SPONSORSHIP
PROSPECTUS

Welcome to the DataEngBytes 2025 Sponsorship Prospectus!

Building on the success of 2024, DataEngBytes (DEB) is returning in 2025 with enhanced opportunities for our sponsors to engage with the vibrant data engineering community. DEB continues to be ANZ's largest community-driven conference focused on real-world data engineering and machine learning solutions.

In 2025, we're thrilled to expand on this success by offering even more avenues for you to connect with industry leaders and showcase your brand to an engaged audience. This prospectus provides a brief overview of what's ahead for DEB 2025 and the exciting sponsorship opportunities available.

2025 CONFERENCE CITIES

- **Sydney & Melbourne**
- **Pop-Up Conferences in *Auckland, *Perth, and *Brisbane**

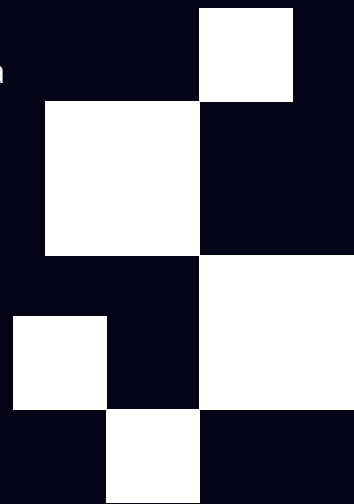*(*Subject to sponsor demand)*

2025 CONFERENCE DATES

- **Melbourne: 11th-12th August**
- **Sydney: 14th-15th August**

*Dates for *Auckland, *Perth, and *Brisbane are TBC, depending on sponsor interest*

WHAT'S NEW FOR DATAENGBYTES 2025?

For DataEngBytes 2025, we're excited to announce a few **key** changes. Unlike the four-city lineup in 2024, the 2025 conference will focus primarily on Sydney and Melbourne with two-day events. The first day will feature dedicated Data Engineering tracks, while the second day will focus on Machine Learning tracks. Interwoven throughout are Data Leaders forums (executive roundtables) and workshops.

For Perth, Brisbane, and Auckland, we'll host Pop-Up Conferences based on sponsor demand and interest, ensuring flexibility and tailored regional engagements.

Sponsorship package details

Sponsorship Tiers	2x days x 2 cities	2 cities x 1 day	1x day x 1x city
Headline	64000	40000	25000
Gold	40000	25000	15000
Silver	20000	12500	7500
Headline Slots	2	1	1
Gold Slots	5	3	3
Silver Slots	2	1	1

Inclusions	Headline	Gold	Silver
Exhibition Booth	✅	✅	❌
Branding	✅	✅	✅
Staff Pass	12	10	8
Workshop	✅	❌	❌
Data Leaders Forum Pass	2	1	❌
*Attendee Door List	✅	✅	✅
Speaking Slots	✅	✔/2	❌
MC Shout Out	✅	✅	✅

*Our DoorList only contain details of People who consent to share their information with sponsors. For lead capture there will be other mechanism at place.

POP-UP CONFERENCES IN *AUCKLAND, *PERTH, AND *BRISBANE

PopUps	Cost	Slots
Headline	5000	2
Gold	3000	**5**
Silver	1000	5

BESPOKE SPONSORSHIP

At DataEngBytes, we understand that each of our sponsors has unique needs and goals. That's why we are offering customised sponsorship packages tailored to fit your specific objectives.

Please note: Sponsorship prices may be adjusted based on the number of pop-up cities we move forward with, depending on sponsor demand.

2024 CONFERENCE STATS

- **Total Tickets Sold: 1100+**
- **LinkedIn Engagements: 1500+**
- **Sponsors: 22+ Global & Local**
- **New Community Members: 450+**
- **Most successful community conference in Oceania**
- **LinkedIn Page: 5000+ followers (fastest-growing)**

Join us at DataEngBytes 2025 and be an integral part of a dynamic community of data professionals, pushing the boundaries of what's possible in the ever-evolving field of data engineering and ML.