**[ Event name ]**

Strategy

**Branding**

[Will you attach your event to sponsor/company/brand, or remain independent?]

**Sponsoring**

We attract sponsors on the premises of

* Contributing to the data science community in [City]
* Networking opportunities with participants
* Hiring opportunities, e.g. offer paid internships to winning students
* Brand exposure through our website, slides, free software trials etc.
* [Other opportunities]

**Dataset**

A dataset should satisfy as many of these criteria as possible:

* Contain a “user” element (customers, participants, drivers, etc.)
* Contain a “time” element (recent data, predictive modelling)
* Contain a “location” element (geographically, relative, etc.)
* Be in “raw” format (not aggregated)
* Medium-sized (feasible for a laptop, large enough to be interesting)
* Preferably local (about [City])
* [Other desired aspects]

**Concept**

[Melbourne Datathon example:]

* A launch event where we give out a sneak-peak file and (if needed) sign NDAs
* A hackday where we provide co-working spaces and facilitate forming teams
* A pitch night where the top 5 teams present their findings