

Sponsorship Prospectus

Anaconda Data App Contest

June 13–30, 2023

Virtual Experience



Anaconda Data App Contest

Data Visualization Competition

Contest Overview

Thank you for your interest in sponsoring Anaconda's inaugural Data App Contest. We've invited participants of all experience levels to showcase their interactive visualization and data app talents and take their skill sets to the next level. Over the course of two weeks, participants will leverage a variety of open-source tools to develop and deploy a data app project from start to finish. Prizes will be awarded to the winning teams.

CONTEST AT A GLANCE

- Launch event and live course (**Build and Deploy Data Apps in Anaconda Notebooks**, FREE registration): June 13, 2023 at 10 am EDT
- Submissions open June 13 - 30, 2023
- Open to all data visualization enthusiasts, including 5 million registered users on Anaconda Nucleus

CONTEST OBJECTIVES

During the course of this event, participants will have the opportunity to:

- Gain a comprehensive understanding of the best practices for data visualization
- Learn how to use various APIs to ingest data, manage models, and deploy visualizations within a project
- Complete an end-to-end data app project from start to finish

Who are We?

With nearly 35 million users, Anaconda is the world's most popular platform to develop and deploy secure Python solutions, faster. We pioneered the use of Python for data science, champion its vibrant community, and steward the open-source projects behind tomorrow's artificial intelligence (AI) and machine learning (ML) breakthroughs. Our solutions enable practitioners and institutions around the world to securely harness the power of open source for competitive advantage and groundbreaking discoveries.



Sponsorship Benefits

Spur Innovation

By becoming a sponsor of our Data App Contest, you will have the opportunity to support and encourage innovation in the field of data visualization. Your sponsorship will enable participants from diverse backgrounds and industries to come together and push the boundaries of what's possible in this exciting field. By fostering innovation in data visualization, you will also be contributing to the broader landscape of technology and its impact on society.

Thought Leadership

By sponsoring the Anaconda Data App Contest, you will be seen as a thought leader and innovator in the field of data visualization and app deployment, contributing to a conversation that is shaping the way organizations approach data-driven decision making.

Showcase Your Company

Anaconda is the world's most popular data science platform. Sponsoring the contest is a way for you to stay top-of-mind for data science professionals. As a sponsor, your brand will be prominently featured throughout the contest and associated promotional materials, providing exposure to a highly engaged and targeted audience of professionals, academics, and enthusiasts in the field of data visualization.

Connect with Participants

Collaborating with us as a sponsor is a way for you to support the international community of professionals, academics, and enthusiasts working on data-driven ideas that will define innovations of tomorrow.



About Participants

Our Data App Contest is designed to appeal to a diverse range of participants from our global user base of over 35 million. Our target audience includes:

- Data scientists, data analysts, Python developers, and students who are interested in Python visualization and Panel app development
- People who work with dashboards to understand data and models
- People who wish to communicate data insights as effectively as possible

By the Numbers

35 million

Active users worldwide

5 million

Registered users

150,000

Social media followers

15,000

Annual webinar attendees

500

Anticipated contest entrants



Sponsorship Packages

Gold

\$7,500

- Recognition as a Gold sponsor of the event.
- One sponsor branded email blast to Anaconda users. Note: sponsor must provide the email content, which will be reviewed and approved by Anaconda. Email list will not be provided.
- Anaconda will share one Twitter and one LinkedIn post on behalf of the sponsor. The sponsor will provide the post text, which will be reviewed and approved by Anaconda.
- Opportunity to be a judge or a mentor at the contest, increasing brand awareness and facetime with contest participants.
- Logo on event website and marketing materials (inclusion on email, social, and other PR-related activities).

Silver

\$3,000

- Recognition as a Silver sponsor of the event.
- Anaconda will share one Twitter and one LinkedIn post on behalf of the sponsor. The sponsor will provide the post text, which will be reviewed and approved by Anaconda.
- Logo on event website and marketing materials (inclusion on email, social, and other PR-related activities).

Bronze

\$1,000

- Recognition as a Bronze sponsor of the event.
- Logo on event website and marketing materials (inclusion on email, social, and other PR-related activities).



Reserve Your Sponsorship

Sponsorships are limited and available on a first-come, first-served basis. To request your sponsorship, email us at conference@anaconda.com.

Find Us Online

To learn more about the Anaconda Data App Contest, visit learning.anaconda.cloud/pages/data-app-contest, or follow [@anacondainc](https://twitter.com/anacondainc) and join the conversation using the hashtag [#DataAppContest](https://twitter.com/anacondainc) on Twitter.

Visit anaconda.com to learn more.

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