Duke Datathon

Location: Duke University
Website: dukeml.org/datathon
Email: hello@dukeml.org
Date: Saturday, October 27, 2018
Expected Attendance: 200 Undergraduate & Graduate Students

Introduction

Duke Datathon is the **first-ever** datathon hosted at Duke University. At datathons, students attack a dataset and come up with an analysis and visualization while racing against the clock. Specifically, Duke Datathon is a 12-hour event where students will get together, learn, and analyze profound, cross-industry datasets. Near the end of the event, teams will pitch their work to a panel of judges. Each project will be evaluated on design, creativity, technicality, and pitch.

The students attending the event consist of both undergraduate (67%) and graduate (33%), including Ph.D., students. Based on admissions criteria for the event, approximately 50% of the students will be advanced students in the field, 25% beginner, and 25% randomly selected.

Sponsorship

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

Your company will also have its **software tools and APIs** *front and center* for students to explore and use in their own projects. Duke Datathon is an excellent expansion opportunity: we target an audience of elite students who will use your product to build the next generation.

Lastly, by sponsoring events like this one, your company is **promoting computer science and STEM** education among students. We reserve one-fourth of the seats in the datathon for beginners and novices in the field so that they have the opportunity to grow and develop. Moreover, the skills that all students gain will be used to create some of the most powerful applications. By sponsoring, you are essentially building the future of the world.

How you can help

- Donate money directly to Duke Datathon.
- Send data scientists or engineers to the event to help mentor and inspire students.
- Sponsor tools for students to use during the event (e.g. subscriptions, hardware).
- Feel free to contact us with any sponsorship ideas or suggestions you may have.

Help us make Duke Datathon **an incredible experience for learning and creation**. Below you can find our sponsorship packages. Please contact us at **hello@dukeml.org** if you have any questions, wish to sponsor the event, or want to chat with an organizer.

Sponsorship Packages

Tier	Donor	Starter	Plus	Premium[1]	Co-Host (limit 1)
Amount	500	1k	3k	7k	14.5k (or highest bid)
General					
Mentors at event	✔	✔	✔	✔	✔
Reserved table in sponsor area			✔	✔	✔
Tech talk during event				✔	✔
Keynote at beginning or end of event					✔
Recruiting					
Material distribution		✔	✔	✔	✔
Pre-datathon resumes and Githubs[2]			✔	✔	✔
Recruiters on site			✔	✔	✔
Large banners allowed				✔	✔
Sponsor a dataset (limit 5) or sponsor a meal (limit 3)				✔	✔
Branding					
Publicized on website	✔	✔	✔	✔	✔
Branded prize		✔	✔	✔	✔
Logo on t-shirt, posters, and banners		✔	✔	✔	✔
Thanked at kickoff and demos				✔	✔
"Duke Datathon, co-hosted by [you]" on all marketing materials					✔
Swag					
Can send swag (company branded materials)	✔	✔	✔	✔	✔

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[1] Due to the **extremely high** interest in the dataset opportunity for this tier, opportunities will be available on a *first-come-first-serve* confirmation basis. One dataset is reserved for the co-host tier. However, we have similar opportunities available through our MLBytes speaker series: http://dukeml.org/sponsor-mlbytes.pdf.

[2] Resumes will be filled out only by registrants who choose to (but is highly recommended and a component of admission to the event).