Duke MLBytes

Location: Duke University
Website: http://dukeml.org/mlbytes
Email: hello@dukeml.org
Date: Fall 2018
Expected Attendance: 30-60 students/event

Introduction

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 series includes 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.

Sponsorship

Sponsoring MLBytes 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 events like this one, your company is **promoting computer science and STEM** education among students. Activities like MLBytes 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.
- 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	9.5k	14.5k
General					
Send content during our email blasts	2 emails	3 emails	unlimited	unlimited	unlimited
Access to our mailing list			✔	✔	✔
Host an event (we'll take care of advertising and logistics)			1	1	2
Recruiting					
Material distribution at all MLBytes events		✔	✔	✔	✔
Access to resumes and Githubs collected from students[1]		✔	✔	✔	✔
Includes sponsorship of Duke Datathon			plus-level	plus-level	premium-level
Host a **Data Dash** with Duke students[2]				✔	✔
Branding					
Publicized on website	✔	✔	✔	✔	✔
Logo on t-shirt, posters, and banners		✔	✔	✔	✔
Thanked at opening and closing of events			✔	✔	✔
"MLBytes, co-hosted by [you]" on all marketing materials					✔
Swag					
Can send swag (company branded materials) to be distributed at all MLBytes events		✔	✔	✔	✔

[1] Resumes will be filled out only by students who choose to across our events, including Duke Datathon.

[2] Data Dashes hosted by DML are recurring data science competitions at Duke and allow your company to provide a dataset (perhaps related to the data that employees at your company work with) and let students at Duke University interact with it. We'll take care of the targeted advertising and logistics: this is a great opportunity to get students at Duke interested by the work that employees at your company work with! *We're flexible on how you want to run yours!*