

 Starburst

DATANOVA

Sponsor Prospectus

April 10-11, 2024, NYC Javits Center

Co-located with Data Universe

About Datanova

Join us on April 10-11 in NYC!

The Starburst Datanova Track will be hosted at Data Universe

[Data Universe](#) is a two-day event for data practitioners with community led programming on the topics of data management, analytics, ML + AI, and beyond. Attendees will gain invaluable educational content + networking opportunities, as RX Global brings the successful Big Data London format to the United States for the first time.

Starburst is hosting our annual conference - Datanova - within Data Universe. We are running a track on both days of the event and curating content we know our audience will love. We're inviting our partners to join us at this event with special sponsorship opportunities to speak at our track and / or join us in our Partner Village booth.

8,000

Expected Data Universe Registrants

250

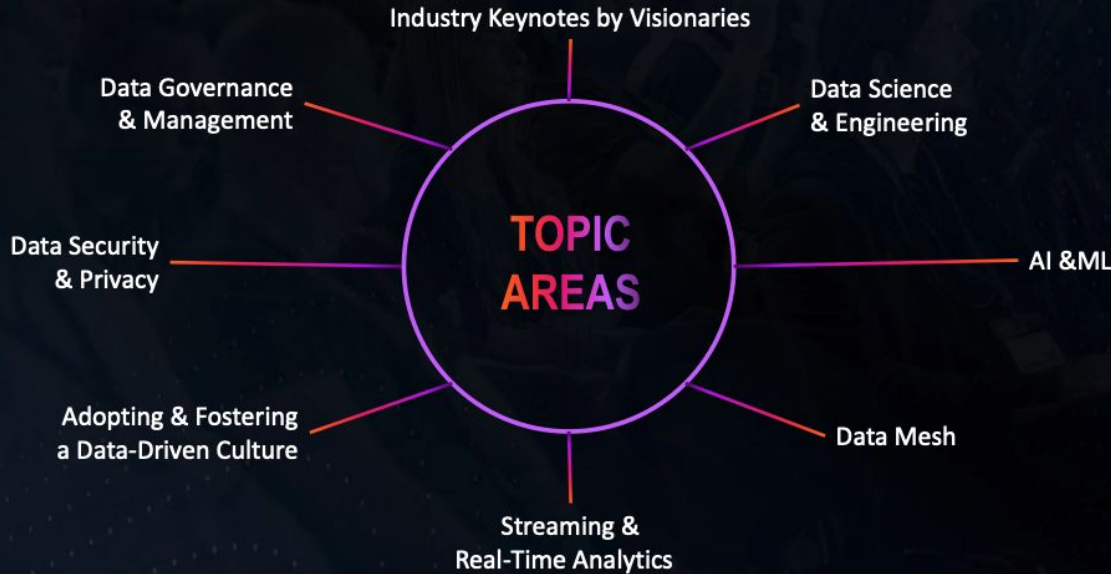
Of the brightest minds in Data + AI speaking across two days

20

Starburst customer speakers

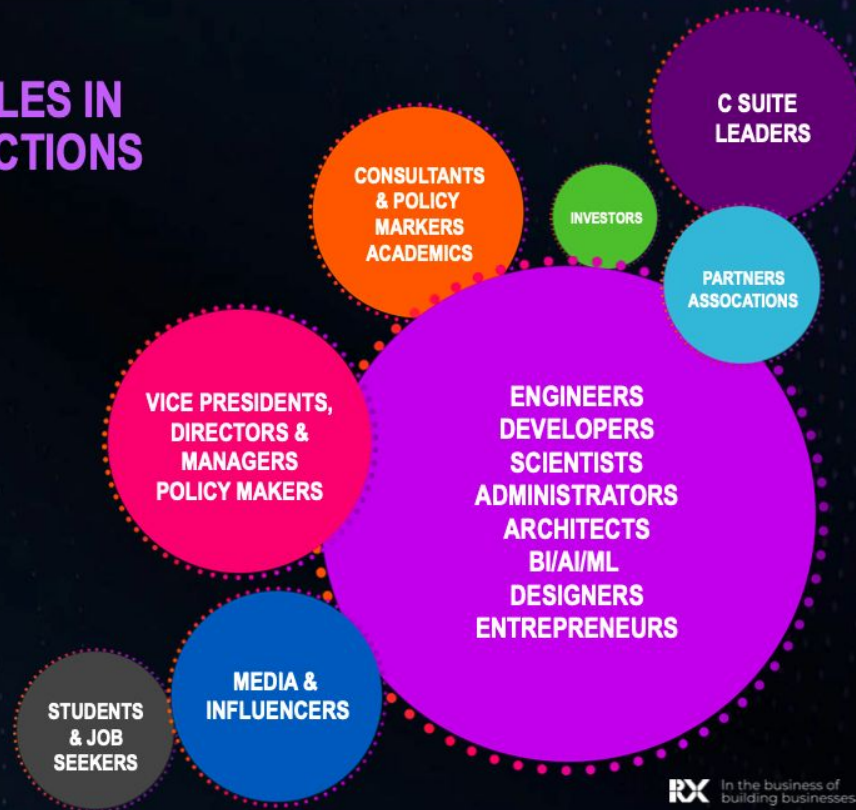
About Data Universe: Content Stages

STAGES FOR TRENDING MARKET INTERESTS



About Data Universe: Audience

TARGET AUDIENCE PROFILES IN BUSINESS, DATA & IT FUNCTIONS



About Data Universe: Industries

TARGET INDUSTRIES

Data Universe will initially explore industries with a demonstrated trend in capital investment, regional presence and high growth potential. We will also seek out key partners in the ecosystem.



Media



Jobs &
Education



Law & Govt



Science



Retail



Health



Computers &
Electronics



Finance



Business
& Industrial

MARKET



OPPORTUNITY

+ KEY ECOSYSTEM INFLUENCERS

About Data Universe: Location

Jacob Javits Center, North, April 10-11


655 West 34th Street
New York, NY 10001
(212) 216-2000





What Makes Starburst Datanova Unique?


Datanova 2024: The Era of Modern Data Lake Analytics



The way we approach data is being transformed. Change is not just on the horizon; it's already here. Are you ready to embrace it?

 **Modernize with Mastery:** Join data leaders as they unveil the secrets of analyzing more (data) with less (cost and complexity).

 **Practitioner Insights:** Direct from the trenches, hear from data engineers, architects, scientists, and analysts about their latest advances lighting up dark data in data lakes, lakehouses and beyond.

 **Data debates:** The warehouse vs. lakehouse: Who will win? The Zero ETL movement: is it possible? What is the best way to create and share data products? Experts will weigh in to provoke thought.

 **In-depth workshops:** Hands on labs provided by our partners where you'll walk away with new skills.

 Are you ready to be a part of the data revolution? 

Set your coordinates for Datanova. The future of data awaits!

Why Sponsor Datanova @ Data Universe?

Premium visibility with cost effective presence at Data Universe

Awareness

Starburst has negotiated a “Title” sponsorship for Data Universe, allowing us the highest visibility option that we can pay forward to our partners.

Lead affordability

The traction we’ll be able to drive at the events will be available to all of our sponsors via the general registration list and the Starburst booth leads.

Flexibility

The higher the sponsorship level, the greater the opportunity for a physical presence, time on our Datanova stage, and included tickets to pay forward to your prospects + customers.

Optionality

You can add a Starburst sponsorship on to any direct sponsorship package by contacting the Data Universe team for direct sponsorship options.

Starburst Datanova Content Sponsorships

Diamond content sponsorship (1 - \$175,000)

- Demo pod inside Starburst booth
 - Event lead list (~6,000 opt-in)
 - Starburst booth lead list (~3,000 opt in leads)
- 25 tickets for your team + attendees (30K value)
- 30 minute talk show
- 45 minute keynote by Starburst CEO Justin Borgman
 - Keynote lead list (~200 opt in leads)
- 4 pre-event email promotions + 4 social promotions
- 1 post-event email + social promotion with your logo



Platinum content sponsorship (4 - \$100,000)

- Demo pod inside Starburst Datanova Partner Village
 - Event lead list (~6,000 opt-in)
 - Partner Village lead list (~1,000 opt in leads)
- 15 tickets for your team + attendees (18K value)
- 45 minute session (talk or panel)
 - Session lead list (~200 opt in leads)
- 2 pre-event email promotions + 2 social promotions
- 1 post-event email + social promotion with your logo

Gold tech content sponsorship (2 - \$35,000)

- 10 tickets for your team + attendees (12K value)
- Event lead list (~6,000 opt-in)
- 1 hour workshop
 - lead list (~200 opt in leads)
- 2 pre-event email promotions + 2 social promotions
- 1 post-event email + social promotion with your logo

Silver content sponsorship (4 - \$30,000)

- 5 tickets for your team + attendees (6K value)
- Event lead list (~6,000 opt-in)
- 15-minute lightning talk
 - lead list (~200 opt in leads)
- 1 pre-event email promotion + 1 social promotion
- 1 post-event email + social promotion with your logo

Starburst Datanova Awareness Sponsorships

Award Sponsor (1 - \$50,000)

- Premium branding for awards reception
 - 5 minute intro speech
- 5 tickets for your team + attendees (6K value)
- Event lead list (~6,000 opt-in)
- 2 pre-event email promotions + 2 social promotions
- 1 post-event email + social promotion with your logo

C-Level Breakfast Panel sponsor (4 - \$15,000)

- 3 tickets for your team + attendees (\$6K value)
- Co-branded CDO breakfast panel
 - Participation in program
 - Speaker (must be C-Level)
 - Lead list (~150 opt-in leads)
- 1 pre-event email promotion + 1 social promotion
- 1 post-event email + social promotion with your logo

Visibility sponsorship (4 - \$15,000)

- 3 tickets for your team + attendees (3.6K value)
- Your logo on our booth + opportunity to leave collateral
- Event lead list (~6,000 opt-in)
- Booth lead list (~2,000 opt-in)
- 1 pre-event email promotion + 1 social promotion

A la carte Sponsorships

Bronze content sponsorship (3 - \$10,000)

- 3 tickets for your team + attendees (\$3,600 value)
- Logo on Starburst booth
- 1 pre-event email promotions + 1 social promotions
- 1 post-event webinar with Starburst

Session Content sponsorship (4 - \$10,000)

- 2 tickets for your team + attendees (\$2,400 value)
- Logo on Starburst booth
- 1 pre-event email promotions + 1 social promotions
- 2 sessions of choice, swag or content placed on chairs in session (700 chairs)
 - Can add QR to get leads/engagement

Community meetup sponsorship (1 - \$15,000)

- 3 tickets for your team + attendees (\$3,600 value)
- Co-branded Meetup with Trino
- 1.5 hour program
 - Lead list (~100 community leads)
 - Speaker participation
- 2 pre-event email promotions + 2 social promotions
- 1 post-event email + social promotion with your logo

Comparing Starburst & Data Universe Sponsorships

Starburst Sponsorship Ranges

PACKAGE COMPARISON VIEW	DIAMOND	PLATINUM	GOLD	SILVER
Sponsor cost	\$175,000	\$100,000	\$35,000	\$30,000
Demo pod availability	Included	Included	Not included	Not included
Spots available	One (1)	Four (4)	Two (2)	Four (4)

Data Universe Sponsorship Ranges

PACKAGE COMPARISON VIEW	DIAMOND	PLATINUM	GOLD	SILVER
Sponsor cost	\$270,000	\$181,000	\$75,000	\$57,000
Booth size	400' sq ft	400' sq ft	10' x 20' Turnkey	10' x 10' Turnkey
Spots available	Four (4)	Eight (8)	Twenty (20)	Thirty (30)

[Contacting the Data Universe team for direct sponsorship options.](#)



Have questions? Reach out to
datanova_sponsorships@starburstdata.com