



Michigan Ross Datathon – Corporate Sponsorship Proposal

February 1, 2019

Ross School of Business, University of Michigan

After a successful first year, the **Michigan Ross Datathon** is returning on February 1, 2019. The event is organized by the [Center for Value Chain Innovation \(CVCI\)](#), and will feature Ross student teams from all degree programs who will compete in a daylong event to showcase their data analytics skills. We expect that the event will bring together the Data Science community at Ross and provide a platform for students, faculty and recruiters interested in Data Science to interact with each other and experience first-hand the talent and skills of Ross students.

Twenty five teams of 4 students each will be selected to participate in the event through a screening test. Student teams will be given a problem statement and several datasets at the start of the competition. Student teams will be expected to pose a creative and relevant question to analyze, and then develop solutions to their question through a variety of Data Science methods, including data exploration and transformation, data visualization, building predictive models as necessary and integrating their data analysis with the business context to generate actionable business insights and specific action plans. The competition is purposefully structured to measure both qualitative understanding of Data Science applications and quantitative ability in Data Science methods. Solutions and presentations by student teams will be judged by an expert panel. Prizes will be awarded to the top three teams.

Michigan Ross CVCI is working with [Correlation-One](#), the leader in Data Science assessment and pioneer of the Datathon concept, to craft a suitable problem statement and curate appropriate datasets for the event. The firm will also help us manage the logistics of the event.

This is a premier opportunity for companies to get a detailed, deep look at Data Science talent at Ross and establish themselves as a preferred recruiter for the Data Science community. Below are the **opportunities for sponsorship**.

Blue Level	Maize Level	Victor Level
\$5,000	\$10,000	\$20,000
<ul style="list-style-type: none"> ● Branding on official Ross Datathon marketing materials (flyers, posters, etc.) ● Listed on Ross Datathon Website ● Access to resume book including all Ross Datathon applicants ● 1 ticket to pre-event networking reception to meet Ross Datathon participants 	<ul style="list-style-type: none"> ● All benefits of Blue Sponsorship package ● 2 additional tickets to pre-event networking reception ● Access to applicant scores on Data Skills Assessment ● Opportunity to participate in industry panel ● 3 Tickets to Ross Datathon student presentations and awards ceremony 	<ul style="list-style-type: none"> ● All benefits of Maize and Blue Sponsorship packages ● Opportunity to participate as an event judge ● Opportunity to sponsor and present event prize ● Access to student written report submissions and videos of student presentations ● Prominent placement on all marketing materials, including website and printed materials

We are committed to providing value for sponsorship dollars to our sponsors and will be happy to consider any other way in which we can make the event valuable for the sponsors. Please let us know if we can provide any further information.

A tentative schedule for the event is attached in the next page.



Tentative Schedule for Michigan Ross Datathon 2019

Event Date: Friday February 1, 2019
Ross School of Business, Ann Arbor, MI

Thu January 31, 2019

4pm – 5pm	Briefing student teams on logistics, expectations and preparation for the Datathon
5pm – 7pm	Networking Reception with corporate sponsors
7pm	Release of Problem Statement, Data Schema, and Data Table Heads

Fri February 1, 2019

8am – 8:30am	Registration, Welcome remarks, Breakfast
8:30am – 9:00am	Corporate Presentation by the Principal Sponsor
9am	Release of Datasets
9am – 4pm	Student teams work on building their solutions
4pm	Deadline for report submissions
4pm – 5pm	Industry Panel Discussion, Expert panel chooses six finalists for final presentations concurrently
5pm – 6:30pm	Presentations by finalist teams – 15 mins each including Q&A
6:30pm – 7pm	Expert panel chooses three top teams as winners of the Datathon
7pm	Announcement of winners, Distribution of prizes, Conclusion of the event.

Thank you for considering our sponsorship proposal. Please let us know if you need any further information.

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