



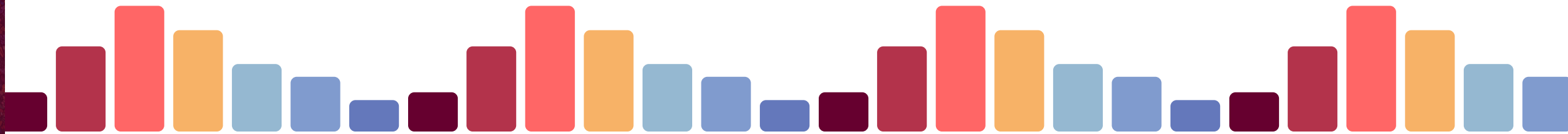
A DATA DOZEN EVENT

MARCH 24 - 25, 2026

connect with data people

SPONSORSHIP OPPORTUNITIES

AT THE 2026 BAR CHART CLUB CONFERENCE



first things first

MEET THE BAR CHART CLUB



What is The Bar Chart Club?

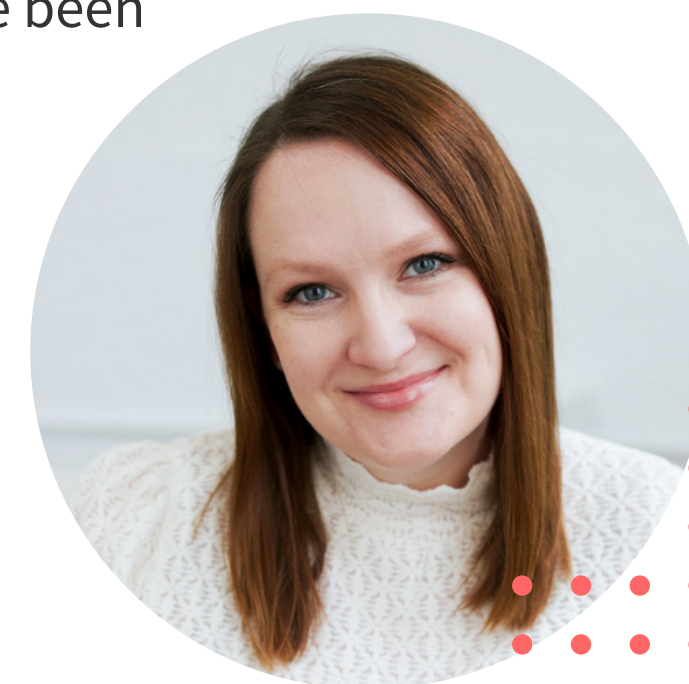
WE ARE DATA PEOPLE.

The Bar Chart Club is a thriving, in-person community built for **chart makers**—data analysts, visualization specialists, researchers, and anyone else who transforms data into compelling visual stories. We're on a mission to **bring together inspiring people and inspiring charts** to elevate the craft of data analytics and communication. What began as quarterly meetups in Kansas City has quickly grown into a vibrant hub where data professionals connect, learn, and geek out about data. Now, **we're launching our first annual conference** to amplify that energy and extend our reach across the central Midwest, creating a premier regional gathering for everyone passionate about turning data into knowledge.

Who runs the group?

HI! I'M ERIN WALDRON.

I am a data analyst and the **owner of Data Dozen**, an analytics studio based in Kansas City. I adore people, and I love a good chart. At the beginning of 2025, I launched The Bar Chart Club to bring together the **vibrant analytics community in KC**. I've been truly humbled by the incredible response. Our meetups have been some of the most well-attended and energizing local networking events in Kansas City this year. Our community pitched the idea of a conference, and I am delighted to bring it to life.





the big picture

CONFERENCE OVERVIEW



What's the vision for the event?

LEARN IT TODAY, USE IT TOMORROW.

Our guiding principle is simple: learn it today, use it tomorrow. This conference is laser-focused on **practical, actionable knowledge** that attendees can immediately apply to their work. When participants sit down to create their next visualization, they'll have an **expanded toolkit** of specific techniques, design strategies, and communication approaches that will elevate every chart they make.

What's the format?

WORKSHOP DAY + CONFERENCE DAY

We've designed a dynamic two-day experience that balances hands-on skill-building with inspiring content and meaningful connections. Day one features **à la carte workshops** where attendees can dive deep into specific tools, techniques, and methodologies through interactive, hands-on sessions. Day two is the **main conference**, packed with compelling keynote presentations, targeted breakout sessions, expert panels, and networking opportunities designed to spark conversations.





we are data people

EVENT ATTENDEES

Who will be at the conference?

WE ARE CHART MAKERS

Our attendees are the data analysts, researchers, business intelligence specialists, scientists, marketers, and communicators who transform raw numbers into clear, compelling stories. This is a gathering of analytical minds, creative problem-solvers, and unabashed data enthusiasts who believe that a well-crafted chart can change hearts and minds. We're nerdy, we're passionate about our craft, and we wear that badge with pride.

How many people will attend?

75-150 DATA PROFESSIONALS

We're projecting 75-150 attendees for our **inaugural conference**. This estimate is grounded in the strong showing from our 2025 quarterly meetups in **Kansas City**, which consistently drew between 80 and 130 registrations each. As our first full-day conference, we're building on an established, engaged community while **expanding our reach to analysts throughout Iowa, Missouri, Nebraska, and Kansas** who are eager for a regional analytics event of this caliber.

OUR FAVORITE TOOLS

Tableau, Power BI, Excel, Flourish, Canva, SQL, Python, R, SAS, SPSS

OUR JOB TITLES

Business Analyst, Evaluator, Researcher, Data Scientist, Data Engineer, Designer

WHERE WE WORK

corporations, nonprofits, government, small businesses, universities (we're everywhere)



our community is super engaged



WHAT PEOPLE HAVE TO SAY

WHAT WAS YOUR FAVORITE THING ABOUT THE BAR CHART CLUB EVENT?



It's impossible to choose!! The panelists were fantastic, the initial presentation was excellent. If I had to pick, my FAVORITE thing was the group of humans who attended - it already feels like a wonderful and connected community!



People are SO excited for charts!



Panel was fantastic! Such engaging speakers. Love the collaborative charts in the room to get data from attendees!

Crash course in how to visualize data which as a marketer I have never learned!!!

It was amazing to hear about all the great things that people around KC are doing with data visualization.

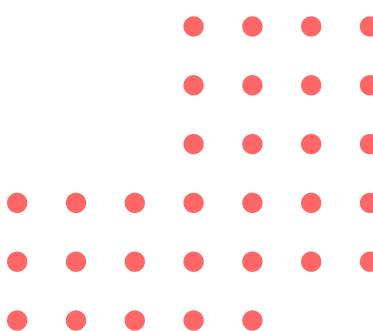
The people! Also, I picked up new ways to think about data visualization. I especially liked the idea of a data project as a way to know or explore an idea vs just demonstrating what is already known.

The topic of conversation. It was so interesting hearing different POVs of how to tackle the problem from across people that work with dashboards and don't.

How relevant it was to me even though I'm a designer and data novice

The diverse professions of the attendees.

Learned so much! Loved the small presentations.



create lasting value

SPONSORSHIP BENEFITS



VISIBILITY

○ Amplify the reach of your brand.

Sponsorship puts your organization directly in front of a **vibrant community of data professionals** gathered for a full day of learning and connection. And in the months leading up to the conference, your brand will benefit from a prominent digital presence, reaching hundreds of engaged analysts who are **actively seeking new tools, techniques, and solutions** for their data work. Combining high-impact, in-person engagement with sustained digital exposure ensures your brand stays **top-of-mind** long before and after conference day.

REPUTATION

○ Be recognized as a data leader.

By sponsoring this conference, your organization demonstrates a **meaningful commitment** to advancing data literacy and analytic **excellence in our region**. You'll be recognized as a local leader who not only values data-driven decision making but actively invests in the community and ecosystem that makes it possible. This visible support of professional development and knowledge-sharing positions your organization as **forward-thinking and community-minded**, qualities that resonate with both clients and partners.

TEAM

○ Attract and retain the top talent.

Sponsorship offers powerful benefits for both attracting and retaining exceptional people. For companies seeking to hire, you'll **connect with a curated audience** of proactive data professionals who are dedicated to perpetually deepening their skills. Educational institutions can showcase their programs to **working professionals considering upskilling** or career pivots. Sponsorship also sends a **strong signal to your current team** that you're an organization that actively invests in the community and is a leader in analytics.

we have 4 tiers

SPONSORSHIPS



WE HAVE 13
SPONSORSHIPS
AVAILABLE

●
1 PRESENTING

● ● ● ●
4 GOLD

● ● ● ●
4 SILVER

● ● ● ●
4 BRONZE

	PRESENTING (\$10,000) 1 Available	GOLD (\$5,000) 4 Available	SILVER (\$3,000) 4 Available	BRONZE (\$1,000) 4 Available
Tickets included	8 (\$4,000 value)	4 (\$2,000 value)	2 (\$1,000 value)	1 (\$500 value)
Deliver a 30 minute keynote for all conference attendees	✓			
Premier branding as the conference’s one presenting sponsor	✓			
Lead a 1 hour breakout session	✓	✓		
Participate in Sponsor Panel in front of all conference attendees	✓	✓		
Branded meal (“lunch brought to you by...”)	✓	✓		
Dedicated LinkedIn sponsor spotlight post	✓	✓		
Lead a table talk (1 hour of presenting to rotating tables)	✓	✓	✓	
Booth at the conference open throughout the event	✓	✓	✓	
Logo on conference website, emails, and event signs	✓	✓	✓	✓
Handout in attendee conference folders	✓	✓	✓	✓

we can't wait to work with you

READY FOR THE NEXT STEPS?



THE PROCESS IS SIMPLE

How to secure your sponsorship.

- 1) You apply:** Start by completing this form with your organization's details and sponsorship preferences.
- 2) We review:** Our team will review your application and respond within 3-5 business days.
- 3) We formalize:** If approved, we'll send you a sponsorship agreement and invoice.
- 4) You're official:** Once payment is received, your logo goes live on all promotional materials.
- 5) We collaborate:** We'll stay in close contact leading up to the event to maximize your sponsorship.

LET'S TALK

Still have questions? We have answers.

Our team is here to help! If you'd like to discuss custom sponsorship opportunities, need clarification on any of the benefits, or want to explore how sponsorship aligns with your organization's goals, we'd love to connect. Reach out to us directly and we'll schedule a time to chat about how we can make this partnership work for you. We're committed to creating sponsorship packages that deliver real value, and we're happy to answer any questions you have along the way.



ERIN WALDRON

Owner of Data Dozen &
Conference Organizer



EMMA HOWARD

Event Coordinator



we can't wait to work with you

THANK YOU SO MUCH!

You can reach our team anytime at barchartclub@datadozen.com

