

MARCH 12-14, 2023

SPONSORSHIP PROSPECTUS

DATA SCIENCE CONFERENCE 2023



INTRODUCTION

The University of San Francisco established the **Data Institute** in August 2016 to support cross-disciplinary research and education in the field of data science. The Data Institute provides a distinctive fusion of cutting-edge academic research and the entrepreneurial culture of the technology industry in the San Francisco Bay Area. It is redefining the traditional arm's length relationship between industry and academia. The Data Institute has a proven record of successfully partnering with dozens of organizations including Airbnb, Eventbrite, Google, Meta, BlackRock, Capital One Labs, Amazon Web Services, AT&T Big Data, Reddit, PG&E, and First Republic Bank.

Through the creation of innovative degree-granting and professional certificate programs, and amplified by its Bay Area headquarters, the Data Institute is cultivating the next generation of data scientists. Its flagship graduate program boasts more than 700 alumni and its professional certificate programs have been attended by more than 1000 participants.

The Data Institute reflects the distinctive Jesuit character and mission of the University of San Francisco by engaging with civic, corporate, and nonprofit organizations to build an extraordinary community of data scientists eager to use their talents and skills to drive social impact in areas ranging from data ethics to environmental sustainability to human well-being. A primary objective of the Data Institute is to establish a welcoming and inclusive environment to learn and to conduct research in order to ensure the vibrancy and diversity of the next generation of data scientists. The Data Institute currently includes 4 full-time staff, 11 full-time faculty, 3 adjunct faculty, a post-doctoral research associate, 2 data ethics fellows, and over 40 internship partners. It oversees 2 degree-granting programs and approximately 10 continuing education programs.

The biennial **Data Science Conference (DSCO)** traditionally attracts ~350 participants drawn from academia and industry to engage in active learning and networking. Session tracks include natural language processing, experimental design, machine learning, as well as applications of data science to healthcare, public policy and the social good. Held every other

year in Downtown San Francisco, DSCO provides companies and individuals the opportunity to meet top talent, connect with partners, and expand your organization's reach. With a wide array of opportunities, you can choose the commitment that aligns with your goals and initiatives.

Become a sponsor to ensure your brand is top of mind at DSCO 2023.

SPONSORSHIPS

DIAMOND SPONSOR

Opening Plenary with DJ Patil - Exclusive \$15,000

This exclusive sponsorship offers the opportunity to promote your organization in front of conference attendees during the opening remarks on Sunday, March 12.

Benefits include:

- Welcome remarks (up to three minutes) at the podium to introduce your organization during the opening remarks (i.e., prior to opening plenary talk)
- 10 free conference registrations
- 25% conference registration discount for additional conference participants from your organization
- Access to resumes of USF data science and computer science students, and DSCO attendees who are actively seeking job or internship opportunities
- Reserved meeting room for recruitment interviews or organization conference participants to convene for March 13 or 14, 2023 (with interview coordination/scheduling to be managed by you and your recruitment team)
- 3 free seats in [professional certificate programs](#) offered at the Data Institute through May 31, 2024
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- 1 pre-conference email to attendees (you design, we send)
- 3 conference-related social media posts (you design, we post)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

PLATINUM SPONSOR

Plenary with Anima Anandkumar or Eric Berlow - \$10,000

This sponsorship offers the opportunity to promote your organization in front of conference attendees during a plenary session on Monday, March 13 or Tuesday, March 14, 2023.

Benefits include:

- Welcome remarks (up to three minutes) at the podium to introduce your organization prior to plenary talk
- 8 free conference registrations
- 20% conference registration discount for additional conference participants from your organization
- Access to resumes of USF data science and computer science students, and DSCO attendees who are actively seeking job or internship opportunities
- Reserved meeting room for recruitment interviews or organization conference participants to convene for March 13 or 14, 2023 (with interview coordination/scheduling to be managed by you and your recruitment team)
- 2 free seats in [professional certificate programs](#) offered at the Data Institute through May 31, 2024
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- 1 pre-conference email to attendees (you design, we send)
- 2 conference-related social media posts (you design, we post)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

GOLD SPONSOR

Panel Sessions - \$7,500

This sponsorship offers the opportunity to promote your organization in front of conference attendees during an End of Day Reception & Panel on Monday, March 13 or Tuesday, March 14, 2023.

Benefits include:

- Welcome remarks (up to three minutes) at the podium to introduce your organization at an end of day reception and panel (panel topic related to public policy or applied data ethics)
- 6 free conference registrations
- 20% conference registration discount for additional conference participants from your organization
- Access to resumes of USF data science and computer science students, and DSCO attendees who are actively seeking job or internship opportunities
- Reserved meeting room for recruitment interviews or organization conference participants to convene for March 13 or 14, 2023 (with interview coordination/scheduling to be managed by you and your recruitment team)
- 1 free seat in [professional certificate programs](#) offered at the Data Institute through May 31, 2024
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- 1 pre-conference email to attendees (you design, we send)
- 1 conference-related social media posts (you design, we post)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

RUBY SPONSOR

Invited or Contributed Session - \$5,500

This sponsorship offers the opportunity to promote your organization in front of conference attendees during a selected invited or contributed session.

Benefits include:

- Welcome remarks (up to two minutes) at the podium to introduce your organization at a selected invited or contributed session
- 4 free conference registrations
- 15% conference registration discount for additional conference participants from your organization
- Access to resumes of USF data science and computer science students, and DSCO attendees who are actively seeking job or internship opportunities
- Reserved meeting room for recruitment interviews or organization conference participants to convene for March 13 or 14, 2023 (with interview coordination/scheduling to be managed by you and your recruitment team)
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- 1 pre-conference email to attendees (you design, we send)
- 1 conference-related social media post (you design, we post)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

SILVER SPONSOR

\$3,000

This sponsorship offers a number of free and discounted conference registrations, and the opportunity to promote your organization with additional marketing and branding opportunities.

Benefits include:

- 3 free conference registrations
- 10% conference registration discount for additional conference participants from your organization
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- 1 conference-related social media post (you design, we post)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

BRONZE SPONSOR

\$2,500

This sponsorship offers a number of free and discounted conference registrations, and the opportunity to promote your organization with additional marketing and branding opportunities.

Benefits include:

- 2 free conference registrations
- 5% conference registration discount for additional conference participants from your organization
- Opportunity to feature an employee/team from your organization doing groundbreaking work in the field of data science as part of the Data Institute's [Data Science Speaker Series](#) or [Data Science Beginnings Podcast](#)
- Company / organization signage integration throughout the day
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

ADDITIONAL OPPORTUNITIES

DATATHON

Exclusive - \$3,000

The datathon is an opportunity to grow and develop high school and college students interested in data science in a challenging, but also supportive and fun environment. This sponsorship offers the opportunity to format the event, provide mentors and cash prizes, and promote your organization and its work to datathon attendees during a daylong competition on March 11, 2023. The DSCO 2023 Scientific Program Committee has partnered with Amazon Web Services to supply the data set and formulate the problem statement.

Benefits include:

- Oversight and implementation of a datathon designed to inspire and support the growth of future generations of data scientists
- Organization signage integration at datathon in which high school and college students tackle a data science challenge and compete for cash prizes
- Additional branding opportunities including: logo and recognition on DSCO program and website, with option to provide promotional items for conference attendees

TALENT PARTNER

\$1000

This sponsorship offers the opportunity to engage with and interview top talent among conference attendees and University of San Francisco data science and computer science students. The USF MSDS program is ranked #4 in [Fortune's Best Master's in Data Science Programs in 2022](#).

- Access to resumes of USF data science and computer science students, and DSCO attendees who are actively seeking job or internship opportunities
- Reserved meeting room for recruitment interviews or organization conference participants to convene for March 13 or 14, 2023 (with interview coordination/scheduling to be managed by you and your recruitment team)

Ready to secure your DSCO 2023 sponsorship?

BECOME A SPONSOR

Have questions or need more information?

Please contact Elisabeth Merkel at dsko@datascience.usfca.edu.

<https://dsko.usfdatainstitute.org/>

TABLE OF BENEFITS

	DIAMOND	PLATINUM	GOLD	RUBY	SILVER	BRONZE
BENEFITS	\$15,000	\$10,000	\$7,500	\$5,500	\$3,000	\$2,500
Welcome Remarks	✓	✓	✓	✓	X	X
Free DSCO Registrations	10	8	6	4	3	2
Discount for Organization Attendees (%)	25	20	20	15	10	5
Resume Access & Interview Room	✓	✓	✓	✓	X	X
Free Seats in DI Certificate Courses	3	2	1	X	X	X
Speaker Series or Podcast Opportunity	✓	✓	✓	✓	✓	✓
Pre-conference Email	1	1	1	1	X	X
Social Media Post(s)	3	2	1	1	1	X
Additional Branding (DSCO program, website, promotional materials)	✓	✓	✓	✓	✓	✓