

Sponsorship Prospectus



Big Data Ignite 2019 Conference

3 Days : November 4-6, 2019

Grand Rapids, MI | DeVos Place



WHAT IS BIG DATA IGNITE?

History and Summary

Big Data Ignite (BDI) is a Michigan nonprofit established in 2016 with the goal of fostering expertise in advanced computing technologies and practice. BDI hosted its inaugural conference in 2016, creating a palpable buzz in the Midwest IT community. Building on its initial momentum, the conference doubled in size and influence in 2017, becoming Michigan's premier conference on big data, IoT, AI, and cloud computing.

Big Data Ignite 2019 will be bigger in every way, providing sponsors an ideal platform to distinguish themselves as thought leaders in today's rapidly-evolving technology landscape. Sponsorship provides exclusive opportunities to connect with industry experts, C-level managers, seasoned practitioners, as well as aspiring professionals with diverse backgrounds and skills.

Quick Facts

- Big Data Ignite 2019 Conference Dates: November 4-6
- Location: DeVos Place Convention Center, Grand Rapids, MI
- Over 100+ speakers, including regionally- and nationally-recognized experts
- BDI 2018 hosted 430+ attendees, and we are projecting 700+ attendees for BDI 2019
- Content areas include big data, cloud computing, IoT, machine learning, blockchain, data security, data governance, and more
- Bringing together practitioners, decision-makers, academics, and consultants to share ideas, solutions, and insights
- 92% of surveyed attendees ranked the 2018 conference as very good or excellent

What Past Attendees Liked Best...

"Good opportunity to learn more about Big Data - it's more than a buzzword,"
- Cheryl

"The best part about BDI 2018 was the networking. I also loved all the talks; there were so many good ones, it was hard to choose!" - Zachary

"A great variety of expertise in speaker and overall organization of the event."
- Rajita

What is the impact of a Big Data Ignite Sponsorship?

To succeed in a global economy, organizations need to stay on the leading edge of advanced computing technologies and practice. Join us in fostering data-technology excellence and innovation. Big Data Ignite 2019 brings together a broad spectrum of participants with diverse backgrounds and skills to share, learn, connect, and advance.

SOCIAL MEDIA

As a sponsor, your organization will be included in social media and website messaging. Your level of exposure depends on your sponsorship level and can be highly customized to your market demographics to achieve your specific marketing goals.

There are many opportunities for your organization to be featured on our social-media channels. These include:

- Promotion on the website as a sponsor
- Featured sponsor posts on social media
- Ongoing promotion of your social-media accounts
- Promoted posts and social-media advertising
- Social-media strategic planning in coordination with our social-media experts to maximize the benefit of your sponsorship
- Use of your company's hashtags in a social-media session sponsorship
- Sharing of your content and materials on Big Data Ignite social-media channels
- Customized opportunities are available on an individual basis. Let us know your specific goals. We can work to help you achieve them through creative sponsorship opportunities.

AT EVENT

Signage and verbal recognition of your organization in the course of the conference is an ideal form of strategic, targeted marketing to conference attendees. Your exposure is only limited by your sponsorship level, as all packages include different levels and forms of recognition. Let us assist you in choosing the perfect form of recognition for your company, from vocal recognition during keynote addresses, to strategically-placed branded signs that ensure maximum visibility, to the opportunity to place your staff, signage, and materials at a vendor booth and interact directly with attendees.

Standard Sponsorship Options

Benefit	Event Sponsor (1)	Platinum Sponsor (3)	Gold Sponsor (4)	Silver Sponsor (8)	Bronze Sponsor (Unlimited)
Sponsor Designation in Press Release: Recognition as Event sponsor in body of release	x	x			
5-minute Keynote Stage Sponsor Recognition	x				
Event Signage	x	x			
Collateral Giveaway at Registration	x	x			
Sponsor message in attendee post-conference thank you email (75 word maximum)	x	x			
Recognition at Executive Networking Event	x				
Passes to Executive Networking Event	10	5	2		
Executive Meeting Room	Dedicated	Dedicated	Shared		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Cloud Foundry	x	x	x		
Dedicated promotional blog post	x	x	x	x	
Website recognition	x	x	x	x	
Recognition in pre-conference Email Marketing	x	x	x	x	
Social Media Mentions	30	10	3	2	
Social Media Session Sponsorship	15	5	2	1	-
Text & logo mention in program	x	x	x	x	x
Swag Bag	x	x	x	x	x
Vendor Table	2	1	1	1	1
Tickets	(35)	(15)	(5)	(2)	(1 ticket for vendor table personnel) and an additional 10% off all tickets
Total	\$30,000	\$15,000	\$10,000	\$5,000	\$3,500

Special Sponsorship Opportunities



Meal Sponsorship (\$10,000 per meal or \$50,000 for all meals)

An integral part of every conference is its meals. Every year at Big Data Ignite, we are proud to serve our attendees gourmet cuisine. 2019 will be no different! In partnership with our meal sponsor(s), we will be providing a total of five meals.

In recognition for sponsoring the meal(s), our sponsor(s) will receive:

- Table signage
- An announcement at the beginning of the meal
- An opportunity to speak prior to the meal



Video Sponsorship

As a part of our marketing strategy, Big Data Ignite creates video recordings of each session of our conference. This opportunity allows for higher quality video production as well as additional year-round visibility for our sponsors.

Videos are distributed to all-access ticket holders to the event, as well as through our paid membership programs and sales to industry professionals.

- Sponsor logo in opening credits
- Extended sponsor description and promotional links during the end credits



Parking Sponsorship (\$6,000 per day or \$15,000 for the whole conference)

As an attendee, what is one thing you dislike when traveling to a conference? That's right, it's paying for and finding parking. Lucky for Big Data Ignite attendees our conference hall offers on-site parking for our staff, volunteers, and attendees.

Be the hero, and help save all attendees from parking costs. In return, your company will receive the unique opportunity to position themselves in front of attendees daily via a brochure that contains their parking pass.

Your sponsorship will pay for parking passes to all attendees, speakers, and volunteers

- Promotional brochure to be distributed with parking passes to attendees giving you visibility directly to every person, every day of the event as well as setting you apart as a helpful and memorable sponsor



Swag Bag Sponsorship (\$6,700)

Although all sponsors have the opportunity to include content into the swag bag which is given to all attendees, volunteers, and staff, this is the only opportunity to be featured on the bag!



Social Media Session Sponsorships (\$1,000 per Meetup or Session, sponsor to provide prize)

This is an opportunity to have your brand associated with an amazing speaker and get listeners talking about you on social media at the same time. Choose a unique hashtag that matches your business' marketing goals that attendees can share across social media and be rewarded with a prize!

These are just a few of the ways that you as a sponsor can stand apart from the attendees. We love coming up with unique ways to feature your core competencies!

CREATE A CUSTOM PACKAGE

Interested in creating a Sponsorship Package customized to fit the needs of your organization? Choose one or more options below to create a unique package. If something you would value is not listed, please let us know.

\$4000 Branded Signage at Check-In

Social Media Session Sponsorship

***\$1000 + 1 giveaway item per session, \$5000 + 1 giveaway item for Keynote. Each conference session will have a social-media sponsor. During a session, attendees will be encouraged to tweet using the #BDI2018 hashtag, along with a brand hashtag that you choose for your brand. One winner will be selected to win a sponsor-provided prize.*

\$1000 Recognition on the Website

\$1000 Facebook LIVE Presentation

***Limit 1 per week before the conference. Includes interview on Facebook LIVE and a chance to present information about your business. Post will be boosted to reach a minimum of 10,000 people.*

\$1250 Vendor Table & Opportunity to Offer Branded Swag to All Attendees

***Ticket not included*

Social Media Session Sponsorship: A Case Study

CONFERENCE DETAILS

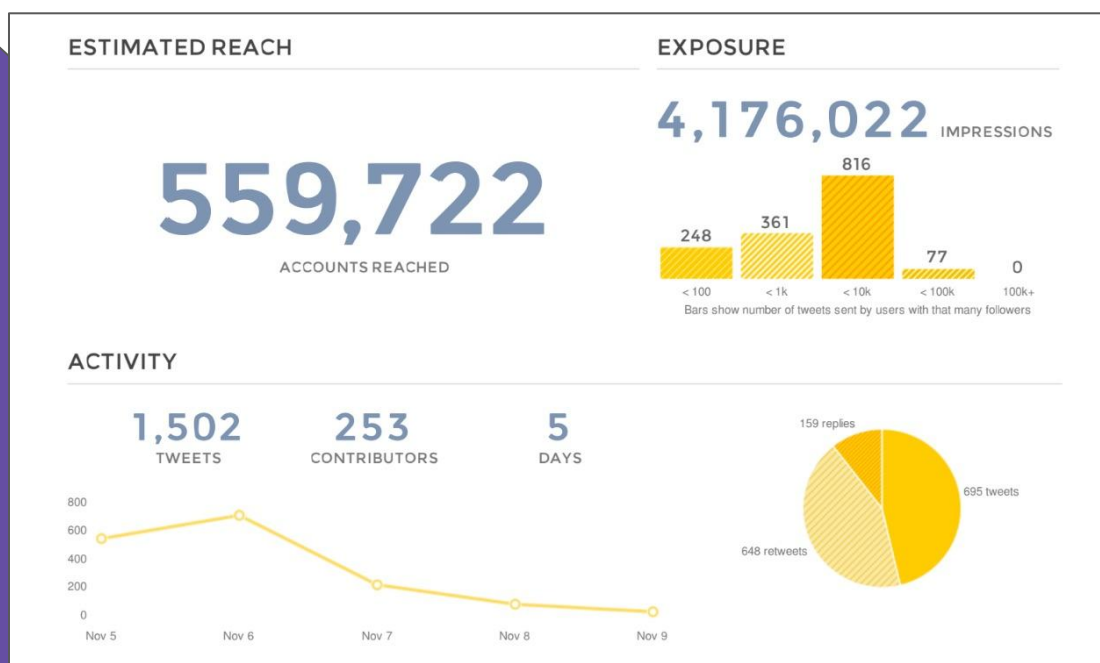
Social Media Session Sponsorships are a powerful add-on to your sponsorship package. BDI's Social Media Director implemented this same model at a previous conference that was significantly smaller in size with only 35 participating sponsor sessions and less than 300 attendees. Despite the smaller size, the conference hashtag trended on Twitter for 3 out of the 4 days, and the residual effect lasted well past the actual conference. Social Media Session Sponsorships provide great exposure to participating sponsors and also to the conference as a whole.

HOW IT WORKS

For each session that your organization sponsors, a prize is offered to attendees of that session (prize to be provided by sponsor). To participate, attendees Tweet using the conference hashtag, as well as the sponsor's social-media information. They can Tweet photos, quotes from the speaker, takeaways, etc. At the end of the session, a winner is randomly selected from those people Tweeting using the hashtags.

RESULTS

In the case-study conference described above, Social Media Session Sponsorships generated **over 4 million unique impressions!** This form of incentivized tweeting greatly boosts participating sponsors' social-media efforts by effectively delivering a sponsor's message not only to conference participants, but also to the entire social circle of many attendees, and often well beyond.

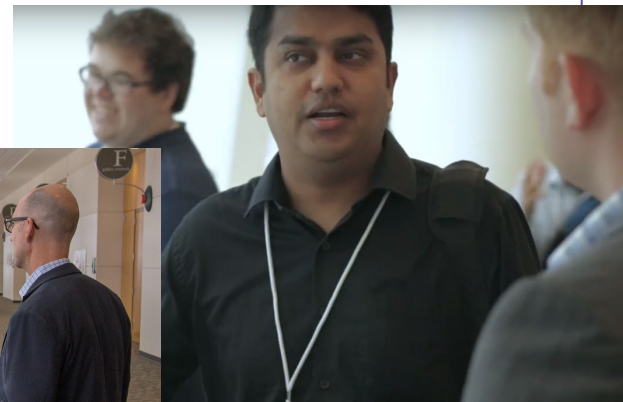


NEXT STEPS

Once you have committed to your sponsorship, Big Data Ignite's Sponsor Coordinator will follow up to guide you through the next steps.

NOTES TO PREPARE

1. Share contact information of any staff Media/PR personnel with whom we need to connect.
2. Provide a high resolution logo file to be included in any digital marketing and on the print program.
3. Social Media Session Sponsors are responsible for providing a prize, connecting with our Social Media Marketer with any session preferences, and working with her to provide a branded hashtag.
4. Prepare and provide all branded signage to be displayed during conference. This must be delivered to Big Data Ignite no later than 5pm on Friday, October 28, 2019.



BIG DATA IGNITE



Please reach out to tuhin@bigdataignite.org or matthew@bigdataignite.org with any questions

VISIT >> bigdataignite.org