PyMCon Web Series: Sponsorship Prospectus

Updated: 2023-03-06

About PyMCon

PyMC is the industry standard for probabilistic programming in Python. Its liberal open-source license, large developer community, and wide use in academia as well as industry make it the perfect tool to solve a huge array of applied problems. The project initially began in 2003 and it was first released in 2013. This article, "PyMC: Past, Present & Future" provides a history of the project with a video.

The PyMCon Web Series is a series of online events led by members of the PyMC community. Events allow community members to share their best practices and knowledge with the applied statistics and PyMC community. The events will all be free and planned to be monthly.

It follows the PyMCon 2020 online conference which was a big success with over 30 talks and 50,000+ views on YouTube. Sponsors for this event included Tidelift, Point72, and PyMC Labs.

Benefits of sponsoring

By contributing to PyMCon, first and foremost that supports the open source project. PyMC is a non-profit through NumFOCUS and contributions are tax-deductible.

It also **establishes your brand as a forward-looking leader in open source and the data science space**. PyMC users are highly skilled software engineers, data scientists, and statisticians, and sought after in the market and thus are ideal candidates for any company.

- **BRANDING**: Invest in your brand equity by supporting the community of developers and open source maintainers.
- **TALENT ATTRACTION**: Connect with engineers, analysts, and data scientists at the forefront of machine learning, statistics, and artificial intelligence.
- **THOUGHT LEADERSHIP**: Demonstrate your company's leadership and innovation chops in front of the brightest minds in the business.

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Contact PyMC

Any questions, contact us at: pymcon@pymc-devs.org

PyMC on Social Media: our reach

Updated: 2023-01-26

Platform	URL	Reach
Discourse Q&A/Discussion	https://discourse.pymc.io/about	32,700+ posts 2,933 users
Twitter	https://twitter.com/pymc_devs	5010+ followers
LinkedIn	https://www.linkedin.com/company/pymc	1230+ followers
YouTube	https://www.youtube.com/c/PyMCDevelopers	1,790 subscribers 58,750 + views
Meetup	https://www.meetup.com/pymc-online-meetup/	430+ members
GitHub	https://github.com/pymc-devs/pymc	7300 stars

Sponsorship supports the PyMC project in many ways

All donations to PyMC will be used by the project to facilitate development of the codebase, documentation or community.

Our project roadmap is looking for funding for:
- Improving performance and scalability of PyMC
- Building better tooling for deploying PyMC models in production environments
- Providing better training materials & support
- Adding more features in terms of improved inference, visualization, statistical methods
- Operational costs such as design (logos), Matomo, GitHub, etc.
- Supporting students with stipends for contributions. Examples of student contributions include the Gaussian Processes and ADVI modules.

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PyMCon Corporate Sponsorship Levels

Sponsorship Category	(Contact us for custom sponsorships)	$5,000	$2,000	$1,000
Tier	NUTS (No U-Turn Sampler)	HMC (Hamiltonian Monte Carlo)	Metropolis-Hasting	Conjugate model
Top billing logo positioning on YouTube thumbnail	Y			
Sponsor webinar with Q&A	Y			
Logo on the PyMC main website (for 12 months)	Y	Y		
Share job postings on PyMC social media (Twitter, LinkedIn)	Y	Y	Y	
Sponsor logo on Meetup event	Y	Y (3 meetup events)	Y (2 meetup events)	Y (1 meetup event)
Sponsor acknowledgement post on social media	Y	Y	Y	Y
Logo on the PyMCon website (Ordered by tier)	Y	Y	Y	Y

For any inquiries regarding year-long corporate partners, contact info@pymc-devs.org.

PyMC Community Sponsors

PyMC Community sponsors will get the conjugate model benefits, with their logo placed under a Community Sponsor tier on the website.

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Sponsorship Instructions

The donations will be handled by NumFOCUS which is 501(c)(3) non profit and manages all finances for PyMC.

Donations can be made in these ways:
1. PyMC Open Collective
    a. https://opencollective.com/pymc
    b. Payment options: credit card
    c. Pros: your company name appears as a donor
2. NumFOCUS
    a. https://numfocus.org/donate-to-pymc
    b. Payment options: credit card, eCheck, PayPal, wire transfer
    c. Pros: your name appears in annual report

Terms & Conditions

1. Higher sponsorship levels come with all the benefits listed at lower sponsorship levels unless otherwise stated
2. Sponsorship must be confirmed by PyMC
3. PyMC, at its sole discretion, has the right to accept, refuse, or terminate sponsorship
4. PyMC reserves the right to add, remove, or modify benefits hereby listed
5. All currency referenced in this document are in US Dollars

Sponsor Webinar Details

- The presentation should focus primarily on "knowledge sharing" in line with the open source ideas of PyMC rather than sales pitches. Sharing information about your companies products is acceptable as long as sales is not the primary intent of the presentation e.g.
    - Talks about how your company uses Bayesian methods or PyMC to improve customer experience/sales strategy/optimize marketing would be acceptable
    - A webinar which is entirely sales pitch meant persuade the community to purchase the service or tool is not acceptable
- Paid webinars will be introduced as "XYZ event: Sponsored by *your company*"