

# Duke Datathon

**Location:** Duke University

**Website:** [dukeml.org/datathon](http://dukeml.org/datathon)

**Email:** [hello@dukeml.org](mailto:hello@dukeml.org)

**Date:** Saturday-Sunday, November 2-3, 2019

**Expected Attendance:** 300+ Undergraduate & Graduate Students

## Introduction

Duke Datathon is the **annual** datathon hosted by Duke Undergraduate Machine Learning. At datathons, students attack a dataset and come up with interesting analyses and visualizations while racing against the clock. Duke Datathon is a two-day event: on the first day, students will work with their teams on their projects, and on the second day, teams will pitch their work to a panel of judges. Each project will be evaluated on design, creativity, technicality, and pitch.

At last year's datathon, we had over **215 students** compete, with about **40 mentors** helping students learn and debug issues. We expect to see **300+ participants** this year, considering the success of the 2018's Datathon, with approximately two-third undergraduate students and one-third graduate students (including PhD students).

## Sponsorship

Sponsoring Duke Datathon is one of the most powerful efforts your company can make to connect with students. The datathon audience is composed of the brightest engineers and data scientists from Duke University and the east coast, and 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 make exciting new projects and applications.

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. By sponsoring, you are helping build the future of data science.

## 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](mailto: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	Co-Host (limit 1)
Amount	500	1k	2k	6k	15k (or highest bid)
<b>General</b>					
Mentors at event	✓	✓	✓	✓	✓
Reserved table in sponsor area			✓	✓	✓
Tech talk during or before event				✓	✓
<b>Recruiting</b>					
Material distribution		✓	✓	✓	✓
Access to resume book			✓	✓	✓
Access to registrant contact info			✓	✓	✓
Recruiters on site			✓	✓	✓
Host a networking meal (limit 4)				✓	✓
Sponsor a dataset					✓
<b>Branding</b>					
Published on website	✓	✓	✓	✓	✓
Sponsor a branded prize		✓	✓	✓	✓
Logo on t-shirt, posters, and banners		✓	✓	✓	✓
Thanked at kickoff and presentations			✓	✓	✓
"Duke Datathon, co-hosted by [you]" on all marketing materials					✓
<b>Swag</b>					
Can send swag (company branded materials)	✓	✓	✓	✓	✓