



Wharton Undergraduate Data Analytics Club

# Sponsorship Packet 2019-2020

Wharton Undergraduate Data Analytics Club is an independent, student-led organization of the Wharton School at the University of Pennsylvania. All content is the responsibility of the club.

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# About WUDAC

## Mission

The Wharton Undergraduate Data Analytics Club provides Penn undergraduates with the chance to develop data analytics skills within business, explore career paths in the field of business analytics, network with professionals across data-driven industries, and become members of a data-focused community at Penn.

## Vision

With 400+ members and ongoing collaborations with the Wharton Customer Analytics Initiative and the Wharton MBA Data Analytics Club, our goal is to become a hub for analytics-focused undergraduate students across all of Penn's pre-professional schools.

## Accomplishments

Each year, WUDAC holds beginner and intermediate coding workshops in R, Python, SQL, and Tableau. WUDAC collaborates with the MBA club to provide undergraduates with panels regarding industry work experience and mentorship opportunities. The club runs an annual Data Visualization Hackathon which gives students the opportunity to create visualizations for a company dataset. WUDAC helps students develop professionally by hosting company information sessions and leading career treks to analytics companies.

## Why Sponsor WUDAC?

Sponsoring the Wharton Undergraduate Data Analytics Clubs allows your company to positively impact the growing industry of data analytics. Sponsoring WUDAC is also an excellent way to give your organization strong reach into the Wharton community and to the greater student body at the University of Pennsylvania. This will increase your company's exposure and name recognition on campus and provide further opportunities to interface with students.

## Past Events (2018 – 2019)

Wharton Analytics Fellows Consulting  
Data Analytics Recruiting Circuit  
Data Science Hackathon  
Data@Nite Series  
Heineken and Macy's Analytics Talks  
Careers in Data Panel  
Analytics 101 Workshop Series  
Python and Machine Learning Bootcamp

WCAI Analytics Accelerator Challenge  
Data Science Career Trek to NYC  
General Body Meetings  
Wharton Professor Speaker Events  
WAF Consulting Summit  
Kaggle/DataCamp Workshop  
Bioinformatics Tech Talk  
Future of Data Fireside Chats

# Sponsorship Package Levels

	<b>Diamond</b> \$3000	<b>Gold</b> \$1000	<b>Silver</b> \$500
<b>Recruiting Events</b> & Information Sessions for internship and full-time opportunities (2 events max)	✓	✓	✓
<b>Listserv Blasts</b> Promote an internship, full-time job, or event to our 500+ members	✓	✓	✓
<b>Logo on Marketing Materials &amp; Social Media</b>	✓	✓	✓
<b>Logo on Newsletter</b> Sent to all 300+ members on a weekly basis	✓	✓	✓
<b>Coffee Chats</b> One-on-one and small group sessions	✓	✓	✓
<b>Workshops / Speaker Events</b> Present on any topic in analytics (1 per semester)	✓	✓	✓
<b>Resume Book</b> Connect with club members for internship and full-time opportunities	✓	✓	
<b>Career Treks</b> Have students tour your office and get to know about your day-to-day operations	✓	✓	
<b>Hackathon Project</b> 40+ talented Wharton MBA/Undergrads work on an analytics project for your company	✓		

**To sponsor the club, contact:**

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