BDAA
BIG DATA & ANALYTICS ASSOCIATION

The Ohio State University
Big Data & Analytics Association

Sponsorship Packet

2025 – 2026

Who we are

Our mission is to foster analytical thinking, provide hands-on training, and bridge the gap between academia and industry demands.

The **Big Data and Analytics Association (BDAA) at Ohio State** is a student-led organization focused on advancing knowledge and skills in **data analytics, data science, and machine learning.** We provide opportunities for hands-on learning through **technical workshops, industry talks, competitions, and applied projects**.

With **over 2,100 members and 300 active participants**, BDAA serves as a hub for students, faculty, and industry professionals to collaborate and engage with real-world data applications. Our membership includes **undergraduate and graduate students from diverse academic backgrounds**, including **business, computer science, engineering, and actuarial science**.

As an interdisciplinary organization, BDAA works with various student groups across campus, creating a network of individuals with a shared interest in **data-driven problem-solving.** Our initiatives are designed to equip students with the technical and analytical expertise necessary for careers in data and technology-driven fields.

Awards

2016	**Innovation and Change**
2017	**Outstanding Student Organization, Excellence in Operations, Innovation and Change**
2018	**Spirit of OSU, Partnership with Industry**
2019	**Outstanding Student Organization**
2025	**Student Organization Excellence in Membership**
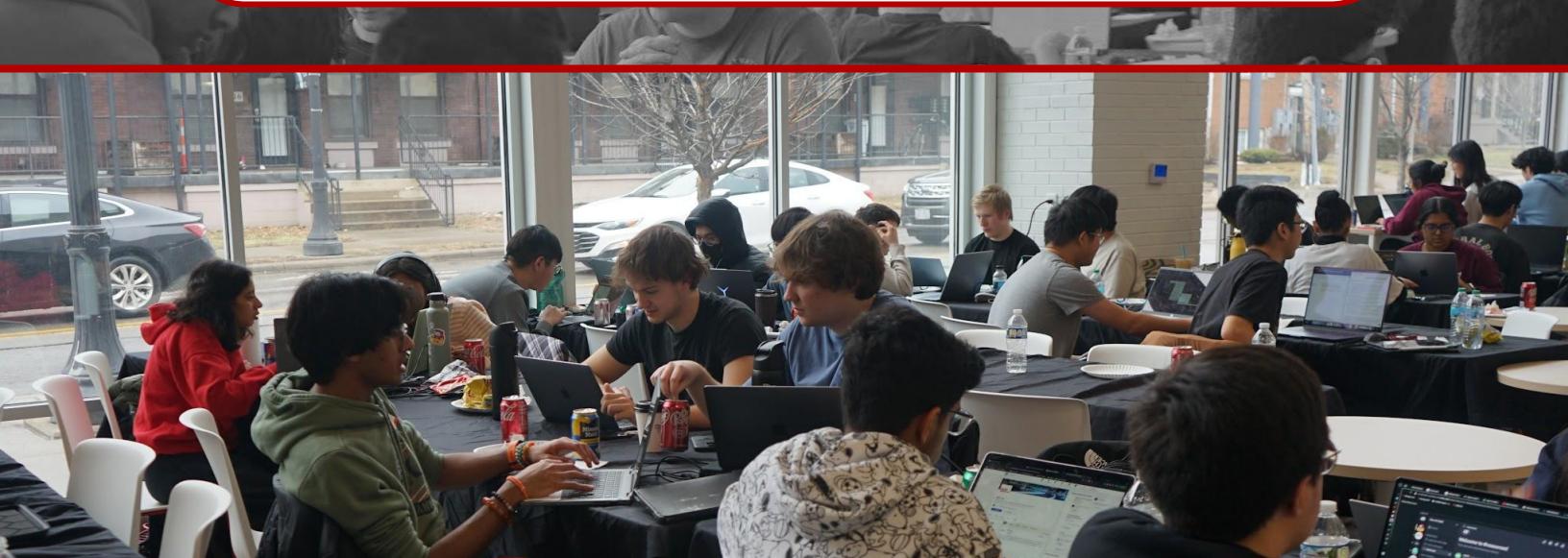
Our Audience

Membership

- **30-50 attendees** per **workshop** or **general body meeting (GBM)**
- **80-100 attendees** for **tech talks** and company presentations
- **40+ active participants** in the **BDAA Projects Program**

Diversity

- Students from diverse majors: **business analytics**, **computer science**, **actuarial science**, **data analytics**, **industrial systems engineering**, **statistics**, and **more**.
- Both **undergraduate** and **graduate** students eager to engage with professionals and companies in the field.

What We Do

General Body Meetings (GBMs)

When: Tuesdays, 7:30 PM - 8:30 PM

What We Offer:

- **Tech talks** with industry leaders
- **Hands-on workshops** covering technical skills like Python, Tableau, SQL, and more
- **Networking opportunities** with alumni and professionals in data-related industries

BDAA Projects Program

Structure: Alternates between technical workshops and project work sessions every Thursday from 7:30 PM - 8:30 PM.

Concludes: The program wraps up with the Research Gala, where students present their findings to alumni, professionals, and peers.

Key Features:

- Projects span machine learning, data visualization, and intermediate data science.
- Workshops introduce and refine skills in Python, Tableau, SQL, Streamlit, and more.
- Provides students with practical, hands-on experience.

Social Events

Stress-relieving therapy dogs during study sessions, especially during finals or midterms.

Social events like hot chocolate nights to help build community within the organization.

Flagship Events

Annual Data Hackathon (DATA I/O)

In partnership with OHI/O, this event brings together students, mentors, and professionals to solve real-world data problems.

Opportunities for Sponsors:

- Provide challenges for participants to solve.
- Connect with top talent and engage in networking.
- Showcase your organization's expertise.

Tech & Analytics Career Fair

Held annually in the fall, this event connects students with employers in the tech and analytics sectors.

Opportunities for Sponsors:

- Network with students and industry professionals.
- Promote your brand and company culture.
- Scout and hire talented individuals.

BDAA Projects Program (Research Galas)

A semester-long initiative where students work on machine learning, data visualization, and data science projects

Opportunities for Sponsors:

- Offer challenges or datasets for projects.
- Provide mentorship or guidance.
- Attend the Research Gala and discover fresh talent.

Weekly Meetings & Social Events

Weekly workshops, guest speakers, networking opportunities, and community-building events.

Opportunities for Sponsors:

- Host workshops or offer resources to students.
- Support social events to connect with students.

Sponsorship Levels

We have **two** sponsorship levels: **gigabyte** and **kilobyte**. **Gigabyte** is the **primary sponsorship**, giving access to **all of the resources** we have to offer. **Kilobyte** is for **short term sponsorship** in the form of a yearly tech talk.

	Gigabyte	Kilobyte
One-Year Contribution	**$3000**	**$500**
Logo on all BDAA materials and event banners	◉	◉
Opportunity to host a workshop or present at a meeting	◉	◉
Access to resumes of all BDAA members	◉	◉
Recognition at all flagship events	◉	
Opportunity to provide in-kind donations (e.g. datasets merchandise)	◉	◉
Discounted Rate for Career Fair	◉	

Why Partner with BDAA?

Gain Visibility: Reach data-driven students from various fields and backgrounds.

Direct Access to Future Professionals: Connect with future data analysts, data scientists, and machine learning experts.

Showcase Expertise: Promote your company's skills and opportunities to Ohio State's students.

Build Meaningful Connections: Form relationships with students who are eager to bring fresh perspectives to your organization.

How You Can Partner With Us

We offer unique opportunities for sponsors to engage with our community

Sponsor and present at tech talks and workshops during GBMs.

Provide datasets or challenges for the BDAA Projects Program.

Attend and network at our Research Galas at the end of every semester.

Where Your Contribution Goes

Sponsorship funds directly support BDAA's operations and programming, including:

Weekly Meeting Refreshments

We provide food and snacks to help drive consistent student engagement.

Event Logistics
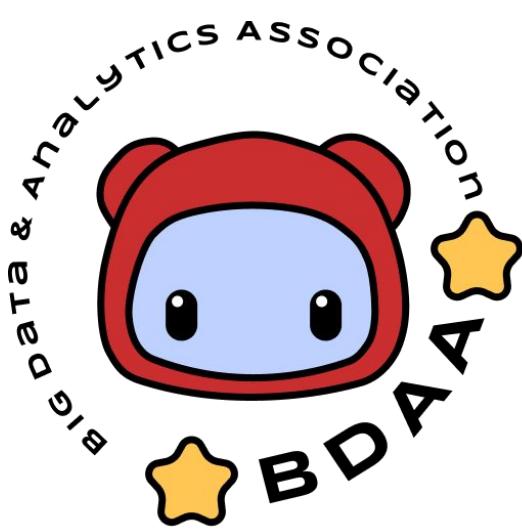
Funds cover **venue bookings, catering, printing, and technical setup** for flagship events such as our hackathon (Data I/O), Research Galas, and BDAA Career Fair.

Project Materials & Support

Sponsorship helps us offer meaningful, structured project experiences throughout the semester.

Your support helps us create an enriching, inclusive, and professionally relevant environment for Ohio State's top students in data, CS, and analytics.

If you're interested in partnering with the Ohio State Big Data and Analytics Association, we'd love to hear from you!

Contact Us:

- Email: ohiostatebdaa@gmail.com
- Schedule a Meeting: Calendly Link to Schedule a 30-Minute Meeting

We also welcome in-kind donations like software, datasets, or merchandise. Let's collaborate to empower the next generation of data professionals!

Let's Connect