ANALYTICS DAY

at Kennesaw State University

Kennesaw State University's Analytics Day is a biannual event that links the School of Data Science and Analytics at KSU with local businesses and organizations. This event features student research poster presentations, plus guest speakers discussing evolving trends in analytics and data science.

The poster presentations are the highlight of Analytics Day. Students show their analytics research using various software packages such as SAS, R, and Python. Analytics Day has been described as a "reverse job fair" because it provides analytics and data science professionals from across the region an opportunity to meet KSU students at all levels who are considering careers in advanced analytics and data science.
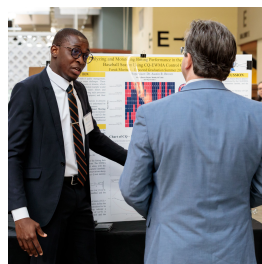
Poster presentations are judged by regional analytics leaders. Thanks to our event sponsors, the cost of printing the students' posters is covered, and the top scoring posters are awarded prize money.
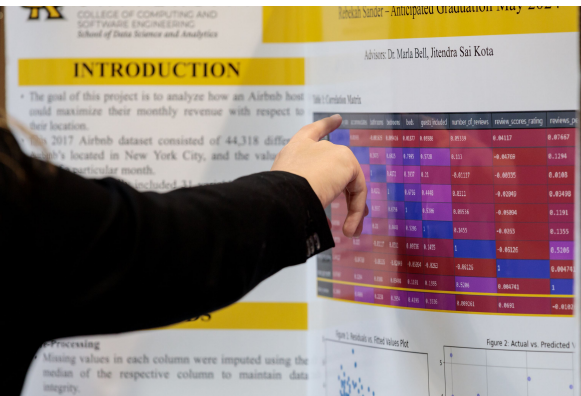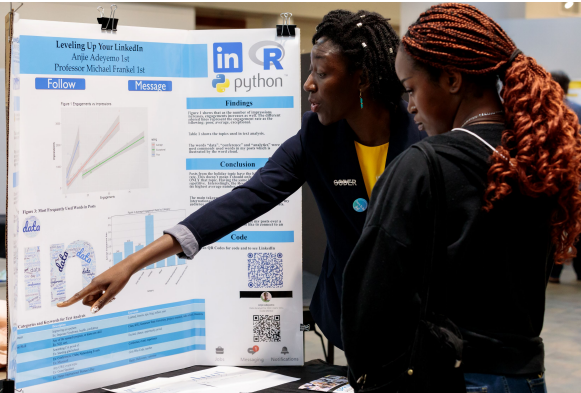
The School of Data Science and Analytics

The School of Data Science and Analytics at Kennesaw State University has something to offer current and prospective students, faculty, research partners in the private and public sectors, and individuals looking to upskill themselves for the new data-driven economy. With world-class faculty, top-notch facilities, and a rich history, KSU is uniquely positioned to make a lasting mark across the region.

We are a "one-stop shop" for education and research. We achieve this by offering a "full stack" of academic programs, including general education courses, an undergraduate minor, online certificates, a bachelor's degee, a master's degree, and the first Ph.D. in Data Science and Analytics in the United States. Industry, government, and nonprofit organizations can partner with us to find solutions to their data-centric problems through the Center for Data Science and Analytics (CDSA) and the Human Studies Lab, two of the most successful and dynamic research units at the university.

KENNESAW STATE UNIVERSITY
COLLEGE OF COMPUTING AND SOFTWARE ENGINEERING
School of Data Science and Analytics

Datascience.kennesaw.edu

ANALYTICS DAY SPONSORSHIP OPPORTUNITIES

Analytics Day happens twice a year – once in the spring semester and once in the fall. The sponsorship opportunities listed are for one semester. If you are interested in a multi-semester deal, please let us know. Our event has been growing and interest in sponsorship has increased. *Consider locking in for multiple semesters to guarantee a spot and to customize your sponsorship package.*

PRIZE SPONSOR – $5,000.00 (Two available)

- **Placement of logo on promotional materials** (event banners, website, program, PowerPoints, award checks)
- **Option to be onstage during announcement of either undergraduate or graduate poster prize winners and picture opportunity with winners as they receive their checks**
- **Option to send up to four judges for student poster competition** (includes early access to presentations)
- **Group picture with prize winners**

RECRUITING SPONSOR - $3,500.00 (Two available)

- **Placement of logo on promotional materials** (event banners, website, printed program, PowerPoints)
- **Introduced from stage and given 5 minutes to talk about careers at your company**
- **Option to have a small table for interaction with students**
- **Option to send up to four judges for student poster competition** (includes early access to presentations)

POSTER SPONSOR - $2,500.00 (Two available)

Covers cost of poster materials and production for all students

- **Placement of logo on promotional materials** (event banners, website, printed program, PowerPoints)
- **Signage acknowledging sponsorship placed throughout poster exhibit area**
- **Option to send up to four judges for student poster competition** (includes early access to presentations)

REFRESHMENT SPONSOR - $2,500.00 (Four available)

- **Logo-branded tabletop signage on food and beverage stations**
- **Company name included in printed program, with name and logo on website and PowerPoints**
- **Option to send up to two judges for student poster competition** (includes early access to presentations)

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