VirginiaDatathon

SPONSORSHIP OPPORTUNITIES

April 11, 2025: ACCA Shriners' Center, Richmond, Virginia

The Virginia Office of Data Governance and Analytics has been hosting the Virginia Datathon since 2020. The event 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 Datathon 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, students, and the communities they serve.

This year's Datathon theme is "Leveraging Data for Smoother Transportation." Teams will work to solve a challenge using Commonwealth of Virginia data related to improving transportation in the Commonwealth. Sponsors are able to empower teams to continue the great work of the Datathon for years to come.

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

WHO PARTICIPATES

The event participants consist of up to 30 teams of 2-5 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)

- Provide 1 judge for the event
- 15 second video commercial (provided by sponsor) aired during breaks (optional)
- 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 main Datathon room

GIGABYTE SPONSOR $2,750 (limit 2)

- 15 second video commercial (provided by sponsor) aired during breaks (optional)
- 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 main Datathon room

MEGABYTE SPONSOR $2,000

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

KILOBYTE SPONSOR $1,500

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

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

Participants will be participating in a raffle based on the requirement that they speak to all sponsors at the event.

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