SPONSORSHIP PROSPECTUS
2021 UConn Sports Analytics Symposium

Saturday, October 9, 2021   http://uconnsportsanalytics.org/
Since 2019

The Event   While there are many well established sports analytics conferences, they are often not accessible to students due to technical level, cost, or space limitations. UConn, recognized nationally for its teams in sports such as basketball, baseball, and hockey, among others, will host the UConn Sports Analytics Symposium (UCSAS) with a focus specifically on students who are interested in sports analytics. UCSAS, organized by the UConn Statistical Data Science Lab of the Department of Statistics, aims to: 1) showcase sports analytics to students at an accessible level; 2) train students in data analytics with application to sports data; and 3) foster collaboration between academic programs and the sports industry.

The 2021 UCSAS is comprised of four keynote sessions (including one panel discussion on careers in sports analytics), one poster session, and two parallel sessions of six training workshops at various levels. The keynote speakers will present on a variety of sports analytics topics including analytics on hockey, football, and basketball. The training workshops will be led by experts in the field and graduate students with real-world data science experiences, targeting pre-college/undergraduate/graduate students worldwide with different levels of familiarity with data science and sports analytics.

Sponsorships   We welcome corporate and individual sponsorships of the 2021 UCSAS with any amount. Depending on the contribution level, three categories of recognition are available.

- Bronze ($200): Unlimited sponsorships available; Logo on website; Thank you at the event.
- Silver ($1K): Four sponsorships available; Named event (keynotes; poster session; mixer; workshops) of your choice based on first-come-first-serve basis; Medium ad with paragraph (200 words) about the company and link at the event; Logo on website; Thank you at the event.
- Gold ($2K): One sponsorship available; Name on the conference title; Large ad with text paragraph (500 words) about the company and link at the event; A 10-minute presentation from the company; Logo on website; Thank you at the event.

Contact   Interested sponsors please contact Dr. Jun Yan (`jun.yan@uconn.edu`), UCSAS Organizing Committee Chair and Professor of Statistics, University of Connecticut.

UConn Statistical Data Science Lab   Initiated with an Innovation Education in Science grant from UConn College of Liberal Arts and Sciences, the Statistical Data Science Lab is where real-world data science problems meet future data scientists. Partnering with data holders, the lab provides training in data manipulation, programming, statistical modeling, variable engineering, model selection/validation, and communication about the results based on real-world data science projects. We successfully organized the 2019 Travelers Stat-a-thon, a statistical data science invention marathon, in Spring 2019, and a webinar series on Data Science in Action in Response to the Outbreak of COVID-19 spring/summer, 2020. The UCSAS is an annual series of events that we organize.