



SPONSOR OPPORTUNITIES



Who we are

The realm of analytics has never been more exciting – big data is poised to change the way professionals make decisions in virtually every sector. MinneAnalytics was founded on the idea that a strong analytics community means bringing together Minnesota's best and brightest people from business, technology and decision science. The idea turned out to be a good one.

As we've found common ground in the possibilities big data opens up, our community has grown to more than 4,400 members. This well-educated and well-placed mix includes members with job titles ranging from CEO to quantitative analyst, from Fortune 500 companies like United Health Group, Medtronic and Target Corporation to up-and-comers like SPS Commerce, LeadPages and Optimine. A good idea has become a robust community.

Our events

What do you get when you take all of these really smart people and put them in a room together to enjoy informative presentations, terrific food and unbeatable professional networking opportunities? You get a MinneAnalytics event. From networking nights to full-scale conferences, our events are the cornerstone of our community. The best part? They are always free to members.

Why sponsor?

Organizing professional events and conferences at the caliber we strive for requires the support of our sponsors. We offer several sponsor package options, and are always willing to work with you to find the right fit.

As a sponsor, you will have the opportunity to share your message with our well-placed members. Conference attendance ranges from 500-700 or more, and sponsors also benefit from our established online and social media presence. Keep reading to see what sponsoring a MinneAnalytics event can do for you or your organization.

CONTACT US

Dan Atkins

Sponsor Coordinator

dan@minneanalytics.org

"There are some big data meetups centered in the standard conference centers... Las Vegas, San Francisco, New York... but this is unheard of for a local meetup group. I don't know of another one like it in the country."

—David Fowler,
founder, Chart.IO
San Francisco





EVENT SURVEY



ONLINE PRESENCE

Newsletter

4,450 subscribers

33% average open rate

Twitter

1,300 followers

13.2K impressions in Feb 2015

Website

Average 100 unique views per day

Note: Some benefits may be subject to venue limitations.

SPONSOR OPPORTUNITIES

PLATINUM

Receive all the benefits of Gold, Silver and Bronze, plus premier speaking opportunities and positioning. Contact us for details.

GOLD

Non-conference Event: \$5000

Conference: \$7500

- All Silver and Bronze benefits.
- Seat at Executive Roundtable.
- Auditorium speaking slot.
- Larger vendor table space.

SILVER

Non-conference Event: \$3500

Conference: \$5000

- All Bronze benefits.
- Speaking opportunity at conference or event.
- Contact information of participants provided they are contacted individually or sent a single opt-in request.

BRONZE

Non-conference Event: \$2000

Conference: \$3000

- Sponsor block on our website with logo, message and contact information.
- Sponsor message on all of our newsletters.
- Name, title, and company of all attendees.
- Vendor table in main traffic area of venue to engage participants.

Annual sponsorship

Annual sponsors receive benefits for all events for one year. Contact us for details.

