

SMUBIA 2024/25 PARTNERSHIP PROSPECTUS



PROSPECTUS OUTLINE



 **ABOUT US**

 **BENEFITS**

 **EVENTS**

 **SPONSOR**

 **OUR TEAM**



ABOUT US

EST. 2015

SMUBIA is the premier Business Intelligence and Analytics Club at **Singapore Management University**. We provide a dynamic space for students, alumni, and institutions who share a passion for data science and analytics.

DEMOGRAPHIC

- **1,000++ members**
- > **Year 1-4** students, Alumni
- > **5 Faculties:** Computing & Information Systems, Economics, Business, Accountancy, Social Science



MISSION & VISION

Mission

To cultivate a people centric community that nurtures passion for analytics through opportunities, projects, regardless of prior expertise or background.



Vision

To be a leading platform for business intelligence and data analytics, empowering individuals from all backgrounds to excel and innovate in the field.

WHY PARTNER WITH US?

Brand Awareness

- With **> 1500** data enthusiasts
 - Instagram: 900 followers
 - Telegram: 1,550 subscribers
 - LinkedIn: 650 connections

CSR Impact

- Conduct workshops for educational outreach
- Provide mentorships to empower students
- Initiate sustainable practices in school

Talent Recruitment

- Continuous stream of interested interns and full-time applicants
- SMU students have consistently **excel** in prestigious competitions:
 - **1st Place:** NUS Rightship
 - **Winner:** TikTok Hackathon
 - **1st Place:** Dell LifeSavers' Innovation Challenge 2023

SEEKING SPONSORS FOR

BIA Datathon (Jan 2025)

- Data related hackathon for students to work in groups to solve a case study question together.
- **Datathon** 2023 statistics:
 - 24 groups, 86 individuals
 - 72.1% Information System major, 12.8% Economics, 10.5% Business, 4.5% Accountancy
 - **Case study:**
 - As part of a real estate agency, your task is to provide a rich overview of the districts for your expatriate clients to understand Singapore's neighbourhoods better.

Target:
100 student sign-ups

*Ideal sponsored items:
Cash, Food, Door gifts



SEEKING SPONSORS FOR

BIA Networking Night (Feb 2025)

- Biggest **BIA event** of the year aiming to achieve >200 student sign-ups
- Many **Year 1-4 +** graduates looking for internship & full-time job
- Invite **>10** companies down to set booths to network with our students
- Panel discussion hosted for company representatives (***limited to 4** companies)

Target:
200 student sign-ups,
10-15 companies

*Ideal sponsored items:
Cash, Food, Door gifts



SEEKING SPONSORS FOR



Welfare Drive (Nov 2024 & Apr 2025)



Giving out welfare packs to motivate and encourage students for their Finals!

Target: 150 pax

***Ideal sponsored items:**
Corporate Gifts Items
Vouchers, Food snacks

Data Associate Program



DAP is **BIA's** flagship AI/ML learning program.

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments, Door gifts

Technical Workshops (29 Aug, 5 Sept, 19 Sept, 8 Oct 2024)



Technical workshops organised by BIA for students to pick up new skills

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments

SEEKING SPONSORS FOR

BIA Tea Session (21 Aug 2024)



Introductory session for new members

Target: 50 pax

***Ideal sponsored items:**
Buffet/Refreshments



BIA Indoor Picnic (28 Aug 2024)



Bonding session for members to get to know one another

Target: 50 pax

***Ideal sponsored items:**
Buffet/Refreshments

Alumni Networking (TBC)



Networking night with all the SMU BIA alumnus.

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments



**IF YOU WOULD LIKE TO
SPONSOR
ANY OF OUR EVENTS,
PLEASE HEAD ON TO THE
NEXT PAGE →**



SPONSORSHIP TIERS

Tiers	Bronze 	Silver 	Gold 	Platinum 
Sponsorship Value	\$300 - \$599	\$600 - \$899	\$900 - \$1199	More than \$1200
A booth at Networking Night (for hiring companies)	✓	✓	✓	✓
Placement of company flyers/items/merch in Networking Night's goodie bag	✓	✓	✓	✓
Company logo on promotional EDM footer	✓	✓	✓	✓
Bundled "Thank You" Post (Carousel) on Instagram	✓	✓	✓	✓
Feature on Instagram Stories	✓	✓	✓	✓
Personalised "Thank You" Post on LinkedIn			✓	✓
Company's information distributed via Telegram			✓	✓
Feature on BIA Website				✓

*Details of sponsorships can be further negotiated.

**Voucher/ discount sponsor: will be capped at silver tier

BENEFITS

Bundled "Thank You" Post (Carousel) on Instagram



Company's information distributed via Telegram

SMUBIA
1,548 members, 618 online

EY Open House 2024

Caring an university students to judge and learn about various career paths and explore their own career tracks at EY.

What you can expect:

- Our very first campus tour around our newly renovated office
- Learn from our experts and discover the various roles across our Assurance, Consulting, Strategy and Transactions teams, and see where you would fit best on your path to success.
- Kickstart your application process from EY and get insights to their career highlights.

Date: 8 March 2024
Time: 8:30 a.m. to 9:00 p.m.
Registration starts from 8:30 a.m.
Please add us on WhatsApp

Visit: [EY website](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

Sign up now!

Additional details will be notified via email and the channel.

Check out our latest interviews and graduate opportunities at [graduates.singapore.ey.com](#) or join our Talent Community for the latest news of exciting career opportunities and more!

Follow us on [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [Twitter](#)

Registrations are now open!

Join us on 1 March 2024 for the very first campus tour in our newly renovated office and meet our service line representatives from Assurance, Consulting, Strategy and Transactions and Tax. Discover the various roles available and get insights into what each role entails.

Mark your calendar and make sure to sign up for the EY Open House at [go.ey.com/eyopenhouse2024](#). Successful registrants will receive a confirmation email by 26 February 2024.

Your exceptional EY experience. It's yours to build.

17:40

Feature on BIA Website

Our Partners:



SMUBIA

Home
We are SMUBIA
Our Partners

What we do
Workshops
Data Associate Programme
Featured projects

Get involved
Datathon 2023
Networking Night 2023
BIA Night 2023

Where to find us
Institute of Innovation & Entrepreneurship
Level 5, SMU Connection
43 University Avenue
Singapore 179908
What we need help with

Company logo on promotional EDM footer

Supported by

Institute of Innovation & Entrepreneurship

Sponsored by

EY Building a better working world

Alibaba Cloud

alteryx

+ableau

GOVTECH SINGAPORE

OUR TEAM

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SMUBIA 2024/25 Partnership Prospectus

Prepared by:



SMU BUSINESS INTELLIGENCE & ANALYTICS CLUB

