



# Join the Data Coalition

The Data Coalition is America's premier voice on data policy. Our members of companies and organizations work to improve data policy in government. We are looking for data industry leaders to help shape future policy and assist government allies in the implementation of good data practices through a variety of opportunities.



## Data Policy Advocacy

The Data Coalition promotes policies that enable government data to be high-quality, accessible, and usable. The Data Coalition advocates for improved data policies and pursues data reforms, which incorporate member interests and promote the public good. Members can be involved in Data Coalition-led task forces and working groups for developing new policy proposals and implementing new laws; have access to special communications that support Data Coalition advocacy efforts, like special policy alerts and comment letters, participate in members-only policy roundtables with federal agencies; and have access to member-only communications that highlight policy-specific information, like *Data Coalition Insider* and policy analysis.



## Thought Leadership

Data Coalition members represent a cross-section of the data industry – data managers, consultancies, analytics firms, platform providers, data aggregators, and vendors. The Data Coalition provides our members with opportunities to highlight their expertise through content collaboration, co-hosted educational events or webinars, and speaking opportunities at Data Coalition events.



## Marketing and Brand Awareness

The Data Coalition uses a variety of communications and marketing platforms where we feature members' work and brand. Communications and marketing activities include highlighting member companies via guest blog posts, logo placement on our website and newsletter, exhibit space and product promotion at our larger events, and cross-promoting member company content.



## Community Networking

The Data Coalition network includes fellow members, Data Coalition allies from the federal government, and special policy partners. Data Coalition members have opportunities to broaden their network and deepen partnerships through our conferences, summits, receptions, and policy roundtables.



## Members-Only Resources

The Data Coalition is a trusted voice in data policy. We, in turn, seek to provide our members with insights and opportunities to facilitate useful discussions around data policies in the federal government. We offer our members exclusive resources, like the Data Coalition Chief Data Officer Directory, *Data Coalition Insider*, and other timely policy and legislative insights.



## Data Coalition Insider

This members-only newsletter contains exclusive information about policy updates, ways to engage, as well as happenings around D.C. and in the data community. Sections of the Insider include:

- Congressional News
- Agency and White House Updates
- Member Spotlight
- Upcoming Data Coalition and Community Events Resources and Reports
- Key Staffing Changes Inside the Beltway



# Membership Options

Levels of involvement and benefits vary between membership categories as described below

## All Members Receive

- Complimentary tickets to public Data Coalition events
- Invitations to members-only Policy and Agency Roundtables
- Participation in a Data Coalition Policy Task Force
- Logo featured on the Data Coalition website
- Listing on the Data Coalition's main public newsletter, Data Coalition News
- Cross-promotion of content and partnership on webinars
- Weekly Data Coalition Insider updates

### Executive Membership

**\$50,000 ANNUALLY**

- Voting Advisory Board appointment - Determine the organization's strategy and objectives
- Annual in-person briefing for organization from the Data Foundation's President
- Unlimited tickets to Data Coalition events
- Complimentary tier 1 exhibition space
- First pick and 70% event sponsorship discount
- Priority inclusion in private stakeholder meetings and receptions
- Eligible to Chair a Data Coalition Policy Task Force

### Regular Membership

**\$15,000 ANNUALLY**

- Complimentary tier 3 exhibition space
- 30% event sponsorship discount

### Associate Membership\*

**\$10,000 ANNUALLY**

- 10 tickets to Data Coalition events
- Complimentary tier 4 exhibition space

*\*Note that qualifying start ups and nonprofits receive a 50% discount on Associate membership level and certain sponsorship opportunities.*

### Partner Membership

**\$30,000 ANNUALLY**

- Non-voting Advisory Board appointment - Influence the organization's strategy and objectives
- Annual briefing for organization from the Data Foundation's President
- Complimentary tier 2 exhibition space
- 50% event sponsorship discount
- Priority inclusion in private stakeholder meetings and receptions
- Eligible to Chair a Data Coalition Policy Task Force