



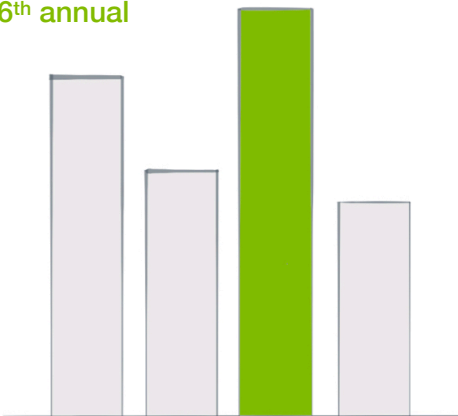
SPONSORSHIP PACKAGE

DATA CHALLENGE

TELL A STORY WITH DATA

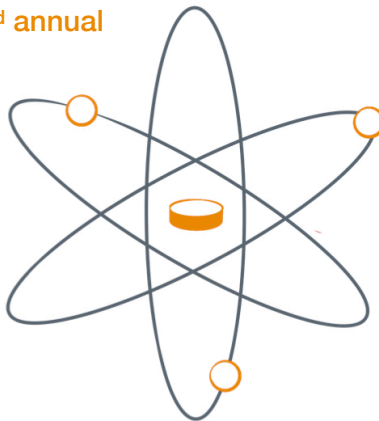
The **Data Challenge** will bring together three competitive events, the Open Data Visualization (6th annual), Data Analytics (2nd Edition), and Data Sprint (2nd Edition) on **November 19, 2021** in a hybrid format - **virtually & in-person!** Open to **students and non-students**, data enthusiasts can take up the challenge and demonstrate the power of data, with the flexibility to take part remotely.

6th annual



DATA **VISUALIZATION**
COMPETITION

2nd annual



DATA **ANALYTICS**
COMPETITION

2nd annual



DATA **SPRINT**
COMPETITION

We invite you to partner with us, showcase your organization, and
connect with data talent.

Overview

Participants and teams will have the chance to showcase their ability to **tell a story** driven by data in three unique competitive formats. Teams can take part in all three competitive events. It is an ideal setting for citizens to get engaged, to meet leaders in academia, government, and private organizations, and to explore the world of data science.



Yes, there **is** data visualization in analytics and vice-versa, but the **key differentiating factor** between the two competitions is that Data Visualization is an open data competition, while the Data Analytics competition will challenge participants to work on one of the data sets provided. The Data Sprint is a hackathon-style competition testing each team's speed, accuracy, and creativity on a single robust data set. The Data Challenge is a great way to illustrate the importance of data, and connect talent with the industry. For a detailed overview of the UNB Data Challenge competition tracks, [click here](#).

Data Challenge Tracks

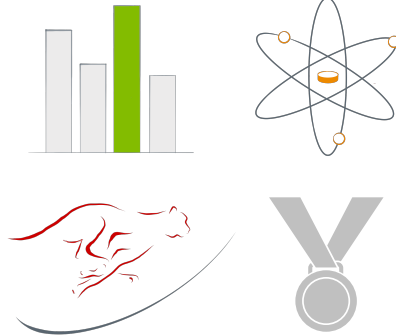
	Data Visualization	Data Analytics	Data Sprint
Live date	Nov. 19, 2021	Nov. 19, 2021	Nov. 19, 2021
Data sets			
Type	Open data	5 data sets to choose from	1 data set
Data Availability	Available now	Oct. 3	Nov. 18
Presentation round	Yes	Yes	Yes
Time	4 mins	10 mins	4 mins
Eliminations	Yes	Yes	No
Finals	Yes	Yes	Yes
Prizes	1st, 2nd, & 3rd place	1st, 2nd, & 3rd place	1st, 2nd, & 3rd place
Theme-based awards	Available to sponsors	Available to sponsors	Available to sponsors
Poster round	Yes (infographic)	Yes (teaser poster)	NA
Prizes	1st, 2nd, & 3rd place + Viewers Choice	1st, 2nd, & 3rd place + Viewers Choice	

Event Schedule

The Data Challenge will take place on Nov. 19 at the Wu Conference Centre in a Hybrid format. To attend the virtual event and watch teams compete for \$10,000 in prizes, [contact **ibec@unb.ca**](mailto:ibec@unb.ca)

November 19, 2021

- Data Visualization
- Data Analytics
- Data Sprint
- Awards Ceremony



The Data Challenge will be attended by individuals from various companies. This is a great way to meet people passionate about telling a story with data.



Sponsorship

Since the Data Challenge will be resuming with an in-person component, your sponsorship and funding will go towards the event-related expenses & participant prizes. We are inviting you and your organization to also take part as judges or data set providers. All sponsors will receive promotional opportunities to showcase your organization, with additional benefits available based on donation amounts.

The highest sponsorship package will be recognized as the **Exclusive Data Challenge Sponsor**, including all promotional material, a name on the top prize, the opportunity to judge the presentations, and additional benefits.

SPONSORSHIP LEVEL	DIAMOND \$5000	PLATINUM \$2500	GOLD \$2000	SILVER \$1000	BRONZE \$500
ORGANIZATION NAME AHEAD OF THE DATA CHALLENGE	✓				
DEDICATE \$500 TO A CUSTOM THEME-BASED AWARD	✓	✓			
ORGANIZATION LOGO ON ONE OF THE 1ST PLACE AWARDS	✓	✓	✓		
ORGANIZATION LOGO ON ONE OF THE AWARDS	✓	✓	✓	✓	
LOGO ON ALL SOCIAL MEDIA & PROMOTIONAL MATERIAL	✓	✓	✓	✓	✓

Other ways to showcase your organization...

- Share a data set that teams can work on.
- Share insights on a moderated panel.
- Organize a workshop for participants.

Interested in getting involved?

Contact
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