DataConf

Community-driven data conference for data practitioners

Sponsorship Proposal

Our event brings together leading experts and practitioners in the data industry

to share insights, network, and explore the latest trends and innovations.

As a sponsor, you have the unique opportunity to showcase your brand and

support the advancement of the industry, while connecting with top talent and

Digital and printed **brand exposure**

> *Branding on event collateral*

> *Sponsor mention in keynote and in*

Opportunity to **network** and **recruit**

> **150 – 250** *delegates at event*

> *Access to **delegate database** post event**

> **Delegate passes** *& select speaking*

Be part of the **first conference** of this type in SA

> *Vendor agnostic*

Introducing DataConf

Date: 29 August 2024   **Venue:** Lagoon Beach Hotel   **Ticket Price:** R1500 (excl. VAT)

Today more than ever, companies globally are placing reliance on data to establish compelling value propositions, not only to drive sales and revenue, but also to maintain efficient internal processes and employee engagement.

DataConf started as we saw an opportunity in the South African market for an event that brings together technical professionals working in data-related roles, and we started this journey in 2023. DataConf 2023 hosted 2 tracks, 12 speakers, 1 keynote speaker and 100 attendees and this year we want to expand! DataConf 2024 will be a full day, dual-track conference showcasing talented people that have hands-on industry experience in building data-driven solutions.

This event's vision is to establish a community that today is disparate and not well represented. Data conferences in South Africa are typically either hosted and driven by a specific vendor, or are focused on only one area in the data ecosystem, such as data science. DataConf is vendor-agnostic and stretches across all areas in the data ecosystem such as data engineering, data science and business intelligence.

The conference is organised by two volunteers, Mercia Malan and Candice Mesk, with Fizz Marketing. Mercia is a data engineer with 10 years' industry experience and a solid foundation in software engineering. Candice has several years' experience in running South Africa's largest software development conference (DevConf) and has occupied various roles predominantly in corporate IT. Fizz Marketing is DataConf's marketing and logistics service provider and has 20+ years' experience in the events industry.

Attendee Profile
DataConf targets professionals who work in any area of the data ecosystem, across various different industries. A curated range of topics presented aims to attract a diverse audience of data professionals seeking to network and learn from other experts in the field. The event is designed to also attract people in related fields eager to understand more about data development and potentially identify their next role.

The event targets 150 attendees but can be increased to the venue's maximum capacity of 250.

Purpose
The purpose of DataConf is to provide a platform for data professionals to share their industry experience, showcase data solutions, and learn from others in the field. This is the first South African data conference to stretch across all areas in the data ecosystem, be vendor agnostic, and allow anyone to submit a talk proposal.

Tracks
The conference will run 2 tracks, with the following categories[1]:
- Data Engineering
- Data Science
- Business Intelligence
- Data governance, security and privacy
- Managing large-scale data teams
- Machine Learning Engineering
- Data Visualisation
- DataOps
- Data Ethics

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[1] Track categories may still be refined.

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Sponsor packages comparison (prices excl. VAT)

	Platinum 1 R100 000	Gold 2 R85 000	Silver 6 R60 000	Registration 1 R25 000	Wi-Fi 1 R20 000	Dinner 1 R15 000
Exclusive branding on delegate t-shirt	√					
1 Speaking slot	√	√				
Logo on podium in main auditorium	√	√				
Logo on sticker placed in delegate bag	√	√				
Shared branding on delegate swag		√	√			
Shared branding on delegate bag	√	√				
Exhibition space - Plasma screen	√					
Exhibition space - Optional add-on monitor		√	√			
Exhibition space - Table and chairs	√	√	√			
Exhibition space- Banner wall 3x2.5m	√					
Exhibition space - Sock banner 2x0.85m		√	√			
Delegate passes	3	2	2	1	1	1
Access to delegate database post event (based on opt-in)	√	√	√	√	√	√
Logo on website and scheduled emails	√	√	√	√	√	√
Logo on printed agenda	√	√	√	√	√	√
Logo and sponsorship acknowledgement in keynote	√	√	√	√	√	√
Option to include brochure in delegate bag	√	√	√	√	√	√
Option to provide pull up banner in networking area	√	√	√	√	√	√
Branding on lanyard and name badges				√		
Passes to attend speaker's dinner						√
Option to provide 1 pull up banner at speaker's dinner						√
Logo on Wi-fi signage and ticket					√	

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February 2024

Platinum Sponsor

Sponsorship Cost and Benefits

Cost	Limit
• R 100 000 (excl. VAT)	• Limited to 1 platinum sponsor

Brand Exposure	Exhibition Space & Networking Area
• Logo on event website • Logo on all scheduled emails • Logo on the podium in main auditorium • Logo on printed agenda • Logo on delegate bag • Logo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 150%	• 3x2.5m floor space • 3m(w) x 2.5m(h) banner wall (Sponsor gets to keep post event) • Plasma screen • Table and 4 chairs • Option to provide 4 pull up banners to be erected in networking area

Conference Benefits	Exclusive Platinum only benefit
• Access to delegate database (based on opt-in) • 1 x Speaker slot (subject to content approval) • 4 x Delegate passes with full access to event including swag (3 + 1 for the speaker)	• Exclusive branding on swag item TBC • Logo on sticker placed in delegate bag

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Gold Sponsor

Sponsorship Cost and Benefits

Cost	Limit
• R 85 000 (excl. VAT)	• Limited to 2 gold sponsors

Brand Exposure	Exhibition Space & Networking Area
• Logo on event website • Logo on all scheduled emails • Logo on the podium in main auditorium • Logo on printed agenda • Logo on delegate bag • Logo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 135%	• 3x2m floor space • 2m(h) x 0.85m(w) Sock banner (Sponsor gets to keep post event) • Monitor available as optional extra (price provided upon request) • Table and 2 x chairs • Option to provide 3 pull up banners to be erected in networking area

Conference Benefits	Exclusive Gold only benefit
• Access to delegate database (based on opt-in) • 1 x Speaker slot (subject to content approval) • 3 x Delegate passes with full access to event including swag (2 + 1 for speaker)	• Logo branding on swag item TBC • Logo on sticker placed in delegate bag

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Silver Sponsor

Sponsorship Cost and Benefits

Cost	Limit
• R 60 000 (excl. VAT)	• Limited to 6 silver sponsors

Brand Exposure	Exhibition Space & Networking Area
• Logo on event website • Logo on all scheduled emails • Logo on printed agenda • Logo on delegate bag • Logo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 120%	• 3x2m floor space • 2m(h) x 0.85m(w) Sock banner (Sponsor gets to keep post event) • Monitor available as optional extra (price provided upon request) • Tables and 2 x chairs • Option to provide 2 pull up banners to be erected in networking area

Conference Benefits	Exclusive Silver only benefit
• Access to delegate database (based on opt-in) • 2 x Delegate passes with full access to event including swag	• Logo on swag item TBC

Registration Sponsor

Sponsorship Cost and Benefits

Cost	Limit
• R 25 000 (excl. VAT)	• Limited to 1 sponsor
Brand Exposure	**Exhibition Space & Networking Area**
• Logo on event website • Logo on all scheduled emails • Logo on printed agenda • Lgo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 100%	• Option to provide 2 pull up banners to be erected in networking area
Conference Benefits	**Exclusive Registration only benefit**
• 1 x Delegate passes with full access to event including swag	• Logo on lanyards • Logo on name badges

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Speakers Dinner Sponsor

Sponsorship Cost and Benefits

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Speaker's dinner to take place on at a restaurant to be confirmed closer to the time.

All speakers and organising committee members will be invited to attend the dinner – approx. 23 guests in total.

Cost	Limit
• R 15 000 (excl. VAT)	• Limited to 1 sponsor
Brand Exposure	**Exhibition Space & Networking Area**
• Logo on event website • Logo on all scheduled emails • Logo on printed agenda • Logo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 100%	• Option to provide 1 pull up banner in networking area
Conference Benefits	**Exclusive Speakers dinner only benefit**
• 1 x Delegate passes with full access to event including swag	• Option to provide 1 pull up banner at the speaker's dinner • 2 x Passes to attend the speaker's dinner

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WIFI Sponsor

Sponsorship Cost and Benefits

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Cost	Limit
• R 20 000 (excl. VAT)	• Limited to 1 sponsor

Brand Exposure	Exhibition Space & Networking Area
• Logo on event website • Logo on all scheduled emails • Logo on printed agenda • Logo and sponsorship acknowledgement in keynote • Option to include brochure and/or promotional item in delegate bag (subject to refusal) • Logo size on all material: 100%	• Option to provide 1 pull up banner in networking area

Conference Benefits	Exclusive WIFI only benefit
• 1 x Delegate passes with full access to event including swag	• Exclusive logo on printed WIFI ticket for each delegate • Exclusive logo on WIFI signage in each track room

Contact Us

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February 2024

Should you wish to confirm a sponsorship package please reach out to one of the below contact people:

- Mercia Malan: **info@dataconf.co.za**
- Candice Mesk: **info@dataconf.co.za**
- Michelle Beckmann: **michelle@fizzmarketing.co.za**

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https://www.linkedin.com/company/dataconfza

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