

CAROLINA



DATA

CHALLENGE

## 2017 SPONSORSHIP GUIDE



SEPTEMBER 16-17, 2017

# WHAT IS CAROLINA DATA CHALLENGE?

Carolina Data Challenge is a data science competition for undergraduate and graduate students in the Triangle region hosted at the University of North Carolina at Chapel Hill. This competition provides a space where students can solve real-world problems using data science techniques and tools outside the classroom. Moreover, this competition will provide companies and students with an educational environment to network and collaborate.

## HOW IS CAROLINA DATA CHALLENGE STRUCTURED?

Carolina Data Challenge is a weekend-long event structured for students to analyze an interesting dataset and gain real-world experience. Teams of up to four participants are formed and presented with multiple datasets from various sectors at the beginning of the competition. They will choose one dataset to work on for the duration of the competition to generate meaningful insights from the data. Teams may enter the prize categories they are interested in, including best model, best visualization, and best amateur entry. Also, during the competition, participants can attend workshops and tech talks to improve their data science skills when faced with new and exciting challenges.

## WHO IS OUR TARGET PARTICIPANT?

The Carolina Data Challenge will be promoted to local students all across North Carolina, though students are certainly welcome from other areas. Further, the event is designed to attract undergraduate and graduate students from all backgrounds and disciplines.

## HOW CAN YOU SPONSOR CAROLINA DATA CHALLENGE?

As a public competition, we rely on the monetary support of our sponsors to ensure the event runs smoothly. We also ask our sponsors to provide datasets and mentors proficient in data science tools and techniques so we can pair mentors with teams that need their help.



- Prizes



- Meals/snacks



- Tokens of Appreciation

- Workshops for data science tools and techniques

## WHAT ARE THE BENEFITS OF SPONSORSHIP?

Sponsoring Carolina Data Challenge will allow you access to passionate and accomplished students in data science and analytics who are interested in internships and full-time positions in the field of data science. During the competition, you will be able to share information about your organization and network with students, faculty, and the general public. There are also various advertising opportunities for sponsors to promote their public images.



The impact of the sponsorship will not fade away after the event ends. Residual funds will be used to promote education and training in data science, support relevant student groups and activities such as the student organization Carolina Analytics and Data Science, and advance the use of data for the public good. This is also a great opportunity to build a platform for future collaborations between companies and UNC in data science.



# SPONSORSHIP TIERS

Please note that these do not need to be in the form of money. Contributing a dataset automatically qualifies for the Bronze level or an advance to the next level.

BENEFITS OF SPONSORSHIP	BRONZE 1+ Mentors \$1,000	SILVER 1+ Mentors \$3,000	GOLD 1+ Mentors \$5,000
LOGO ON OPENING CEREMONY SLIDES	X	X	X
LOGO ON WEBSITE	X	X	X
DISTRIBUTE SWAG/ BRAND ITEMS	X	X	X
RECRUITERS	1	2	3+
ACCESS TO RESUME	After Event	Before Event	Before Event
COMPANY INTRODUCTION DURING OPENING CEREMONY	1 min	2 min	5 min
TECH TALKS/WORKSHOPS	1	2	Unlimited
CAREER FAIR	Shared Table	Shared Table	Full Table
LOGO ON T-SHIRT		X	X
SPONSOR LOUNGE		X	X
COMPANY CATEGORY PRIZE		X	X
GENERAL CATEGORY PRIZE			X
LOGO ON DEPARTMENT MONITORS			X

If none of these tiers fit your needs, please let us know! We are happy to provide custom tiers based on the needs of your organization.

For sponsorship inquiries, please contact Elaine Kearney at [elaine.kearney@unc.edu](mailto:elaine.kearney@unc.edu).

# MEET THE TEAM



**ELAINE KEARNEY**

Sponsorship Director  
Carolina Analytics & Data Science  
elaine.kearney@unc.edu



**LILY ZHANG**

Operations Director  
Carolina Analytics & Data Science  
lilyz@live.unc.edu



**CARLOS SALAS**

Branding & Design Director  
Carolina Analytics & Data Science  
cdsalas@live.unc.edu



**BILL SHI**

Logistics Director  
The Odum Institute  
bill10@email.unc.edu



**SHANNON MCKEEN**

Logistics Director  
National Consortium for Data Science  
shannon\_mckeen@kenan-flagler.unc.edu