

Princeton Data Science

**Corporate Sponsorship Guidelines
2021 - 2022**

Who We Are

Our Story and Mission

Princeton Data Science (PDS) was founded in 2014 to promote the practice and study of data science, a growing field that spans many disciplines such as statistics, machine learning, computer science, and business analytics. Since its inception, PDS has expanded to several hundred members, becoming one of the largest student groups at Princeton.

PDS supports student involvement and interest in the fields of data science and machine learning through three core programs: Data@, DataDebut, and DataDev. Data@ focuses on bringing guest speakers from academic groups and industry teams—from companies such as Amazon, Uber, and Quora—who share how they use data science in their work through panels and Q&As. DataDebut, meanwhile, hosts student-led workshops on introductory and application-based data science tools with Python. We further welcome interdisciplinary workshops that demonstrate the application of data science in non-STEM fields, and host research talks and office hours with professors. DataDev finally provides avenues for data science exposure to the entire Princeton university community through hands-on learning opportunities and experiences such as open competitions like the Princeton Data Bowl, project funding such as our Data Science Grant, and other similar events.

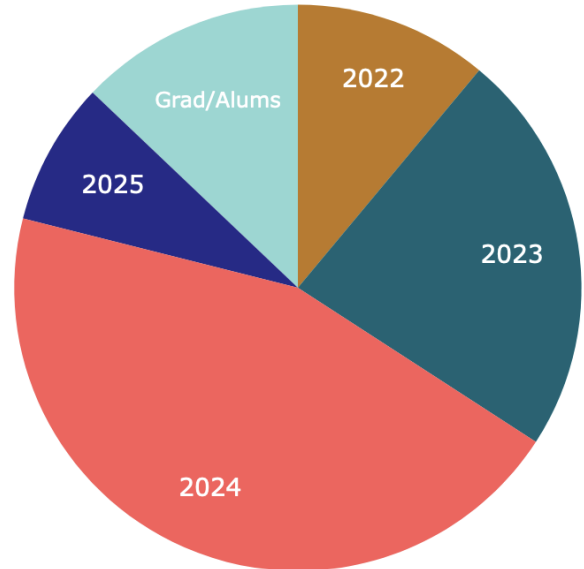
PDS ultimately strives to provide support for a growing community of data scientists at Princeton while simultaneously supplying corporate partners with access to emerging talent through events and recruiting opportunities. Learn more about what PDS has been up to by visiting our website (www.princetonds.io).

Quick Stats

Demographics

Number of Active Members

402



Engagement

Average Student RSVPs per Single Company Event or Workshop: **98**

Average Student Submissions for Competitions or Grants: **25**

Average Student Participation in Professor Coffee Chats: **41**

Our Past Partners



What We Do

Data@

We host guest speakers from industry teams and academic groups who share how they use data science in their work, organize recruiting opportunities for students, and build partnerships with corporations. Recent guests include a research director at JPMorgan AI Research, the authors of “Ace The Data Science Interview,” and representatives from companies such as Virtualitics (AI/VR) and Celonis (data processing)!

DataDebut

DataDebut hosts student-led workshops on introductory and application-based data science tools with python. Workshops can be led by any interested Princeton student who wants to share their



knowledge with others. Not only do we cover tools like *numpy*, *pandas*, *scipy*, and *pytorch*, but we also welcome interdisciplinary workshops that showcase the application of data science in non-STEM fields, and have also hosted research talks and office hours with professors in the past.

DataDev

DataDev provides avenues for data science exposure to the entire Princeton student body through hands-on learning opportunities and experiences such as open competitions, project funding, and other similar events. Past events include a DataBowl and a climate-themed hackathon!

Why Sponsor Us?

Here at Princeton Data Science, we foster a community of talented Princeton students in all fields and backgrounds who share a common love for all things data science and machine learning. Through partnerships with us, we allow you to directly reach the future data scientists/engineers at Princeton University, through live events, recruiting sessions, email advertisements, and more. In the past, we have partnered with many organizations, including Uber, Akuna Capital, and the Philadelphia Eagles to name a few. We have huge reach and high engagement within the student body, and can deliver significant value to your organization.

How Sponsorship Works

As a partner of Princeton Data Science, you will have special access to various resources, including lists of emails of our student members, a resume book, support for in-person and virtual workshops held at Princeton, and more. We offer four different sponsorship tiers for the 2021-2022 school year, which are indicated below. Based on which tier you choose, you will be able to hold different types of events at PDS. These sponsorship packages include all costs for hosting events over the course of that school year. PDS will cover all costs for the event and take care of all logistical arrangements, including booking the room and ordering food (and travel arrangements, if applicable), for each event that you choose to hold.

Sponsorship Package Benefits

Sponsorship Tiers

Platinum: \$7500

Gold: \$3000

Silver: \$1500

Bronze: \$250

Benefits for each sponsorship tier are described below.

| | Bronze (\$250) | Silver (\$1500) | Gold (\$3000) | Platinum (\$7500) |
|----------------------------------------------------------------------------------------|---------------------------------|----------------------------------|--------------------------------|------------------------------------|
| Access to Resume Book | | ✓ | ✓ | ✓ |
| In Person Custom Events (any type of event) | | 2 | 3 | 4 |
| Years of Partnership | 1 | 1 | 1 | 2 |
| Full Access to Listserv (not limited to advertising joint events with PDS only) | | | | ✓ |
| Advertisement emails/posts to PDS listserv and Facebook group | 3 | unlimited | unlimited | unlimited |
| Unlimited Virtual Info Sessions and Coffee Chats | ✓ | ✓ | | ✓ |
| Featured on PDS Website | | ✓ | ✓ | ✓ |
| Supported to host a workshop at PDS' annual datathon | | | | ✓ |