# Sponsorship Guide

Mexico City (Venue TBD), April 26th, 2023,
On-line experience, May 11th, 2023.

https://sg.com.mx/datadays

# What is
# Data Day?

Data Day is a one day conference focused on data science & enginee-ring. This edition consists of an in-person event, and a subsequent online experience.

It brings together three groups of enterprise audiences:

○ Business executives, interested in the application of data analytics to de-velop data products or obtain competitive advantage.

○ Data professionals, interested in learning or improving their data science skills.

○ IT professionals, interested in learning tools and technologies big data processing and management.

Data Day is organized by Software Guru, the leading me-dia for software professionals in Latam.

https://sg.com.mx/datadays

# About
# previous editions

Data Day is a conference with several previous editions held in Mexico city and Monterrey.

〈   Data Days Virtual 2021

〈   Data Days Virtual 2022

〈   Data Day Monterrey 2022, and on-line experience.

Data.dαy

# Audience

Expected participants:

👤 300 enterprise data professionals

# Profiles

⚙ Chief Digital Officers

⚙ Data Scientists

⚙ Data Engineers

# Sectors*

⊕ Fintech

⊕ Government

⊕ Media

⊕ Retail

⊕ IT

*We curate our content so the lessons learned can be applied to other verticals as well.

Data Day has become the leading event
for Data Professionals in Latam.

Data.dΛy

# Content

The content is aligned to our 3 audience segments:

⊕ Business cases for data leaders (CDOs),

⊕ ML and AI effective techniques (Data Scientists),

⊕ Modern tools for large scale data processing (Data engineers)

In terms of business verticals, on this edition we will focus on:

✓ Finance & fintech

✓ Sports analytics

✓ Public policy

## In-person event format

⚇ Keynotes
⚇ Track sessions
⚇ Workshops & hands-on labs
⚇ Exhibition floor

## On-line experience

⌨ Recorded talks from in-person event

⌨ Live hands-on labs

Data.dAy

# Reasons to sponsor:

✓ Reactivate in-person presence

✓ Contact global participants through the online experience

✓ Reach technical decision makers in key companies

✓ Increase your brand's awareness

✓ Connect with a specialized audience

✓ Recruit local partners to strengthen your operation in this region

Data.dAy

# Sponsorship packages

**10% discount** for previous sponsors

| | Platinum | Gold | Silver |
|---|---|---|---|
| Number of opportunities | 3 | 4 | 3 |
| Duration of Keynote or workshop | 30/80 mins | NA | NA |
| Duration of talk or workshop | NA | 40/80 mins | NA |
| Transmission of recorded session in on-line experience | Yes | Yes | NA |
| Event participants database* | Yes | NA | NA |
| Database of attendees to your session* | NA | Yes | NA |
| Branding at session room | Yes | Yes | NA |
| Branding in event website and all communication | Yes | Yes | Yes |
| Mention in social networks | 2 | 1 | 1 |
| Booth in exhibition | Yes | Yes | Table with 2 chairs & rollup |
| Channel/space at virtual tool | Yes | Yes | Yes |
| In person/VIP passes (includes lunch) | 2 | 1 | 1 |
| In person regular passes (lunch not included) | 2 | 2 | 1 |
| Virtual passes | 2 | 2 | 1 |
| Discount on additional passes | 25% | 20% | 15% |
| Price (USD) | $7,000.00 | $5,500.00 | $4,000.00 |

*Only participants who accept to share personal data

Data.day

# Add-on  opportunities

## Branding in Coffee

| Price (USD) | $2,500.00 |
|---|---|



Data.day

# Deliverables

Session or Workshop recordings in mp4 format, ready for being published at sponsor channels.

Session live attendees data*, and for workshop we will deliver the data of all the participants registered to the workshop.

*Includes personal data of the attendees that opt-in to share.

Stadistics and Final report.

# About us

Software Guru has a proven track record of more than 15 years organizing high quality events for technical audiences.

We produce events for 3rd parties and open source communities including:
- Airflow Summit (2020-present)
- IstioCon (2021-2022)
- Beam Summit (2020-present)

And we also organize our own events like:
- Data Day Mexico
- Dev Day 4 Women
- Cumbre de Contribuidores de Open Source Software (CCOSS)

Check out our gallery of in person event photos.

We will be happy to help you

patrocinios@sg.com.mx