

2025 Sponsorship Opportunities

What is Data + Donuts?

Data + Donuts is a popular monthly morning lecture series in downtown Los Angeles that features the data-related work of civil servants across the Los Angeles region. Our events bring together industry professionals, government staff, policy experts, and students from all over California to network, share insights, and build community. We also reserve a few seats for members of the general public who are passionate about technology-driven change at each event.

Notable accomplishments (since launch in Feb 2017):

- Organized 44 lecture events at local venues
- Featured speakers from government agencies within the City of Los Angeles, County of Los Angeles, City of Riverside, Caltrans, LA Metro, and Southern California Association of Governments (SCAG)
- Hosted 1,200+ unique attendees from dozens of government agencies and departments, universities, nonprofits, and private businesses
- Organized a two-day technical training event, School of Data LA, based on the needs of attendees.

Why Sponsor Data + Donuts?

Your organization can help create high-quality professional development opportunities through speaking engagements, peer networking, and peer learning for your staff. Highlighting the work of local practitioners demystifies the work of government employees and sparks meaningful conversations. Participating as a sponsor puts your organization's brand and open positions in front of an ever-growing pool of talented and engaged candidates.

In 2025, we will be pushing harder on the theme of bringing in talent to local government and demystifying the government hiring experience. In the next 12 months, we plan to host nine speaker events and add a few casual happy hours in partnership with the Technologists for the Public Good.

Why Data + Donuts?

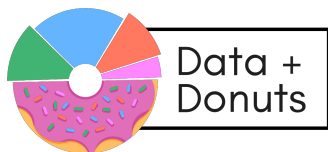
Many civil servants are now asked to integrate data analyses into their work. Data + Donuts is an approachable, data-literate community focused on current government issues. Attendees learn about existing initiatives as well as the tools and methods used by their peers and industry-standard technologies in the private sector. Our events enable inter-departmental and inter-agency networking and foster connections between public servants and interested local business community members.

Responsibilities of host(s)

- Commit an estimated 5 hours of staff time each month to plan and promote events.
- Cultivate speakers from within own organization
- Provide an official logo for use on the website and on printed materials

Responsibilities of Compiler

- Support for planning, producing, and promoting events (emails, website updates, social media, etc.)
- Manage and renew datadonuts.la domain
- Coordinate with venue and media sponsors



Annual Sponsorship Levels

	Newsletter \$1,500	Host* \$3,000	Partner** \$7,500
BRANDING			
Logo in email template	X	X	X
Logo on website		X	X
Swag on check-in table (stickers, etc.)		X	X
Swag at non-speaker evening event (1 per year)		X	X
Branded breakfast napkins			X
Swag gifts for speakers (less than \$15 per item)			X
OUTREACH			
Announcement/newsletters	X	X	X
Inclusion in press outreach		X	X
Inclusion in social media promotion		X	X
Personalize email to promote upcoming events/jobs			X
EVENTS (9 per year)			
Source speakers		X	X
Special announcements monthly at in-person events		X	X
Opportunity to provide MC at events		X	X
Send employees/product experts			X

*Host is limited to government agencies only, limited to (6) in 2025

** Limited to (2) two per year in 2025