



VirginiaDatathon

SPONSORSHIP OPPORTUNITIES

April 19, 2024: ACCA Shriners' Center,
Richmond, Virginia

In September 2014, the first Virginia Datathon was held during the Commonwealth of Virginia Innovative Technology Symposium in Richmond, Virginia. The event was a first of its kind among state governments across the country. Teams from different agencies across the state were challenged to create applications using state data to promote efficiency and transparency within state government. The teams presented their projects to a panel of expert judges and conference attendees who voted for the best team. The goal was to encourage collaboration and innovation by providing a sandbox and tools for state employees to exercise their creativity.

Several years later, the Virginia Datathon still brings together state agencies, students, non-profits, and the private sector to leverage technology and data to develop innovative ideas that advance the Commonwealth of Virginia. The event promotes participants and teams to interpret, analyze, and transform data into real-life solutions. Join us in supporting this Commonwealth initiative that offers so much to state employees and the communities they serve.

Learn more about the Virginia Datathon at
odga.virginia.gov/datathon.



WHO PARTICIPATES

The event participants consist of up to 30 teams of 4-6 members, with total attendance up to 150 people. The teams consist of high school and college students and staff, state agency and local government employees, private sector companies and there has even been engagement from the general public. In past events, The Governor, First Lady of Virginia, several Cabinet Secretaries, and the Chief Data Officer have been in attendance as well as other state officials.



TERABYTE TITLE SPONSOR \$4,500 (limit 1)

- Morning remarks on event day from a company representative
- 15 second video commercial (provided by sponsor) aired during breaks
- Logo and link on event webpage
- Logo and link in event email marketing (minimum 3 emails)
- Mention and tag in social media posts on LinkedIn
- Sponsor table in prominent area of the venue lobby
- Sponsor logo on Datathon T-shirt

GIGABYTE SPONSOR \$2,750 (limit 3)

- 15 second video commercial (provided by sponsor) aired during breaks
- Logo and link on event webpage
- Logo and link in event email marketing (minimum 3 emails)
- Mention and tag in social media posts on LinkedIn
- Sponsor table in venue lobby
- Sponsor logo on Datathon T-shirt

MEGABYTE SPONSOR \$2,000

- 15 second video commercial (provided by sponsor) aired during breaks
- Logo and link on event webpage
- Logo and link in event email marketing (minimum 3 emails)
- Sponsor table in venue lobby

KILOBYTE SPONSOR \$1,500

- 15 second video commercial (provided by sponsor) aired during breaks
- Logo and link on event webpage
- Logo and link in event email marketing (1 email)
- Sponsor table in venue lobby

SWaM CERTIFIED SPONSOR \$500

- Static ad or logo displayed during breaks
- Logo and link on event webpage
- Organization must hold current SWaM certification with SBSD

For sponsorship questions and inquiries, email jessi.bailey@odga.virginia.gov.