

November 18, 2022

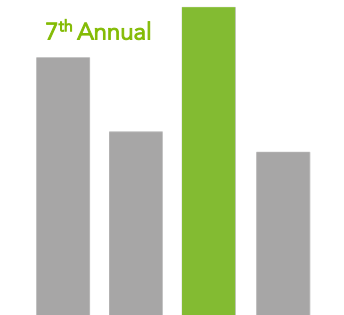


## SPONSORSHIP PACKAGE

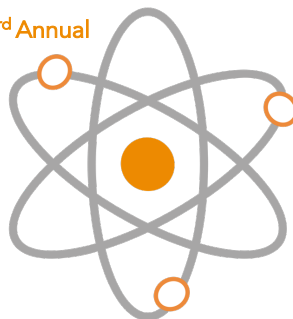
# DATA CHALLENGE

This November, UNB's International Business & Entrepreneurship Centre (IBEC) will host its **7th annual** data competition. The **Data Challenge** brings together 3 competitive events: Data Visualization, Data Analytics and Data Sprint. Within these competitions, **participants online and in person** demonstrate the power of **data storytelling**, connect with leaders in academia, government and industry, and compete for **prize money**.

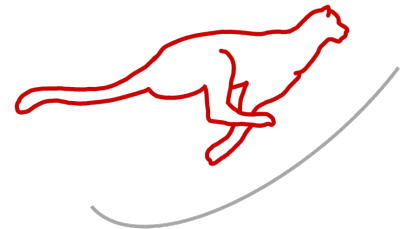
7th Annual

DATA **VISUALIZATION**  
COMPETITION

3rd Annual

DATA **ANALYTICS**  
COMPETITION

3rd Annual

DATA **SPRINT**  
COMPETITION

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

# OVERVIEW

Participants will showcase their ability to tell a story driven by data in three unique competitive formats. Teams can take part in one or all events. It is an ideal setting for students and non-students to get engaged, network with leaders in academia, government and the private sector, and to explore the world of data science.



Pictured: Team *Three Sisters* wins 3<sup>rd</sup> place in the Teaser Poster category and take home \$250.

All tracks will challenge competitors to demonstrate the power of data through analysis and visualization, but each track varies by data set and preparation time. In **Data Visualization**, teams will assess and analyze any open data set related to one of the 17 Sustainable Development Goals and present to an audience to communicate a recommendation, story or new idea. The **Data Analytics** competition will challenge participants to work on one of the data sets provided, put their analytical skills to the test and present their insights to an audience. The **Data Sprint** is a hackathon-style competition testing each team's speed, accuracy, and creativity on a single robust data set. For a detailed overview of the competition tracks, click [here](#).

## Data Challenge Tracks

### Data Visualization

### Data Analytics

### Data Sprint

#### Data Sets

Type

Open data

Choice from 5 data sets

1 data set

Data Availability

Available now

October 21

November 11

#### Presentations

Time

4 minutes

10 minutes

4 minutes

Elimination Round

Yes

Yes

No

Prizes

1st, 2nd, & 3rd place

1st, 2nd, & 3rd place

1st, 2nd, & 3rd place

Theme-based Awards

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#### Poster Round

Infographic

Teaser poster

No

Prizes

1st, 2nd, & 3rd place + viewer's choice

1st, 2nd, & 3rd place + viewer's choice

# Event Schedule

The Data Challenge will take place on November 18 at the Wu Conference Centre in a Hybrid format.

## Morning



Qualifiers



Qualifiers

## Afternoon



Qualifiers



Lunch + Panel Session



Final Presentations



Awards Ceremony

The Data Challenge will be attended by students, industry professionals and individuals passionate about data. This is a great opportunity for networking and recruitment.



# Sponsorship



Pictured: Cathy Simpson of TechImpact presents Team IDVT with 2<sup>nd</sup> place in the 2019 edition of the competition.

Since the Data Challenge will be continuing as a **hybrid event**, your sponsorship and funding will go towards the **event-related expenses & participant prizes**. We are also inviting you and your organization to take part as **judges or data set providers**. All sponsors will receive promotional opportunities to showcase their 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 levels are described in the table on the following page.

SPONSORSHIP LEVEL	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$2,000	SILVER \$1,000	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 our teams can work on
- Share insights on a moderated panel
- Organize a workshop for participants
- Other ideas? Let us know!

## Interested in getting involved?

Contact:

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Program Officer

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Visit our website:

[Bit.ly/IBECdatachallenge](https://bit.ly/IBECdatachallenge)



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