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# Sponsorship Guide



Bel Air Unique, WTC, Mexico City, April 25th, 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 & engineering. 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 develop 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 media for software professionals in Latam.

<https://sg.com.mx/datadays>





# About previous editions

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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.



# Audience

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Expected participants:

👤 300 enterprise data professionals

# Profiles

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⚙️ Chief Digital Officers

⚙️ Data Scientists

⚙️ Data Engineers

# Sectors\*

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⊕ 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.



# 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



# 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

# Sponsorship packages



	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



# Add-on opportunities

Branding in Coffee

Price (USD)

\$2,500.00





# 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.



 Statistics 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

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