

# EARL

conference  
2025

## SPONSORSHIP PACK

EARL 2025 | Enterprise Applications of the R (& Python) Language





# EARL BRIGHTON 2025

We're delighted to welcome you back to the seaside in 2025 as we enter Datacove's second year of running the Enterprise Applications of the R (and Python) Languages (EARL) conference alongside the stunning backdrop of the south coast and downs.





# EARL BRIGHTON 2025

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The EARL conference is organised by Brighton based R, Python and Shiny experts, Datacove, in partnership with Silicon Brighton. Hosted in one of our city's historic seafront hotels over three days, including the much anticipated evening reception on the Wednesday night at an iconic south coast venue.



Workshops



Commercial application  
use cases



The latest technical and  
community developments



A variety of  
networking opportunities



# WHY SPONSOR EARL?

The Enterprise Applications of the R Language is a premier conference focusing on the commercial usage of the R and Python programming languages.

R and Python are two of the most widely used programming languages and are rapidly becoming the lingua franca for business analytics. By sponsoring EARL, you will be placing your company at the heart of the commercial R and Python communities - leveraging powerful analytics across diverse industries.

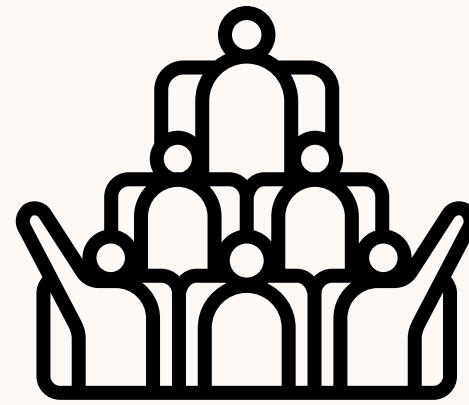
The adaptability of these open source languages enables organisations of all sizes to derive significant value from their data, without incurring licensing costs.



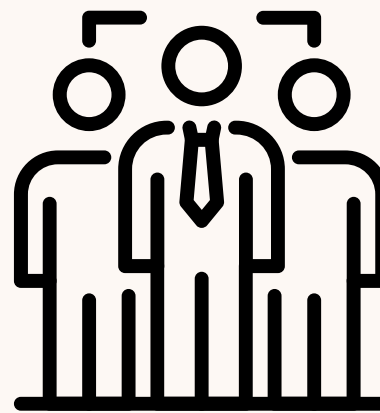


## WHY SPONSOR EARL?

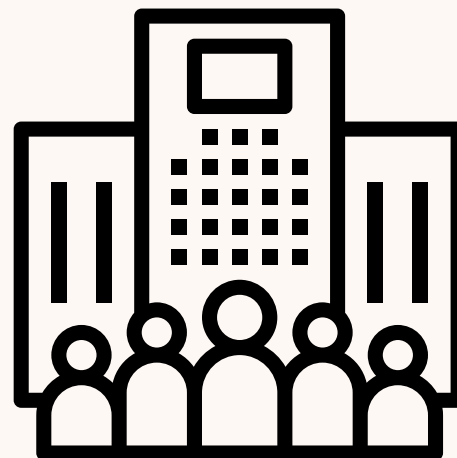
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200+ Attendees



46% Of delegates have senior roles



56% Of delegates represent companies with 1000+ employees



Be positioned amongst the brightest minds and the biggest businesses known to the R community

Platinum Sponsor 2024:  
Ascent  
Previous Organisers of EARL  
Builders of Cloud-native Services on Azure



Evening Event Sponsors 2024:  
Posit  
The Owners of R and Shiny  
Open-source Data Science Company



Silver Sponsors 2024:  
R Consortium  
Supporters, Maintainers and Developers of R software  
Open-source Governance





# 2025 KEYNOTE SPEAKERS

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**Eric Drass**

Artist at Shardcore



**Rachel Keane**

Chief Data Inspirer at The Data  
Inspiration Group Ltd, Digdata



**Wes McKinney**

Principal Architect at Posit



# 2025 PANEL SPEAKERS



**Alice Dewar-Mills**  
Fractional Commercial Director  
at Fractional on Demand



**Kate Ashworth-Brash**  
Fractional CTO & AI Governance  
Director, Freelance



**Andy Cottle**  
Fractional Finance Director at Antisana



**Jan-Aage Frydenbo-Bruvoll**  
Fractional CTO at Skipa



# BECOME AN EARL SPONSOR

## Platinum Package: £15,000 + VAT

- Exhibitors Stand Space
- Logo with link on EARL Website
- Five 2-day conference passes
- Shared slide in holding slide loop
- Promotion through social media platforms
- Marketing items in the goodie bag
- Feature on the EARL T-shirt
- A write-up published on the conference website
- Free speaker slot
- Double page spread in the conference programme
- Logo on goodie bags
- Logo on staff lanyards
- Branding at the evening event bar





# BECOME AN EARL SPONSOR

## Gold Package: £10,000 + VAT

- Exhibitors Stand Space
- Logo with link on EARL Website
- Three 2-day conference passes
- Shared slide in holding slide loop
- Promotion through social media platforms
- Marketing items in the goodie bag
- Feature on the EARL T-shirt
- A write-up published on the conference website
- Full page spread in the conference programme
- Logo on goodie bags





# BECOME AN EARL SPONSOR

## Silver Package: £5,000 + VAT

- Exhibitors Stand Space
- Logo with link on EARL Website
- One 2-day conference pass
- Shared slide in holding slide loop
- Promotion through social media platforms
- Feature on the EARL T-shirt
- Half page spread in the conference programme
- Logo on goodie bags





# BECOME AN EARL SPONSOR

## Bronze Package: £2,500 + VAT

- Exhibitors Stand Space for single day
- Logo with link on EARL Website
- One day conference pass for day of your choice
- Shared slide in holding slide loop
- Promotion through social media platforms
- Quarter page spread in the conference programme
- Logo on goodie bags





# BECOME AN EARL SPONSOR

## Evening Event Headline Sponsor: £10,000 + VAT

- Exhibitors Stand Space
- Logo with link on EARL Website
- Three 2-day conference passes
- Shared slide in holding slide loop
- Promotion through social media platforms
- Marketing items in the goodie bag
- Feature on the EARL T-shirt
- A write-up published on the conference website
- Full page spread in the conference programme
- Logo on goodie bags
- Branding at the evening event bar
- 5 minute talk at evening event





# BECOME AN EARL SPONSOR

## Specific Sponsorships

- Logo on T-shirt or goodie bag: £495 + VAT
- Logo on T-shirt AND goodie bag: £795 + VAT
- Exhibitors stand in coffee area for one-day: £495 + VAT
- Exhibitors stand in coffee area for two-days: £895 + VAT
- Half page in the conf programme: £395 + VAT
- Full page in conf programme: £695 + VAT
- T-shirt sponsor: £1,995 + VAT
- Goodie bag sponsor: £595 + VAT
- Lanyard sponsor: £495 + VAT
- Sponsor a coffee break: £395 + VAT
- Sponsor a drinks table: £695 + VAT
- Sponsor conference technology: £995 + VAT



### 2025 Offer

Lock in your sponsorship for the next three years at today's price





EARL  
ORGANISER



 **Datacove**  **SILICON BRIGHTON**

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EVENT SPONSORS

**PLATFORM**  **R consortium**

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EARL  
conference

ENTERPRISE APPLICATIONS  
OF THE R AND PYTHON  
PROGRAMMING LANGUAGE

 **Datacove**  **SILICON BRIGHTON**

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EVENT SPONSORS

**PLATFORM**  **R consortium**

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EARL  
conference

[FIRST NAME]  
[LAST NAME]

Wednesday i360 Evening Event Pass  
Sponsored by:

 **Datacove**  
**SILICON BRIGHTON**

YOUR LOGO  
HERE



# WHAT ATTENDEES SAY...

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**Liz Matthews**  
Business Owner,  
Lorne House

The EARL conference is a unique proposition showcasing ideas, applications and approaches to solving real world problems with open source solutions.

Few such events offer expert presentations and networking from such a cross pollination of business and industries; memorable past talks have included forecasting baggage handling demand at Heathrow Airport, predicting stroke survival rates from social media presence and how Transport for London use data science to reduce station overcrowding.

No one comes away from EARL without a wealth of new ideas, solutions and valuable contacts.



# WHAT ATTENDEES SAY...



**Amit Kohli**  
Head of Data Insights,  
Access Social Care

The EARL conference has been the highlight of my conference season for several years, having enjoyed them as a speaker and as an attendee. I gathered skills I could apply immediately, created friendships that have lasted the test of time, and created professional links that have helped boost my career. I think my favorite part of EARL conferences though is being surrounded by people that are intimately familiar with the tool, as there are loads of experts that are more than happy to give you pointers based on years of experience. As a leader, I frequently say that the tech itself isn't as important as the people, but every once in a while we REALLY need to talk about the tech!! EARL 2023's absence has been felt dearly and I look forward to new beginnings in 2024.



# MEET THE TEAM

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Jeremy Horne  
Director and Founder



Abbie Brookes  
Data Science Consultant



Laura Mawer  
Data Science Consultant



Sophie Desouza  
Marketing and Events Co-ordinator





## HEAR FROM THE TEAM...

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I feel privileged to say I have been to every single EARL as a delegate but have also had the honour of speaking alongside the elite of R on five separate occasions too.

Over time, the conference has established itself as the premier annual event in the R community calendar and quite simply has become a “can’t miss” opportunity if you want to stay on the pulse of what’s happening within our wonderful and continually growing coding community.

When the opportunity came up to take EARL on as an organiser, it was quite simply a dream come true. A lot of people have called me EARL’s biggest fan and, in my mind, this is the ultimate way to prove that and give more back to the community I love.

*Jeremy Horne*



# WILL YOU JOIN US FOR EARL 2025?

Please contact Sophie Desouza at [sophie.desouza@datacove.co.uk](mailto:sophie.desouza@datacove.co.uk)



## Keep in Touch

Use the QR code below to visit  
the Datacove Linktree.

Here you can find the Datacove and EARL socials,  
Meetup groups and training courses.



## Visit Our Website

