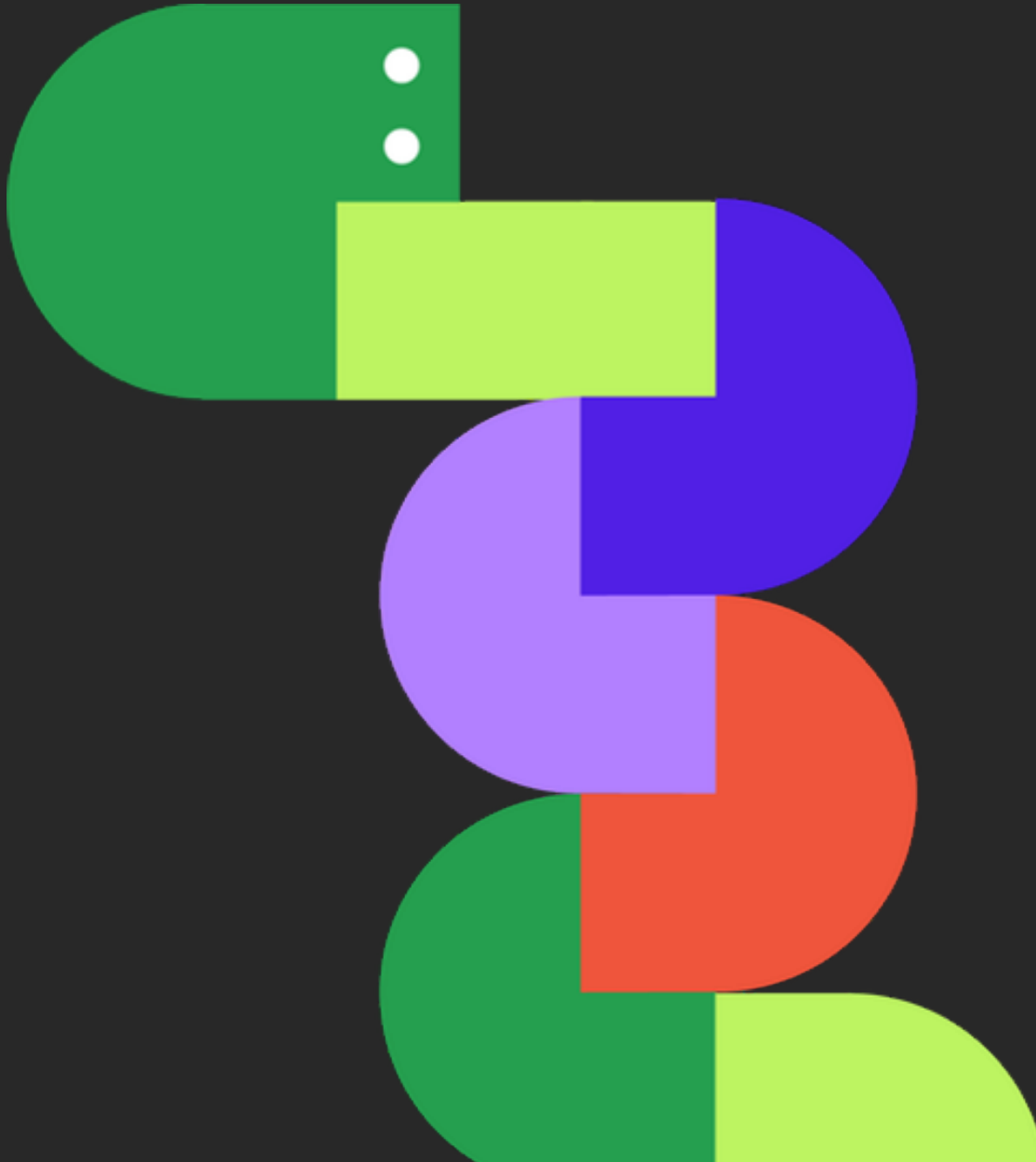
99
Presentations

40+
Hours of Talks



PyCon AU 2025

Facts & Figures



PyCon AU's 16th conference welcomed over **580+ registrations** across **5 days**, including including several attendees who joined us online and couldn't help but pop in in-person the next day!

We had **99 presentations** including 24 lightning talks, 8 devoops lightning talks & 9 student showcase talks.

About our attendees

Location: The vast majority of attendees live in Australia. PyCon AU also welcomed attendees and speakers from New Zealand, Singapore, India, Malaysia, Romania, Brazil, Vietnam, Montenegro, Thailand, UK, and USA.

Experience: On average attendees had 9+ years experience writing Python code, and 15+ years of experience with any programming language.

Gender*: PyCon AU prides itself on it's welcoming and inclusive community. In 2025, 58% of attendees identified as male, 27% of attendees female, and 15% of attendees self-identified as gender diverse (including non-binary, transgender, queer or other).

*Data extrapolated from optional attendee survey; 247 respondents total, with 46 unique answers to describe gender identification.



Sponsorship Packages

Sponsoring PyCon AU puts your company front and centre with the Python community in Australia. It's also the best way to access the most enterprising Python programmers in the country.

Company Sponsorships



Community Sponsorships



Company Sponsorship



Sponsoring the conference is an exclusive opportunity to position your organisation in front of Australia's most innovative technical decision-makers, architects, and developers.

All packages include:

- ✓ Tickets to attend PyCon AU 2026
- ✓ Inclusion on website & social media
- ✓ Highlights at plenary sessions
- ✓ Metrics, reporting & media to support your internal reporting post-conference
- ✓ Attendee lead collection opportunities

Plus:

Thinking creatively? Do something fun and custom! We're flexible and would love to collaborate on your unique idea!

With six tiers of sponsorship opportunities, there are lots of options for your company to participate in a way that suits you best!

See the full list of sponsorship packages, options and add-ons on the following pages.

Company Sponsorship Packages

Packages	Digital	Industry	Standard	Gold	Platinum	Diamond
Prices AUD, ex GST	\$3,000	\$6,000	SOLD OUT	\$10,000	\$15,000	Let's Chat
Exclusivity	Unlimited	Unlimited	SOLD OUT	5	3	1
Exhibition Space	-	Shared	2x2m*	2x2m*	3x3m*	4x4m*
Staff Tickets (Exhibitor^)	-	1	1	2	3	4
Complimentary Tickets (Professional)	-	1	1	2	3	4
Stage Banners (Plenary / Main Stage)	-	-	-	-	Yes	Yes
Hallway Banners	-	1	1	2	3	3
Plenary Address	-	-	-	-	3 mins	3 mins
Attendee 'Door List' (opt-in)	-	via add-on	via add-on	via add-on	Let's Chat	Included
Add-On Discount	-	-	-	\$500	\$1000	Benefits Included
Website Blurb	100 words	100 words	100 words	300 words	300 words	300 words

SPONSORSHIP DISCOUNTS: Discounts are available for academic institutions, not for profits and community led projects wishing to purchase a sponsorship.

Ask us about pricing eligibility to see if your startup qualifies. See page 19 for details.

*Includes standard exhibition booth (TV, table, and power). Exhibition opportunities are limited, subject to venue capacity. Custom constructions available, but let's chat about the detail!

^Sponsors can purchase additional exhibitor tickets separately for flexible staffing options.

Company Sponsorships

Diamond Python Sponsor

New in 2026, the Diamond Python sponsorship is an exclusive opportunity to “present” the conference.

We’ll work closely with you to co-create the PyCon AU 2026 brand placements that suit your brand goals.

Diamond Python sponsorship includes:

- ✓ All benefits of a platinum sponsorship
- ✓ “PyCon AU proudly supported by” recognition
- ✓ Prominent brand placement throughout the conference
- ✓ A complimentary talk or workshop.

The Diamond Python sponsorship is the only way to guarantee your company will be the most prominent product, platform or brand at PyCon AU 2026.

Let’s discuss about how we can tailor this package to your 2026 goals!



Company Sponsorships

Sponsorships In-Kind

Some organisations can't make it to PyCon AU in person but still wish to give something back to the community. Our Digital Sponsorship is available as an in-kind sponsorship* for companies offering giveaways or campaigns of equal or greater value.

We ask Sponsorships in-kind to please:

- ✓ Commit before 30 June, 2026.
- ✓ Make offers available for at least 30 days post-conference.
- ✓ Have a clear and prominent privacy policy if requesting any contact or PII from PyCon AU attendees.
- ✓ Make offers available to delegates with no upfront or ongoing billing commitment (i.e. trials with card on file offers).

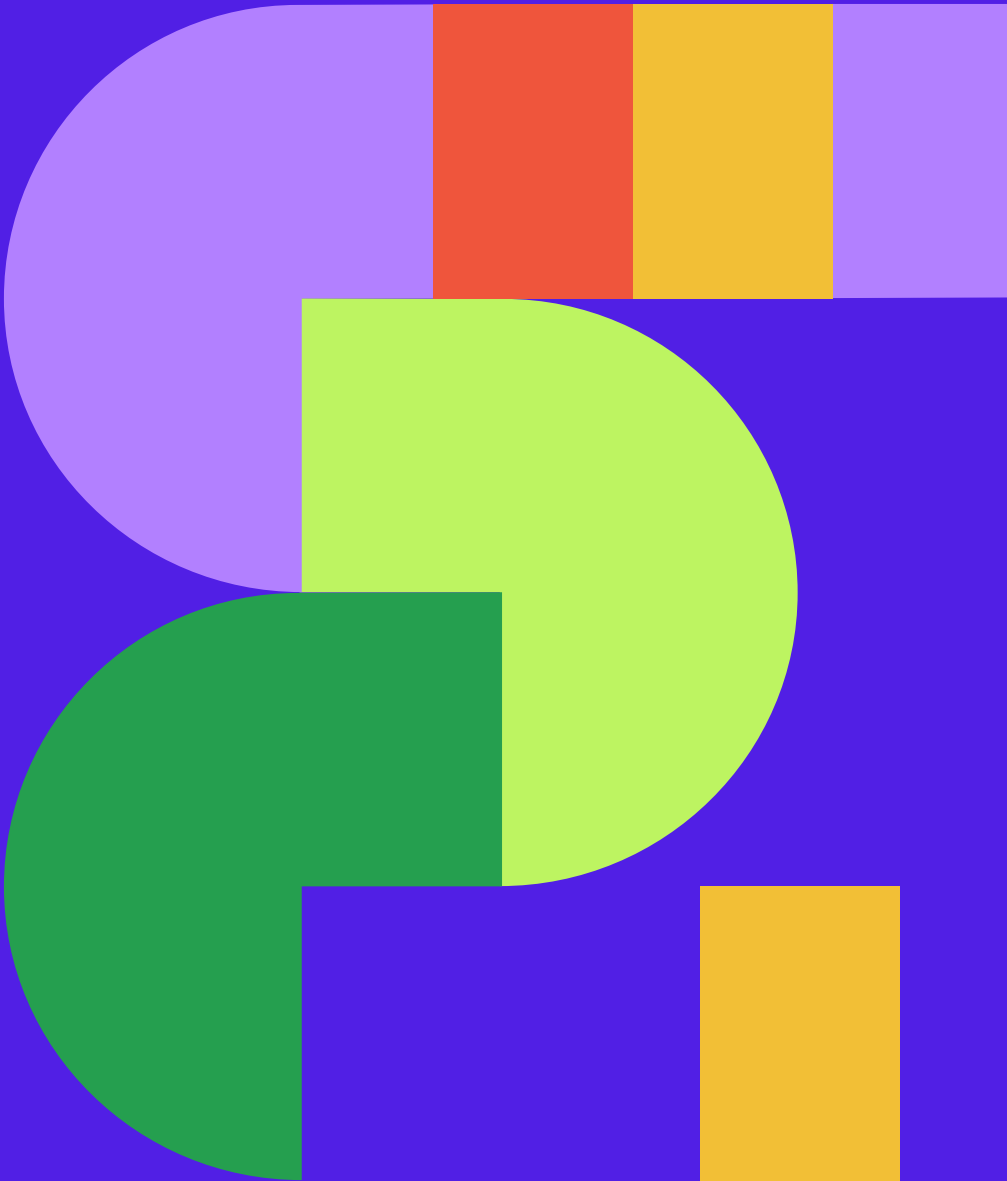
*In-Kind Digital Sponsorships do not include any on-site benefits such as tickets or banners.

Talk to us today about how we can shape your digital campaign to PyCon AU 2026 attendees!



Add-on Packages

Coffee Cart	\$5,500	Available
Video & Streaming Sponsor	from \$3,000	Available
Specialist Track / Room / Sprints Sponsor	from \$2,500	Available
Jobs Board / Artwork / Photography	from \$1,000	Available
Wifi Sponsor	Let's Chat!	Available
Attendee contact list (opt-in)^	Let's Chat!	Available
Sponsored Session & Tutorials / Workshops	Let's Chat!	BEFORE 27 JULY
Outreach / Financial Assistance Program	Let's Chat!	BEFORE 27 JULY
Something special? We're all ears!	Let's Chat!	Available



Some addons are limited on a first come first serve basis or have limited exclusivity.
Prices are in AUD and ex GST.
Most add-ons must be contracted by 4 August 2026, 3 weeks prior to PyCon AU.
^ Sponsors must have an appropriate privacy policy published to PyCon AU attendees. Lets chat about the details.

+ Video & Streaming



Available as an add-on package to any base sponsorship tier, our video sponsor helps PyCon AU capture the moment and stream and record all talks presented during the event.

With sponsor support, streaming will increase accessibility for remote attendees who cannot attend the conference in person due to distance or health requirements.

You can see last year's videos on YouTube, and videos are historically published same-or-next day!

<https://youtube.com/pyconau>

+ Exhibition Booths



The PyCon AU Exhibition runs 27-29 August during the specialist tracks and main conference. Sponsorships that include an exhibition booth, also include a complimentary exhibition staff ticket.

Standard Exhibition booth includes:

- ✓ Table + Power outlets
- ✓ 55" TV for BYO video or demos
- ✓ Space for pull up banners

Plus:

- ✓ Complimentary staff tickets
- ✓ Attendee lead scanning available (incl. name, email and affiliation)
- ✓ Participation in the community stage

Community Sponsorship

PyCon AU is at its heart a community-first conference. Discounts are available for NFPs, academic institutions and community projects.

Not-for-profits & Academic Institutions

Academic institutions, not for profits and community led projects can receive a discount on “Industry” (and above) sponsorships.

Reach out at sponsor@pycon.org.au to discuss how best to represent your organisation at PyCon AU 2026.

Community Projects & Contributors

Individuals attending PyCon AU 2026 to represent their project, package or community can purchase a **Contributor ticket** when registering.

Contributors receive minor sponsor acknowledgements including website and plenary address mentions.

Get in touch

Sponsor early to get the most out of PyCon AU 2026!

Call, or reach out to sponsor@pycon.org.au today and we'll assemble a sponsorship package that best showcases your brand, product or service.

Meet your 2026 sponsorship team



Jack Skinner

Conference Director
M: +61 437 234 550



Nic Crouch

Co-Director
Treasurer



Sophie Quinn-Graham

Co-Director
Production & Operations

PyCon
au 26

Brisbane

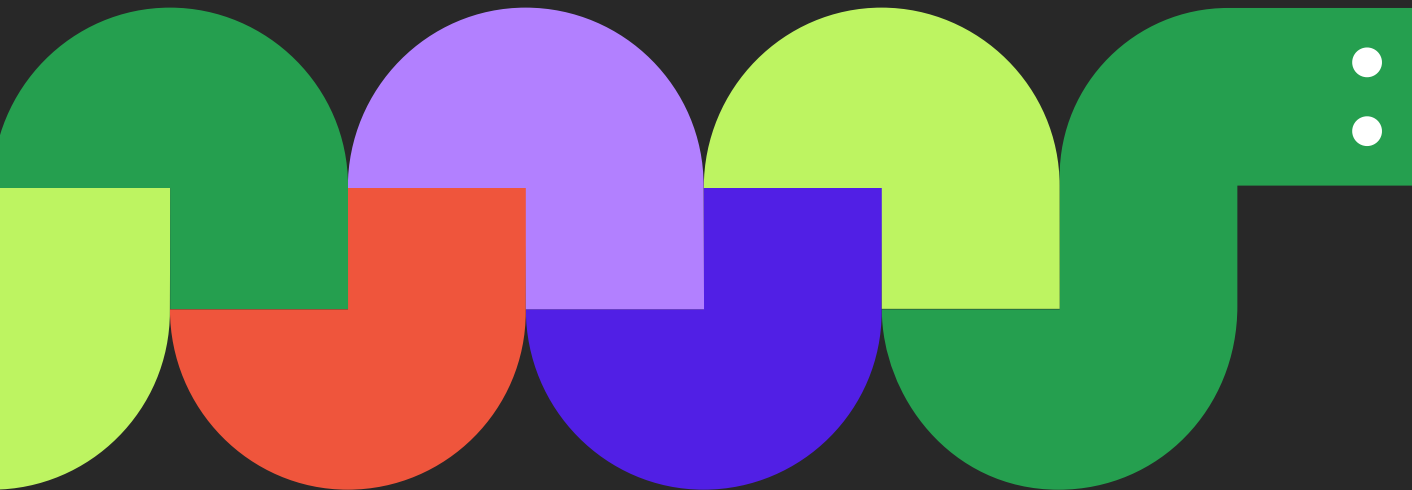
August 26-30

Sofitel Brisbane Central

Sponsorship enquiries

sponsor@pycon.org.au

We can't wait to work together.



2026.pycon.org.au