

DATAVERSITY.NET

Over 25 Years in Data Management Education
The Best Source for Data Professionals



2025 SALES AND MARKETING OPPORTUNITIES

Connect with a global audience of
Data Management professionals

In an increasingly data-centric world, harnessing the power of data strengthens an organization and paves the path to business success. As a company focused solely on providing comprehensive tools and education to Data Management professionals, **DATAVERSITY** is committed to helping you connect with people who need *your* solutions.

Our customizable packages allow you to curate the resources you need to reach your objectives. **Let us help you succeed.**

How You Can Reach Our Audience

- Face-to-face conferences
- Online conferences
- Live webinars
- Demo Days
- White papers
- Podcasts
- Articles & blogs
- Training center





WHO WE ARE

DATAVERSITY provides a range of resources for anyone working with data, accessible 24/7 from anywhere in the world. Our global community of data-loving practitioners, advisers, and customers power their workflow through DATAVERSITY’s catalog of articles, webinars, podcasts, online training, and interactive conferences. We seek to empower individuals and foster growth in their careers.

Conferences Training Center Subscribe Webinars More Search..

Introducing the Data Analytics Fabric Concept

Yes, Being a Citizen Data Scientist Can Help You Succeed

Data-Ed Webinar: Getting Data Quality Right

How to Become a Database Administrator

Strategic Insights by Leveraging Data Analytics in Product Management

Advertisement

Over 160 online courses in Data Governance, Data Architecture, EIM, Data Modeling, Database, Data Science, and more!

Upcoming Webinars

Sep 19 Webinar: Discovering and De-risking Sensitive Data

DATE: September 19, 2023 TIME: 2 PM Eastern / 11 AM Pacific PRICE: Free to all attendees This webinar is sponsored by:

Sep 20 DATAVERSITY Demo Day - Data Catalog Tools

DATE: September 20, 2023 TIME: 8:00 AM - 12:45 PM Pacific / 11:00 AM - 3:45 PM Eastern PRICE: Free to all attendees Welcome

Sep 21 RWDG Webinar: The Data Stewardship Method of Data Governance

DATE: September 21, 2023 TIME: 2 PM Eastern / 11 AM Pacific PRICE: Free to all attendees About the Webinar



THE DATAVERSITY MISSION

The DATAVERSITY mission is to provide the single best source of education for anyone working with data in their professional life. If you need to learn how to implement and/or manage a data-driven business solution, we want you to be able to find the answers at DATAVERSITY.net.





DATAVERSITY Events

Today's data professionals are seeking immersive, personalized, and engaging in-person and online programs. DATAVERSITY delivers curated, impactful events connecting industry thought leaders with best-in-class Data Management resources, compelling workshops, one-on-one discussions, and networking.

Become a Sponsor

Connect with our vibrant community of dedicated professionals to share enriching solutions that drive business forward. Our highly-skilled team crafts tailored packages to amplify your brand, establish thought leadership, and forge valuable partnerships. Discover limitless engagement possibilities with DATAVERSITY!

Key Benefits for Sponsors

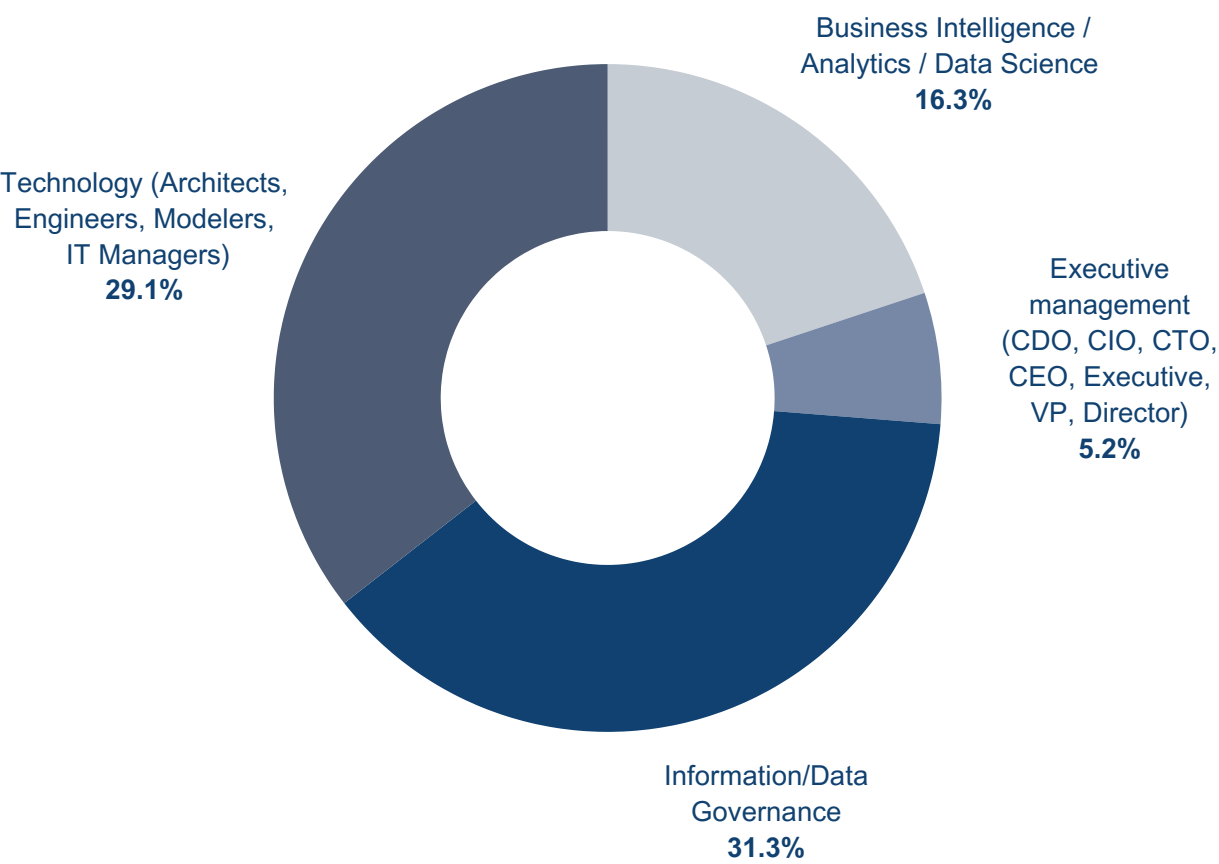
- Position your brand as an authority to data professionals
- Build a deeper connection with potential customers
- Increase visibility with branding and logo options at events
- Ensure smooth operation with dedicated event management

Demographics & Audience Engagement



DATAVERSITY draws leading minds in the Data Management and data education industries, including C-suite management, experts in business intelligence, engineers, Data Governance officials, and many more.

DECISION MAKERS



TOP INDUSTRIES

Finance/Banking	18.4%
Government	11.1%
Healthcare	10.2%
Insurance	7.1%
Technology	7.0%
Consulting	5.9%
Education	4.8%

MEDIA STATISTICS

WEBSITE

Monthly Unique Visitors:	130,000+
Monthly Page Views:	200,000+
Active Industry Bloggers:	150+
Desktop Visits:	81.3%
Mobile Visits:	18.7%
Unique Subscribers:	90,000+

DATAVERSITY community members all have one thing in common: **They work with data.**

In-Person Conference Sponsorships



MEET YOUR CUSTOMERS FACE TO FACE

In-person events provide the perfect opportunity to make a great impression and nurture lasting connections with valuable contacts. DATAVERSITY's in-person events enable you to expand your customer base and explore the trending subjects in the Data Management space. Sponsors gain extra benefits, including discounts on digital programs, white papers, and more.



DGIQ 2025 West | May 5-9, 2025 | Anaheim, California

Conference Topics:

Data Governance, Information Quality, AI Governance, Data Architecture, Master Data Management, Stewardship, Metadata, Data Strategy, Data Literacy, Data Modeling, Enterprise Information Management, and more.

Website: dgiqconference.com

For a current list of DATAVERSITY events, visit dataversity.net/conferences



Contact us to request our event prospectuses.

Online Event Sponsorships

CAPTIVATE CUSTOMERS ONLINE

Our online events allow you to engage with our audience across the globe. DATAVERSITY is an industry leader in organizing successful digital events across the Data Management spectrum. Confidently position your brand in front of thousands of registered attendees without the usual event expenses of traveling and executing a face-to-face event.

DATA ARCHITECTURE ONLINE

Data Architecture Online
July 23, 2025
Expected Registrations: 3,000+
Topics: Data Architecture, Data Lakes,
Data Warehouses, and new technologies
dataarchitectureonline.com



**DATAVERSITY Demo Day
Data Governance**
Expected Registrations: 300+
Topics: Data Governance,
Data Quality, Catalogs, AI
Governance, Master Data
Management



**DATAVERSITY Demo Day
Enterprise Data Management**
Expected Registrations: 300+
Topics: Enterprise Information
Management, Semantic Tech,
Data Ops/Data Integration

ENTERPRISE DATA GOVERNANCE

Enterprise Data Governance Online
January 28, 2026
Expected Registrations: 3,500+
Topics: Data Governance, Data Quality,
Data Stewardship, and more
datagovernanceonline.com



For a current list of DATAVERSITY events, visit dataversity.net/conferences
Contact us to request our event prospectuses.

Digital Sponsorship Opportunities

Premier Webinars

YOUR GATEWAY TO SUCCESS

Our turnkey and ad-hoc webinar programs are unmatched in quality, attendance, registrations, and engagements. Sponsors receive qualified leads from the webinar.

Gain brand visibility with logo placement on advertising webpages, registration confirmation email, reminder email, follow-up email, and on-demand video webpage.

DATAVERSITY Written White Papers

IT STARTS WITH A SURVEY

We will be issuing several written white papers based on the annual Data Management Trends survey findings.

- Trends in Data Management and Strategy
- Trends in Data Governance and Quality
- Trends in Architecture and Modeling

Sponsors will receive a copy of the preliminary results and all contact information provided by the survey participants.

White Papers

ELEVATE YOUR EXPOSURE

Have a white paper you'd like to promote to our engaged community of data professionals? Let us publish and promote your white paper, and we'll generate hundreds of valuable leads for you.

Don't have a paper prepared? Let DATAVERSITY create a white paper for you. Our experts will work with your team to write, design, and promote your paper.

Free Marketing Opportunities

BE PART OF OUR BLOG PROGRAM

Blogging is still one of the best ways to position yourself as an authority in your industry. Your subject matter expert in the Data Management industry (min. 10 years experience) can share sound advice and educated opinions in regularly published and promoted blog posts.

Bloggers receive an individual contributor page and marketing exposure in our newsletters and on social media.

Women in Data Management and Governance

You're invited to support a program that empowers marginalized genders and removes barriers to success.

For \$5,000, your logo will be featured on the wdmg.net website and at all WDMG-branded events — including webinars and dedicated conference events — for a year.

- Includes signage at the WDMG reception at both DGIQ and EDW events.

Note: This is a branding-focused sponsorship and does not include access to leads

Tailor-Made and Curated Campaigns

POWER YOUR MARKETING VISION

We pride ourselves on our ability to create tailor-made campaigns to help you exceed your marketing goals. We can combine various programs or pieces of programs to reach the people within the industries that are most valuable to your company.

Run a campaign on the DATAVERSITY website leading up to your conference sponsorship or combine a webinar and white paper promotion to achieve the best ROI.



Sponsorship Pricing

Face-to-Face and Live Online Events
Pricing Available Upon Request

Webinar Series Key	
DAS	Data Architecture Strategies
RWDG	Real-World Data Governance
EEDL	Elevating Enterprise Data Literacy
AArch	Analytics Architecture (Formerly ADV)



ONLINE CONFERENCES AND DEMO DAYS

Program	Sponsorship Fee	Lead Guarantee	Cost per Lead
Enterprise Data Governance Online Conference	\$25,000	2,000	\$12.50
Data Architecture Online Conference	\$25,000	2,000	\$12.50
Demo Day	\$20,000	400	\$50.00

WEBINARS*

Program	Sponsorship Fee	Lead Guarantee	Cost per Lead
Ad-Hoc Webinar	\$22,500	300	\$64.29
Ad-Hoc Webinar – No Lead Guarantee	\$13,500	0	N/A
Data-Ed – Exclusive Sponsorship/Co-Sponsorship	\$25,000 / \$15,000	500	\$50.00 / \$30.00
RWDG – Exclusive Sponsorship/Co-Sponsorship	\$25,000 / \$15,000	500	\$50.00 / \$30.00
EEDL – Exclusive Sponsorship/Co-Sponsorship	\$25,000 / \$15,000	500	\$50.00 / \$30.00
AArch – Exclusive Sponsorship/Co-Sponsorship	\$20,000 / \$12,500	300	\$66.67 / \$41.67
DAS – Exclusive Sponsorship/Co-Sponsorship	\$25,000 / \$15,000	500	\$50.00 / \$30.00

WHITE PAPERS

Program	Sponsorship Fee	Lead Guarantee	Cost per Lead
Hosted White Paper – 1 month	\$3,500	100	\$35
Hosted White Paper – 3 months	\$9,500	300	\$31.67
White Paper Cost Per Lead	Starting at \$3,000 for 60 leads	based on lead purchase (minimum of 60 leads required)	\$50

DATAVERSITY WRITTEN WHITE PAPERS

Program	Sponsorship Fee	Lead Guarantee	Cost per Lead
Co-Sponsorship	\$8,500	500 Over 3 Months	\$17

*Save 10% when sponsoring multiple webinars

Bundle Pricing

2025 Bundles are available now!
Want to mix and match data topics? No problem!



Data Topic	Sponsorship Level	Bundle Unique Lead Guarantee	Bundle Price	Cost per Lead	Includes	Additional Notes*
Data Governance/ Quality	DG – Platinum	3,500	\$100,000	\$28.57	EDGO, RWDG Exclusive Turnkey, Ad-Hoc Webinar, 2x Demo Day, Platinum Sponsorship at DGIQ	Add Additional Demo Day for \$12K each DGIQ Platinum Sponsorship limited to four per event
	DG – Gold	2,500	\$75,000	\$30.00	EDGO, RWDG Exclusive Turnkey or Ad-Hoc Webinar, Demo Day, Gold Sponsorship at DGIQ	Add Additional Demo Day for \$12K each DGIQ Gold Sponsorship limited to eight per event
	DG – Entry	750	\$36,000	\$48.00	RWDG Exclusive Turnkey or Ad-Hoc Webinar, Demo Day	Add Additional Demo Day for \$15K each
Data Architecture/ Modeling	DA – Platinum	3,500	\$100,000	\$28.57	DAO, DAS Exclusive Turnkey, Ad-Hoc Webinar, 2x Demo Day, Platinum Sponsorship at EDW	Add Additional Demo Day for \$12K each EDW Platinum Sponsorship limited to two per event
	DA – Gold	2,500	\$75,000	\$30.00	DAO, DAS Exclusive Turnkey or Ad-Hoc Webinar, Demo Day, Gold Sponsorship at EDW	Add Additional Demo Day for \$12K each EDW Gold Sponsorship limited to ten per event
	DA – Entry	750	\$36,000	\$48.00	DAS Exclusive Turnkey or Ad-Hoc Webinar, Demo Day	Add Additional Demo Day for \$15K each
Enterprise Data Management	EDM – Platinum	3,500	\$100,000	\$28.57	DAO, Data-Ed Online Exclusive Turnkey, Ad-Hoc Webinar, 2x Demo Day, Platinum Sponsorship at EDW	Add Additional Demo Day for \$12K each EDW Platinum Sponsorship limited to two per event
	EDM – Gold	2,500	\$75,000	\$30.00	DAO, Data-Ed Exclusive Turnkey or Ad-Hoc Webinar, Demo Day, Gold Sponsorship at EDW	Add Additional Demo Day for \$12K each EDW Gold Sponsorship limited to ten per event
	EDM – Entry	750	\$36,000	\$48.00	Data-Ed Exclusive Turnkey or Ad-Hoc Webinar, Demo Day	Add Additional Demo Day for \$15K each
Analytics	Analytics – Gold	2,250	\$75,000	\$33.33	EAO, AArch Exclusive Turnkey or Ad-Hoc Webinar, Demo Day, Gold Sponsorship at EDW	Add Additional Demo Day for \$12K each EDW Gold Sponsorship limited to ten per event
	Analytics – Entry	650	\$36,000	\$55.38	AArch Exclusive Turnkey or Ad-Hoc Webinar, Demo Day	Add Additional Demo Day for \$15K each

For more bundle options, [click here](#).

*Additional discounts do not apply

Contact Us

Take the Next Step

We believe in partnerships that help you reach your goals. If you're ready to experience the next level in Data Management sponsorship, connect with us today. Let's collaborate to create a custom strategy that encourages growth, insights, and unprecedented success.

Your journey to data excellence starts here.

FOR MORE INFORMATION ON:

Online Event & Conference Sponsorships
Webinars | White Papers | Research Papers

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FOR MORE INFORMATION ON:

Blog Program
Coverage of Press Releases & Editorial Content

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FOR MORE INFORMATION ON:

TDAN.com

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DATAVERSITY Talks Podcast

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