# Available Sponsorships Opportunities for the Capital Area SQL Server User Group (CASSUG)

CASSUG is a 501(c)(3) non-profit charity devoted to providing free local/regional training and professional opportunities for the technical community. We have been active and meeting regularly since January, 2010. Meetings are held monthly with expert speakers, roundtables, and opportunities for members to share their experiences, ask questions, and solve challenges related to data and technology.

CASSUG is organized on [Meetup](https://www.meetup.com/capital-area-sql-server-user-group), where meetings, conferences, and other opportunities are announced. Conferences that have been organized by the group include [SQL Saturday Albany](https://sqlsaturday.com/2024-08-03-sqlsaturday1083/), [SQL Saturday New York](https://sqlsaturday.com/nyc), [Microsoft Season of AI](https://developer.microsoft.com/en-us/reactor/series/S-1463/), the Modern Migration Tour, and more!

All officers are volunteers and all funds are used solely to support professional/training opportunities. Sponsorship is our primary source of funding and therefore we are asking you to join us in support of data-centric training!

## Annual sponsorship

Annual sponsorships will have the opportunity to speak at up to 6 meetings during the year. They will be included on our Meetup, called out at all meetings, and have their information shared on all regular chapter communications.

Annual sponsors will also be thanked at any events that we organize, co-organize, or provide volunteer support for.

The cost for an annual sponsorship is $1000 and provides sponsorship benefits for twelve months. No more than three annual sponsorships are available as this is a marquee opportunity and we want each annual sponsor to fully enjoy this unique opportunity!

## Semi-Annual sponsorship

Semi-annual sponsors may speak at up to 3 meetings during the sponsorship period. They will be included on our Meetup, called out at all meetings, and have their information shared on all regular chapter communications.

The cost for a semi-annual sponsorship is $500 and provides sponsorship benefits for six months.

## Single-Meeting Sponsorship

A sponsor may choose to support a single CASSUG meeting, or multiple meetings throughout the year. A meeting sponsor will be included on the Meetup for that event, called out at the meeting, and have their information shared on all chapter communications leading up to that meeting. The meeting sponsor may also speak at the meeting they choose to sponsor.

The cost for a single-meeting sponsorship is $200 and provides sponsorship benefits for one month.

All sponsors are encouraged to attend meetings and interact regularly with the group. This provides added value through networking, training, recruiting, sharing products/services, and more!

## Reasons to sponsor

We are a diverse group of data professionals that hail from all over upstate New York and the surrounding areas. Regular attendees include developers, administrators, architects, analysts, engineers, managers, and many other roles.

Besides purchasing and influencing IT decisions at our employers, our group has the need for professional services such as tax advice, financial planning, real estate needs, and more. This is an opportunity to put yourself in front of an audience that can make use of your services. In addition, our membership can provide a perfect opportunity to hire for open positions.

Our Meetup has over 725 members subscribed to our announcements and messaging. Meetings regularly draw 15-25 attendees and conferences see 100-300 attendees, depending on location and timing.

## Other Opportunities

In addition to meetings, conferences, and training opportunities, CASSUG also organizes periodic networking events, such as a summer cookout or a holiday party. These are casual networking opportunities and a chance for members to meet, chat, and learn more about each other and what we do, both professionally and for fun.

All activity-related information is shared on Meetup for members and guests.

## For more information

If you have any additional proposals or ideas to make your sponsorship more successful, please let us know! These proposals are guidelines and may be adjusted to meet the unique needs of your organization.

For more information, to ask questions, or to sign on as a sponsor, please contact Edward Pollack, [ed@edwardpollack.com](mailto:ed@edwardpollack.com).

## About the Organizer

Edward Pollack is a Microsoft Data Platform MVP with over 25 years of professional experience in computing and a passion for writing, speaking, and sharing his technical and professional experience with the data community.

Feel free to connect here:

<https://www.linkedin.com/in/ed-pollack-65a3aa23/>