



**satRday**

**Berlin**

**Q2 2019**

# satRday - About



- satRday is an **international event** that was launched in 2016.
- satRday has been sponsored by the **RConsortium**, the Linux Foundation's open source project supporting the international R community.
- It's a (relatively) recent project: we aim at organizing one event per continent per quarter.
- Each event usually attracts between 100 and 250 participants.
- The events are always organised with involvement from the local community.

# The satRday philosophy

## Open, and Open source

Everybody can organise a satRday as long as it follows these requirements:

- The main event must happen on a **Saturday**
- The event must operate under a **Code of Conduct** and have a **strong commitment to increasing the diversity of speakers and attendees**
- The ticket price to attend the Saturday for an industry person must **cost less than 8 hours of minimum wage work**
- The event has a **pot of free tickets available for people who can't afford the full cost**
- Speakers should not be required to pay the attendance fee
- There should be a **mechanism to encourage and mentor new speakers**
- The event should be **volunteer run**
- **Excess funds should support the local community** whether that's the user group, holding the funds over for your next satRday, or arranging a prominent international speaker to come and do a workshop during the next year

# Why sponsor satRday?

Some good reasons to sponsor a satRday:

- satRday is organized by **volunteers**: by sponsoring the event, you show your support to the local R/Open source community.
- satRday is non-profit: sponsorships and profits (if any) will be **reinvested into community events**.
- satRday is *low-cost*: we want to **set the ticket at the lowest possible price**. This is only possible thanks to our sponsors.
- satRday is *at the cutting edge*: this conference aims to invite keynote speakers who are **leaders in their field of expertise**.
- satRday is *for everyone*: the program is **prepared to suit both beginners and advanced users**.
- satRday is inclusive: by sponsoring this event, you **contribute to the effort to include women and minorities in the tech/data science sector**.

# **Sponsoring satRday**

# Main Sponsor

**€25,000 | 1 available**

The Main Sponsor position is reserved for a singular organization with an industry-leading reputation in open-source technology and data science. Our Main Sponsor will be uniquely visible before, during and after the event, on all marketing materials and social media.

## **What we offer you:**

- All materials refer to: "**satRday Berlin 2019 in association with [your organization]**".
- Headline banner promotion as main sponsor, in all materials and online.
- Onsite signage in exhibition area and on our keynote stage.
- Booth in exhibition area.
- Special acknowledgements in opening and closing notes.

# Gold Sponsor

€7,000

Our Gold Sponsors are organizations looking to take a lead position in Berlin's open-source and data science communities. Participation in our event offers you high visibility and a chance to communicate directly with our attendees.

## **What we offer you:**

- Top position as a Gold Sponsor in marketing materials and online.
- Onsite signage in exhibition area and in our main hall.
- Booth in exhibition area.
- Company branding during lunch.

# **Silver Sponsor**

**€3,000**

Silver sponsorship offers you visibility throughout our conference. The support of our Silver Sponsors is integral to making our conference a success. You will receive exposure as a key organization in our community and an important contributor to the event.

## **What we offer you:**

- Prominent position as a Silver Sponsor in marketing materials and online.
- Onsite signage in our exhibition area.
- Company branding during breakfast / coffee.

# **Partner Sponsor**

**€1,000**

Our partners make so much of what we do possible. Partnerships allow us to offer free and reduced-price tickets, and help to pay for diversity scholarships and mentoring sessions for first-time speakers.

## **What we offer you:**

- Featured as a partner in marketing materials and online.
- Onsite partner rollups will include your logo.

# Berlin 2019

## The Organising team

- Noa Tamir, Director of Data Science at AUTO1 and RLadies Berlin Organizer
- Steve Cunningham, Data Analyst at ResearchGate
- Jakob Graff, Data Science Team Lead at Babbel
- Simon Dunne, Data Science Team Lead at Babbel
- David Pardo, Data Scientist at Homebell
- Vadim Voskresenskii, Research Assistant at Weizenbaum Institute for the Networked Society

# About R

satRday is a conference focused on R, **the main open source language** for Data Science.



- R is **open source** : free and open source.
- R is **everywhere** : used by **university, researchers, and industry**.
- R has proven itself: it celebrated it's **25th birthday** this year.
- R is used everywhere: Airbnb, BBC, Booking, Ebay, Facebook, Google, Microsoft, Netflix, Twitter, Uber...

R is today the **lingua franca of Data Science**, and has become a real professional asset, whatever the sector of expertise.

R users can be found everywhere: in the private sector, with energy, finance, banking, the pharmaceutical industry, marketing, online commerce, as well as in the public sector, where R is used in many ministries.

# To know more

## **satRday**

- satRday : <https://satrdays.org/>
- Knowledge Base : <https://knowledgebase.satrdays.org/>

## **R Consortium**

- RConsortium : <https://www.r-consortium.org/>

## **R**

- About R : <https://www.r-project.org/>
- Companies using R : <https://github.com/ThinkR-open/companies-using-r>



# Contact

**Noa Tamir, Main Organizer**

**[satrday.berlin@gmail.com](mailto:satrday.berlin@gmail.com)**