

PINK PROGRAMMING FESTIVAL

Partner offer



Pink Programming

Sweden's biggest community for developers that are women and non-binary

10 years of impactful work for a gender equal tech industry through inspiration, coding events, knowledge sharing, community and industry partnerships

300+ events attracting over 10 000 participants

30 000 followers across social media platforms

200 members and 100 active volunteers

Pink Programming Festival

a bold next chapter on the journey
toward a gender equal tech industry

Media Evolution, Malmö
7-8 November 2025

From grassroots to national impact, Pink Programming marks a decade of breaking norms and shaping the future of tech.

On November 7-8, we celebrate our 10 year anniversary by launching our very first festival — and now we invite you to join in!

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Nov 7 - Industry Program: Where tech industry professionals, stakeholders and partners set the narrative for an inclusive tech industry for the future through inspirational talks and interactive sessions.

Nov 8 - Open Coding Program: Where women and non-binary programmers of today and tomorrow meet to code, network, get inspired and experience tech in various ways.

Partnership Offer

Visibility: *Company name and logo featured at*

Pink Programming Website

Pink Programming Newsletter

Pink Programming Festival Event Page

Pink Programming Social Media (LinkedIn, Facebook, Instagram)

Printed program

Representation

Representing your company on site with booth/roll-up (optional)

2 tickets to the industry day of the festival

2 tickets to the coding day of the festival*

Price: 48 000 SEK

**dedicated to women/non-binary only*

Numbers

Instagram - Followers: 6000

LinkedIn - Followers: 11 000

Facebook - Followers: 12 000

- Pink Programming Page - Followers: approx 9200
- Pink Programming Community group - Members: approx 2800

Festival Event Page visits: 5000

Newsletter subscribers: 2000 - open rate approx 60%

Thank you for supporting!

