



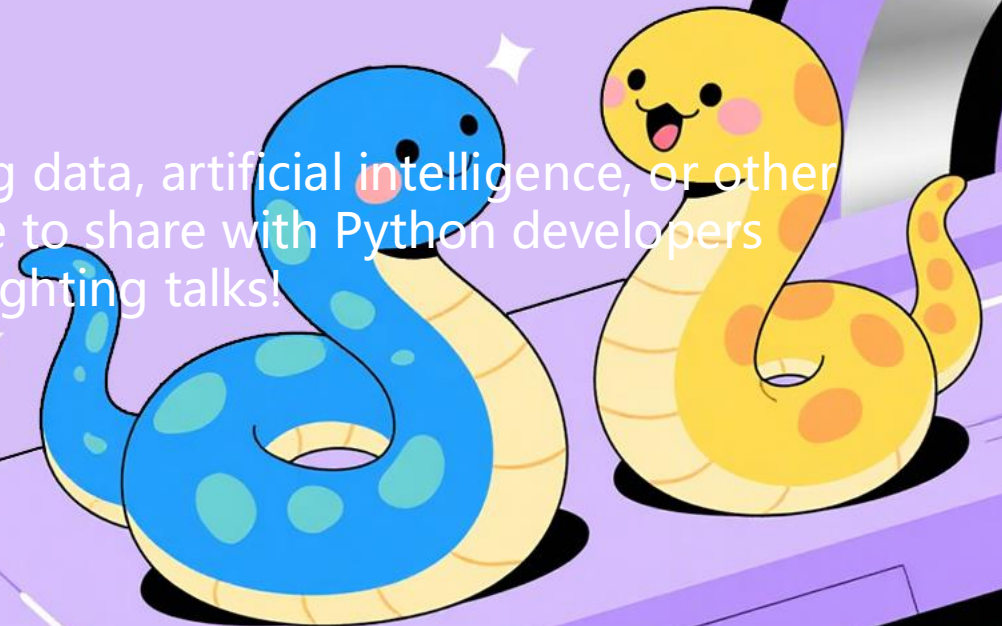
★ Sponsorship Plan

PyCon China Organizing Committee



Conference Overview

- PyCon China 2025 is scheduled to be held on September 20th in Shanghai.
- Over the past 14 years, we have successively met and interacted with local Python developers in multiple cities such as Beijing, Shanghai, Hangzhou, Chengdu, Shenzhen, Nanning, Guangzhou, and Chongqing under the name of Python. Last year, PyCon China 2024 gathered Pythonistas nationwide in Shanghai to jointly celebrate the Python event of the AI era. In 2025, we will once again bring together Pythonistas from across China under the name of Python at Shanghai University of International Business and Economics.
- Whether you are in backend development, operations, big data, artificial intelligence, or other Python-related fields, if you have any experience you'd like to share with Python developers nationwide, you are welcome to register for our keynote/lightning talks!



Conference Overview



Python Experts from Various Fields



Developers with Certain Achievements in Their Fields

Meeting Topic:

Focusing on Python, we will invite Python experts from various fields and developers with certain achievements in their respective domains to share on stage. The entire conference will consist of a series of rich content and topics.



Conference Overview

Participants

Online

1000000+

Offline

500+

Invited Guests

30 +

Including domestic and international guests, industry experts, senior engineers from major companies, as well as experienced Python enthusiasts



Conference target audience

Practitioners

Technical directors, technical managers, and development engineers in artificial intelligence, blockchain, Internet of Things, internet, mobile internet, and traditional enterprises

Enthusiasts

Python-related technology enthusiasts

Enterprises and manufacturers

Python-related product consultants and product providers



Conference Schedule – PyCon China 2024

Date: September 20, 2025

Location: Shanghai University of International
Business and Economics



Conference Hosting Plan – PyCon China 2025



PyCon China 2025 – Offline + Online (September 2025)

PyCon China 2025 - Online + Offline KOL Party (Shanghai)

September 20,
2025

9:30 – 12:00

PyCon China 2025

Main venue

13:00 – 17:00

3 sub-venues

18:00 ~ 21:00

Pythonista Party

Speakers

Please check the official conference website: <https://cn.pycon.org/>

Or the conference registration link: Coming soon

Content is being updated gradually...



Expected Effect

500000人

Crowd Publicity Coverage

×

100000+人

Participate Online

×

1city

Offline

30+

keynote

×

N

Workshop



Conference Advocacy Programme

The conference will be promoted in an all-round way through press releases, database marketing, WeChat marketing, etc., and will be broadcast live on the day of the conference. At the same time, it is expected to cover more than 50 online or print media in total;

Press Release (PR):

With the help of press releases, the theme of the conference is effectively conveyed, and the audience is attracted to pay attention to the conference through an in-depth interpretation of the significance of the conference and the introduction of guests and lecturers

It is expected that before the opening of the conference, a total of 5 official press releases will be issued;

It is expected that each press release will be forwarded to 10 other IT professional networks or print media.

Database Marketing:

The promotional page of the conference will be sent to each community user through EDM email, so as to attract the target audience with high-precision marketing;

The EDM will be sent a month before the conference and is expected to reach more than 100,000 users.

WeChat:

Through the WeChat public account, WeChat group for publicity, update information, interaction.



Partnership opportunities

PyCon China is a public welfare conference, and all sponsorship fees will be used entirely for the China Python Developer Conference. A large amount of expenditure is mainly in live broadcasts, lecturer travel reimbursements, conference souvenirs (conference commemorative T-shirts, badges, etc.), photography, etc. We are very grateful and hope that all enterprises can support the promotion and popularization of Python in China, promote efficient communication and exchange between Python developers, and promote the development of Python in artificial intelligence, Internet of Things, Internet, blockchain and other fields. We hope to encourage all Python enthusiasts and enterprises to participate in the construction and operation of the PyChina community. PyCon China 2025 is expected to cost a total of 200,000 RMB. Therefore, the following sponsorship plans are proposed:



Partnership opportunities

Diamond Sponsor (1 seat)

Sponsorship amount	¥60,000	
Keynote	2 keynotes	It must meet the requirements of the theme and content of the conference
Booth	1 city	
Roll-up banners	2	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	5	
Conference Tickets	10	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

* 7% off confirmed sponsorship by the end of July 2025

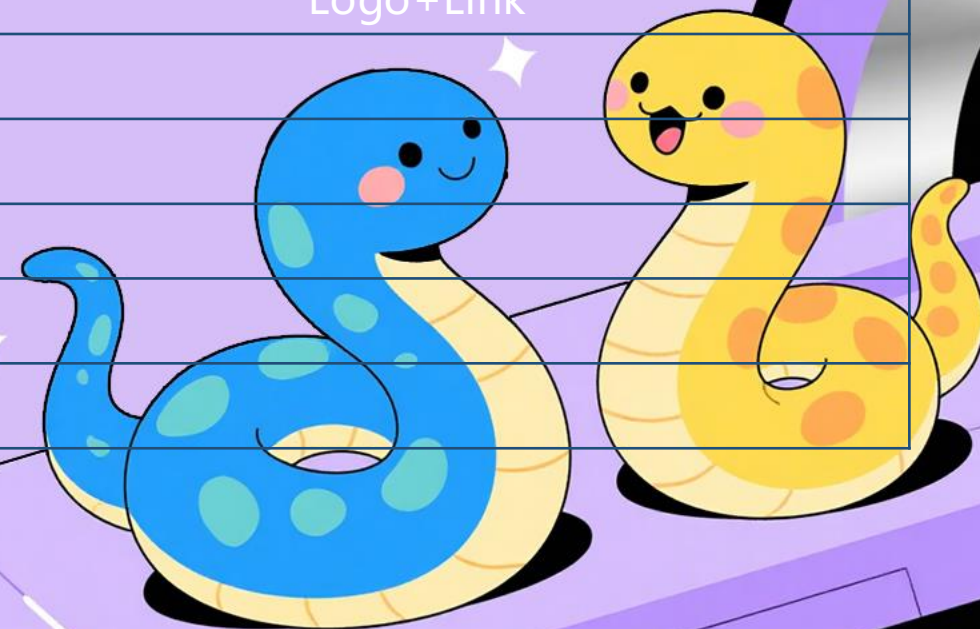


Partnership opportunities

Platinum Sponsor (2 seats)

Sponsorship amount	¥30,000	
Keynote	1 keynote	It must meet the requirements of the theme and content of the conference
Booth	1 city	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	3	
Conference Tickets	6	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

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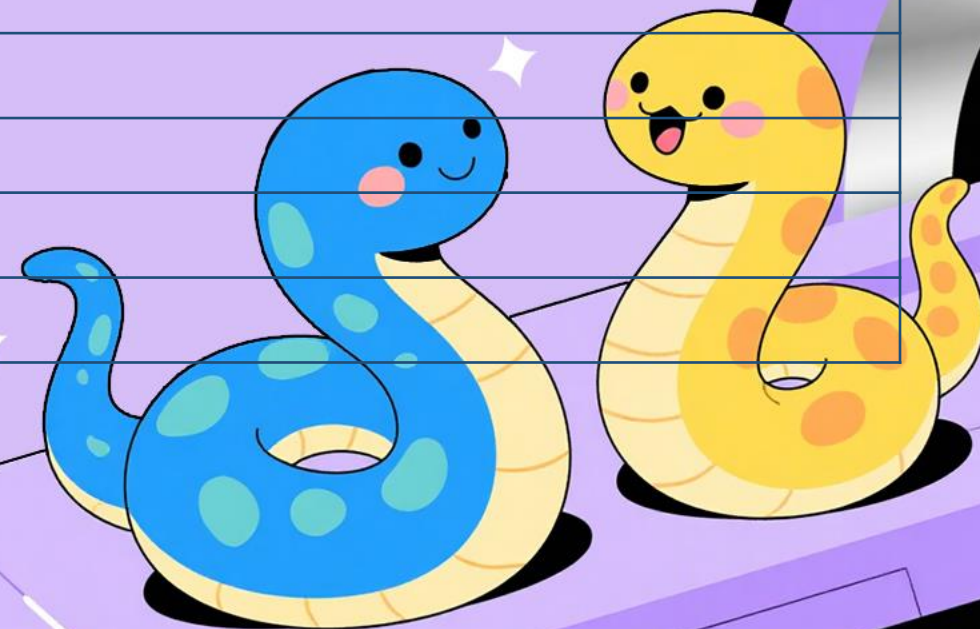


Partnership opportunities

Gold Sponsor (2 seats)

Sponsorship amount	¥20,000	
Booth	1 city	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	2	
Conference Tickets	4	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

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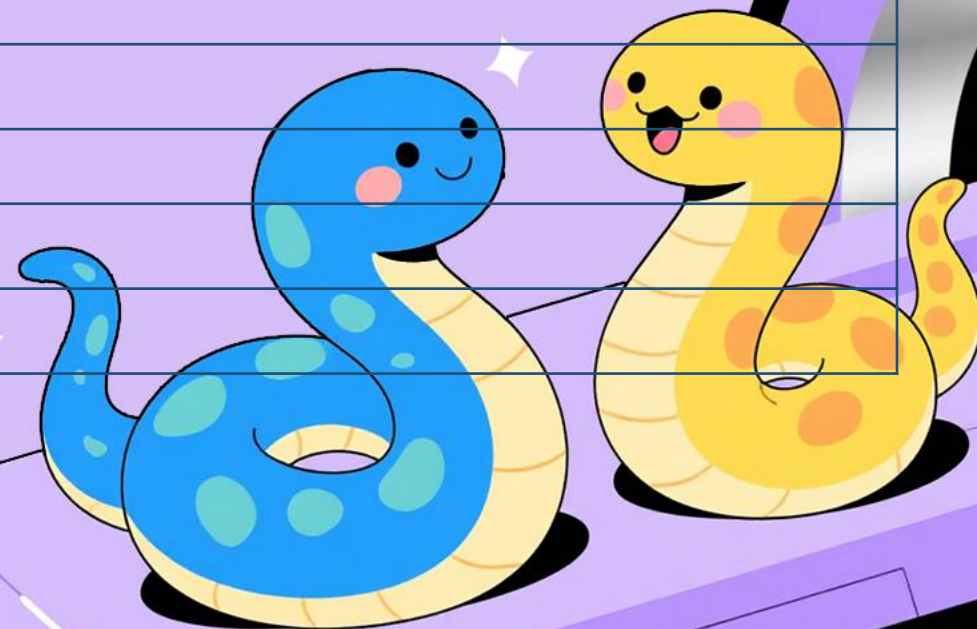


Partnership opportunities

Silver Sponsor (4 seats)

Sponsorship amount	¥10,000	
Booth	1 city	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	1	
Conference Tickets	4	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

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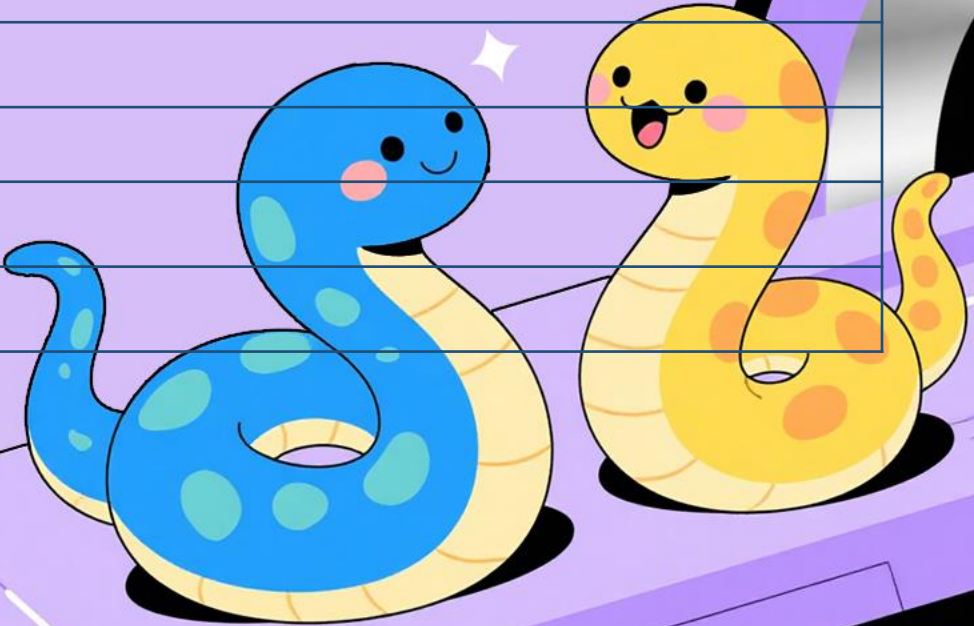


Partnership opportunities

Bronze Sponsor (6 seats)

Sponsorship amount	¥6,000	
Booth	1 city	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
“Python Party” Tickets	1	
Conference Tickets	2	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

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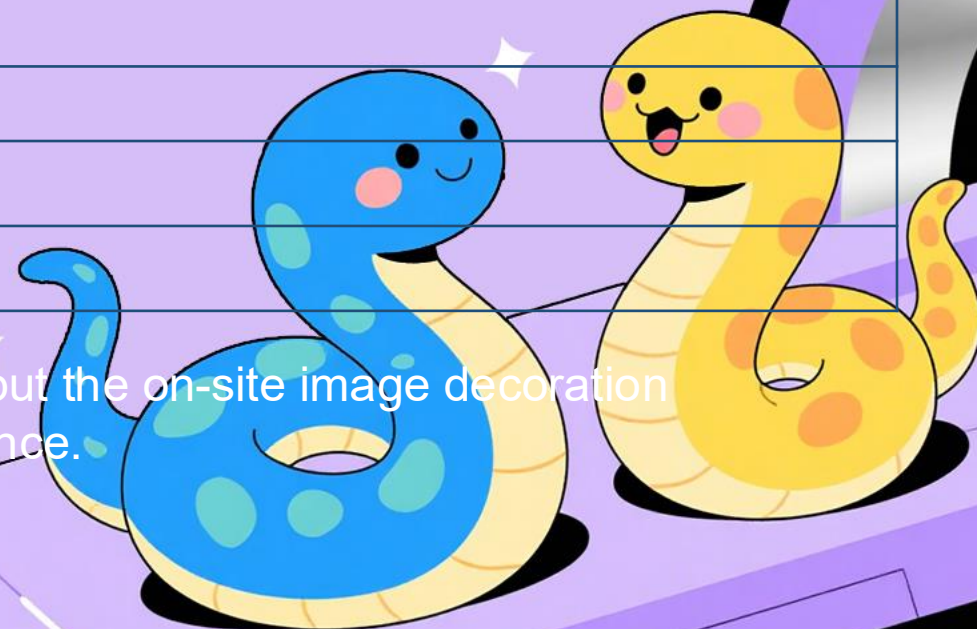
Partnership opportunities

"Python Party" Dinner Sponsorship (1 seat)

Sponsorship amount	¥30,000	
Booth	1 city	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	5	
Conference Tickets	4	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

* Sponsors can contact the venue, catering, etc. directly, but the on-site image decoration must be based on the conference.

* 7% off confirmed sponsorship by the end of July 2025



Partnership opportunities

Badge Sponsor (1 seat)

Sponsorship amount	¥12,000	
Roll-up banners	1	
Promotional handouts	✓	
Displayed on the official website	✓	Logo+Link
"Python Party" Tickets	1	
Conference Tickets	2	
Live stream logo showcase	✓	
Official website Logo + Link display	✓	
Promote channel partner showcases	✓	

* You can place a unique logo, company name, URL, and QR code on the badge of the conference at all venues.

* 7% off confirmed sponsorship by the end of July 2025



Organizers



Founded in 2014, PyChina aims to promote offline and online Python events around the world. Host the PyCon China Conference.

It includes the CPyUG community, which was founded in 2002.



CPyUG is the first officially established non-governmental organization of Python users in China, and was established to promote and develop Python under the promotion of the majority of Python enthusiasts. More than 11,000 members.
<https://groups.google.com/d/forum/python-cn>



Previous Review - 2024

PyCon China 2024
Shanghai University of
International Business and
Economics



Previous Review - 2023

PyCon China 2023 has been held in 7 cities, including Beijing, Shanghai, Shenzhen, Chengdu, Hangzhou, Guangzhou, and Chongqing





Previous Review - 2022

PyCon China 2022 was held in Beijing (online), Shanghai, Shenzhen, Hangzhou, and offline Meetup in Beijing



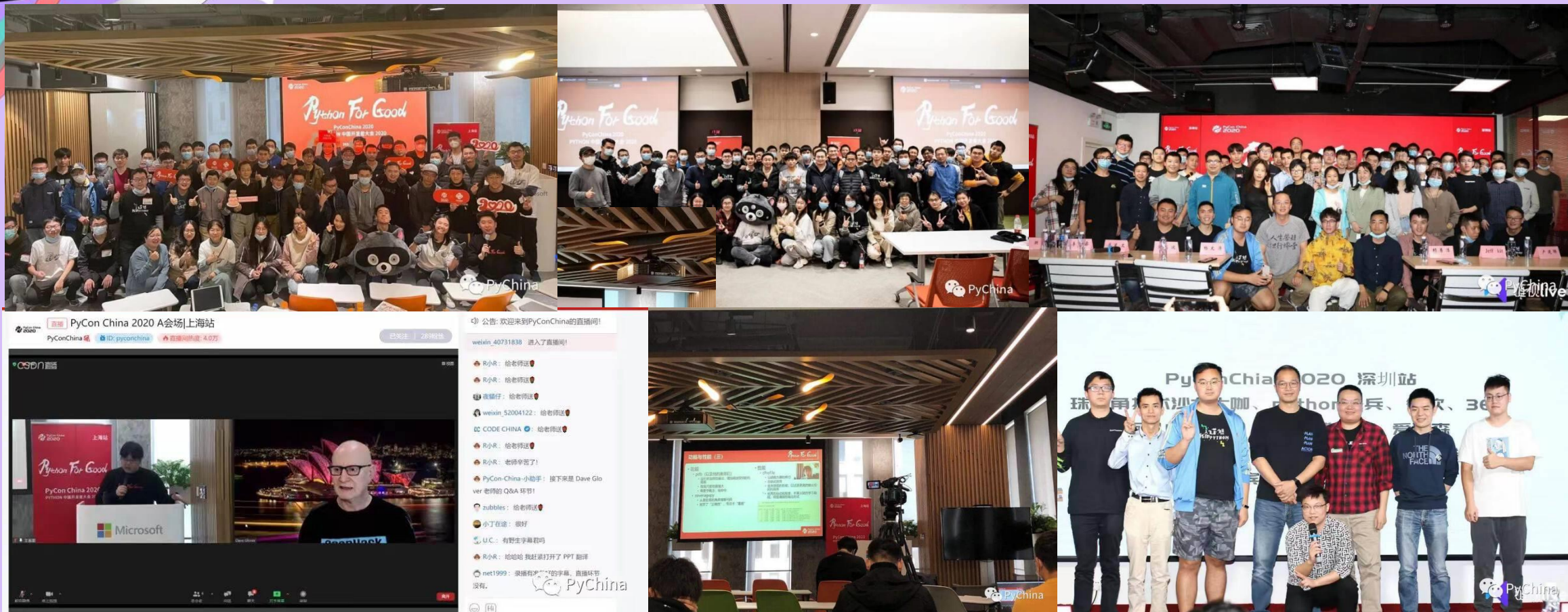
Previous Review - 2021

PyCon China 2021 was held online, and offline meetups were held in Beijing, Shanghai, Hangzhou, Shenzhen, Chengdu and other cities



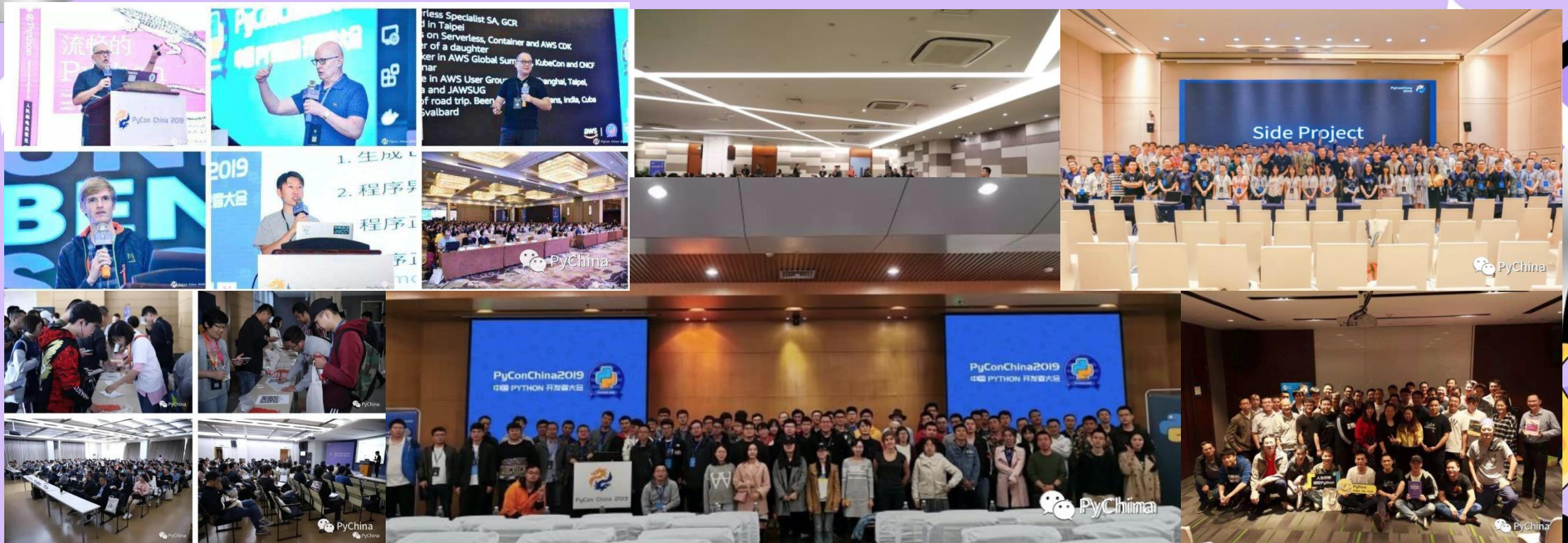
Previous Review – 2020

In 2020 Online (10W+ people), Beijing (100 people), Shanghai (100 people), Shenzhen (200 people) For the first time, we tried to hold a hybrid PyCon China conference offline + online.



Previous Review – 2019

In 2019 Shanghai (1,000), Beijing (300), Hangzhou (300), Shenzhen (300), Chengdu (200), Nanning (60) Five cities hosted PyCon China.



Previous Review - 2018

In 2018 In Beijing (1,000 people), Shanghai (300 people), Hangzhou (300 people), Shenzhen (300 people), Chengdu (200 people) Five cities hosted PyCon China.



Previous Review - 2017

In 2017, PyCon China was held in Shanghai (400 people) and Hangzhou (300 people).



Previous Review - 2016

In 2016, in Beijing (300 people), Shanghai (400 people), Shenzhen (300 people), and Hangzhou (200 people) Four cities hosted PyCon China.



Previous Review - 2015

In 2015, in Beijing (300 people), Shanghai (400 people), Hangzhou (200 people), and Shenzhen (200 people) 4 cities were sharing, and the venue was full for a while.





★ Thanks!

Alan Wang

PyCon China Core Organizer

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