

# Airflow Summit 2024

September 10-12

The Westin St. Francis, San Francisco, USA

Prospectus



<https://airflowsummit.org>

# Airflow Summit Goal



The Airflow Summit goal is to showcase Apache Airflow as a state-of-the-art workflows technology, meeting the evolving needs of users and calling for more contributions to maintain the strong position of the project.

Furthermore, the event aims to empower the Airflow community with the knowledge and confidence to establish and extend Airflow as a standard orchestration tool within their organization.

Airflow Summit has become a keenly anticipated event for Apache Airflow users, committers and contributors.

# 2023 Results



# Airflow Summit 2023 by the numbers

**3**

Days

**30**

Countries  
reached

**92.15%**

Turnout

**4.7/5**

Event  
evaluation

**43.9 K**

Twitter reach

**510**

In-person  
participants

**66.7 K**

LinkedIn  
organic reach

**+4k**

Recording views  
(by Dec 12,2023)

**89**

Talks

**122**

Speakers

**8**

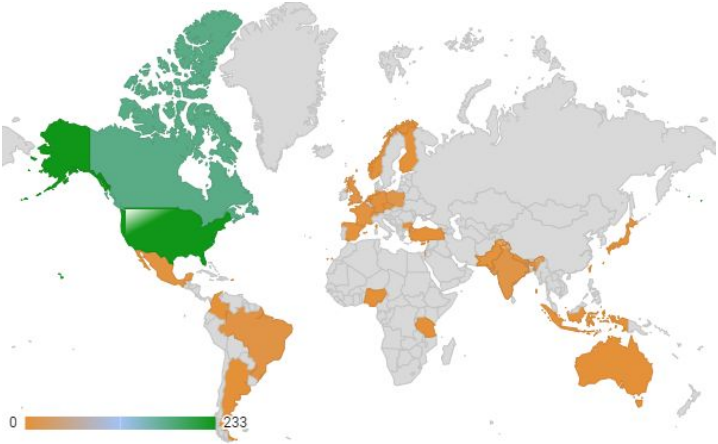
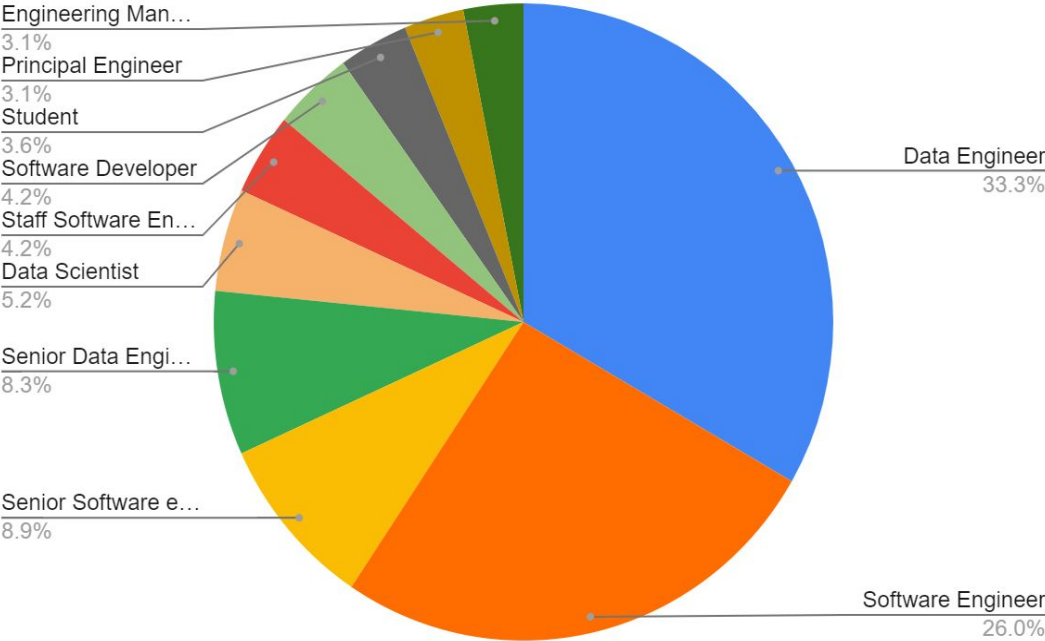
Workshops

**8**

Sponsors &  
partners

# 2023 Demographics

## Top 10 Roles



## Top 10 countries

1	USA	233
2	Canada	175
3	Poland	12
4	India	10
5	United Kingdom	10
6	Brazil	8
7	Mexico	6
8	France	6
9	Germany	5
10	Netherlands	5



# 2024 Specifics



# Structure & Content

- Airflow Summit and will consist of a multi-day program distributed over 3 days.
- Content will include:
  - **Airflow Intro talks** - gentle introduction to Airflow for new Airflow users
  - **New features** - using the new features of Airflow for experienced Airflow users
  - **Use Cases** - using Airflow for various sizes of businesses
  - **Committer/Roadmap** - what new things are coming to Airflow and why
  - **Airflow as a platform** - building on top of Airflow to make it more powerful
  - **Workshops** - hands-on content relevant to Airflow
  - **Community talks**
- Additional activities: Participants reception, networking breaks, Diversity & Inclusion breakfast
- All the talks will be recorded.



# Reach strategy

We will run a global promotion campaign consisting of:

- Contacting community members through the different project communication channels
- Ads focused on the Airflow to-be users and contributors
- Promotion within previous events participants (10k+)
- Promote the event within the Organizations that are using Apache Airflow
- Provide scholarships and support travel expenses for participants from under represented groups
- Invite local communities focused on data





# Reasons to sponsor



- ✓ Be part of a keenly anticipated and prestigious event
- ✓ Reach technical decision makers in key companies
- ✓ Increase your brand's awareness
- ✓ Connect with a specialized audience
- ✓ Share your success story
- ✓ Reach out to a global audience

# Sponsorship opportunities

Benefits	Platinum \$70,000	Gold \$35,000	Silver \$18,000	Bronze* \$5,000	Community** \$1,800
Branded talk (25 mins.)	Yes	Yes	-	-	-
Workshop (1.30 mins.)	Yes	Yes	-	-	-
Call to action at Pre or Post-Conference Email Blast	Yes	Yes	-	-	-
Opportunity to include swag in kit for participants	Yes	Yes	Yes	-	-
Exhibit Booth (10x10 feet space)	Yes	Yes	Yes	-	-
Job offers promotion (up to 3 jobs)	Yes	Yes	Yes	Yes	Yes
Brand presence on recordings	Platinum level	-	-	-	-
Brand presence on signage	Platinum level	Gold level	Silver level	Bronze Level	Community level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Bronze Level	Community level
Social media mentions	3	2	Group posts	Group posts	Group posts
Conference passes	5	3	2	1	1
Discount for additional passes	30%	25%	22%	15%	15%

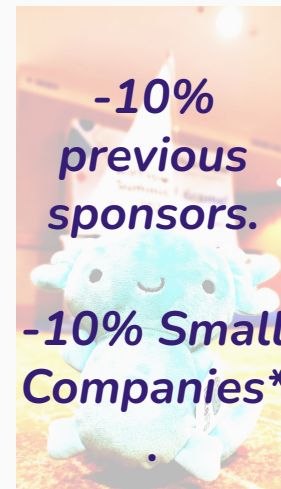
\*Bronze level income will be assigned to scholarships for underrepresented groups and speakers travel expenses.

\*\*Limited to non-profit organizations and communities.

# Enhance your presence: Sponsorship add-ons

Sponsorship	Opportunities	Benefits	Price (usd)
Speaker's reception	1	<ul style="list-style-type: none"> <li>- Welcome reception before the event</li> <li>- Includes a 5mins message and brand presence</li> </ul>	\$4,000
Speaker gifts	1	<ul style="list-style-type: none"> <li>- Includes event logo and sponsor's logo</li> </ul>	\$4,500
D&I breakfast	1	<ul style="list-style-type: none"> <li>- Breakfast for women and LGBTQ members</li> <li>- Includes 5 mins welcome message, and brand presence</li> </ul>	\$3,000
Lanyards	1	<ul style="list-style-type: none"> <li>- Includes event logo and sponsor's logo</li> </ul>	\$1,500
T-shirt	2	<ul style="list-style-type: none"> <li>- Includes event logo at the front and sponsor logo at the arm</li> </ul>	\$6,000
Tote bag	1	<ul style="list-style-type: none"> <li>- Includes event logo and sponsor's logo</li> </ul>	\$8,000
Coffee break (1 day of the event)	3	<ul style="list-style-type: none"> <li>- Brand presence in coffee area</li> <li>- Mention at event opening</li> </ul>	\$4,000
Lunch (1 day of the event)	3	<ul style="list-style-type: none"> <li>- Brand presence in lunch area</li> <li>- Mention at event opening</li> </ul>	\$4,000
Captioning - 1 day	2	<ul style="list-style-type: none"> <li>- Live captioning</li> <li>- Mention at event opening</li> </ul>	\$4,000
Workshop	2	<ul style="list-style-type: none"> <li>- 90 mins sponsored workshop</li> </ul>	\$5,000

\*Below 100 employees and below 1 million sales a year.



# Deliverables

For all the sponsorships we will deliver:

- Guide pre-event
- Final report including:
  - Reach results
  - Demographic and Firmographic data on participants
  - Website analytics
  - Promotion campaign results
  - Social media promotions
- Sponsored talks recordings



# Previous sponsors

ASTRONOMER



# We will be happy to get you onboard!

[info@airflowsummit.org](mailto:info@airflowsummit.org)

[Linkedin](#)

[Twitter](#)

<https://airflowsummit.org>

*This Prospectus is subject to reviews by the Organizer Committee, and might be updated as needed.*

*Apache Airflow, Apache, Airflow, the Airflow logo, and the Apache feather logo are either registered trademarks or trademarks of the Apache Software Foundation in the United States and/or other countries, and are used with permission. The Apache Software Foundation has no affiliation with and does not endorse or review the materials provided at this event, which is managed by Software Guru.*