Lunchalytics
SPONSORSHIP PACKAGE

OUR GOAL:
To secure a minimum of $15,000 in operational funding for the 2018/19 Lunchalytics season
Lunchalytics is a monthly speaker series conveniently held during your lunch hour. It’s a casual and fun forum showcasing interesting work in the field of analytics.

SPONSORSHIP OPTION X
Friend of Lunchalytics
$2,500/Season
Get brand exposure to the Edmonton analytics community 10 times during the season through:

- Verbal recognition from the host at each event
- Your logo on the Lunchalytics website
- Your logo on video screen at the beginning of each monthly session
- Your logo on the webcast to live and future audiences
- A reserved ticket to the entire season

SPONSORSHIP OPTION Y
Partner of Lunchalytics
$5,000/Season

- All the benefits of a Friend, plus...
- Highlighted Sponsor for 1 month, which includes:
  + Influence the theme of the talks, plus select one speaker.
  + 3 minutes in front of the audience to promote their organization, an initiative, and/or any job openings
  + 4 additional tickets for the event
  + Access to analytics about attendees
  + The option to be the highlighted sponsor for a second month for an additional $2,000.

Sponsorship Format:
Sponsorship is at the season level. A season consists of a 1 hour event on the 3rd Wednesday of each month from September through June. Events are conveniently located at Startup Edmonton in the Mercer Warehouse.

Our Audience:
Each Lunchalytics session tends to draw about 60 to 75 people depending on the topic. An additional 25 to 50 will watch the livestream, and the videos may get a couple hundred views over the year.

The audience is mix of practitioners, consumers, and academics/students of analytics.

Benefits of Being a Sponsor:

- Be recognized as a promoter/supporter of the local analytics and visualization community
- Establish a direct connection to this community to support recruiting or partnership opportunities
- Better understand the diverse audience of practitioners, consumers, academics, and students of analytics and visualization.
- An affordable marketing channel to the local analytics community.