

# Duke Undergraduate Machine Learning

**Location:** Duke University

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**Date:** Fall 2018

## Introduction

Duke Undergraduate Machine Learning is an undergraduate organization at Duke University that promotes **machine learning** at Duke through events such as workshops, talks, and competitions. Collaborating with Duke Undergraduate Machine Learning is a great opportunity: we have **direct access** to students interested in machine learning, data science, and related fields. With access to **650+** students on our mailing list, various student social networking groups (including on Facebook and Twitter), and campus advertising, we ensure the right students interact with your company!

We have several initiatives throughout the year to get involved with:

- Duke Datathon (during the Fall)
- Duke Machine Learning Day (during the Spring)
- MLBytes speaker series
- Data Dash competitions

More information about sponsoring Duke Datathon can be found at <http://dukeml.org/sponsor.pdf>, and opportunities to get involved with Duke Machine Learning Day will be available before the Spring. Below you'll find more information about how to get involved with our MLBytes speaker series and Data Dashes.

## MLBytes

MLBytes is Duke Undergraduate Machine Learning's semester-long **speaker series**, where we invite distinguished speakers in machine learning and data science to lead talks and workshops at Duke University. The audience consists of both undergraduate and graduate students, as well as faculty members from various departments, including computer science, statistical science, ECE, and mathematics. Different events target students with different levels of expertise, and several events discuss the application of machine learning and data science to other fields, such as politics, healthcare, and music. The expected attendance at each event is around 30-60 students.

The series include several styles of talks, including seminars, workshops, presentations, information sessions, and panels. The invited speakers include faculty, graduate students, and undergraduate students from various universities, and researchers, engineers, and other members of industry from several institutions.

## Data Dashes

Data Dashes are recurring **data science competitions** at Duke and allow your company to provide a dataset and let students at Duke University interact with it. These competitions range from a day to a week to a month long (up to you!). The dash can be open-ended, specific to a problem, or somewhere in the middle. For example, your company can sponsor anonymized user data for students to identify trends in, or a simplified version of your industry-specific data for students to play with and test against benchmarks. These competitions allow students to fine-tune their data science and engineering skills, while getting a feel for the type of work they can do at your company!

Partnering with us ensures Duke students will participate in your competition: we'll take care of the targeted advertising and logistics. We're very flexible with these competitions, so let us know how you want to run yours!

## Sponsorship

Sponsoring the organization is one of the most powerful recruiting efforts your company can make to connect with students. The student audience is composed of the best and brightest programmers, engineers, and data scientists at Duke University, and through our organization, you can directly interact with these **talented potential hires**.

Collaborating with Duke Undergraduate Machine Learning is a great opportunity specifically because we have **direct access** to students interested in machine learning, data science, and related fields. With access to 650+ students on our mailing list, various student social networking groups (including on Facebook and Twitter), and campus advertising, we ensure students can interact with your company, while handling most of the logistics for you.

Lastly, by sponsoring organizations like this one, your company is **promoting computer science and STEM** education among students. Activities like MLBytes and Data Dash allow students at Duke to explore, learn, and dive deep into the field. By sponsoring the organization, you give us the opportunity to bring in additional speakers and pursue even more initiatives that are being planned by our executive board.

## How you can help

- Donate money directly to Duke Undergraduate Machine Learning. Below you'll find our sponsorship packages.
- Sponsor tools for students to use during the semester (e.g. subscriptions, hardware).
- Feel free to contact us with any sponsorship ideas or suggestions you may have.

# Sponsorship Packages

Tier	Donor	Starter	Plus	Premium	Co-Host (limit 1)
Amount	500	2.5k	5k	9k	14.5k
<b>General</b>					
Send content during our email blasts	2 emails	3 emails	unlimited	unlimited	unlimited
Access to our mailing list			✓	✓	✓
Host an MLBytes event (we'll take care of advertising and logistics)			1	1	2
<b>Recruiting</b>					
Material distribution at all MLBytes events		✓	✓	✓	✓
Access to resumes and Githubs collected from students <sup>1</sup>		✓	✓	✓	✓
Includes sponsorship of Duke Datathon			plus-level	plus-level	premium-level
Host a Data Dash with Duke students				✓	✓
<b>Branding</b>					
Publicized on website	✓	✓	✓	✓	✓
Logo on t-shirt, posters, and banners		✓	✓	✓	✓
Thanked at opening and closing of MLBytes events			✓	✓	✓
"MLBytes, co-hosted by [you]" on all marketing materials					✓
<b>Swag</b>					
Can send swag (company branded materials) to be distributed at all MLBytes events		✓	✓	✓	✓

<sup>1</sup> Resumes will be filled out only by students who choose to across our events, including Duke Datathon and Data Dashes.