



BLACK WOMEN IN DATA

SPONSORSHIP

2023

Prepared by:
Brandeis Marshall
CEO, DataedX Group
Founder, Black Women in Data

Email: blackwomenindata@dataedx.com
Website: www.blackwomenindata.com



About Black Women in Data

Did you know? Black women account for less than 1% of the data industry.

Our vision is to support Black women in occupying 13% of data roles, from entry-level positions to C-suite positions by 2040. We help Black women data educators, scholars and practitioners to thrive throughout their career. We focus on coaching to develop their data, communication and entrepreneurship skills. Our strategy to accomplishing our vision is to provide growth opportunities via our signature event, the Black Women in Data Summit, a slate of specialized professional development sessions and partnering with organizations who desire an inclusive data future.

Our Team



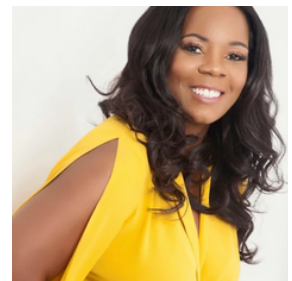
Brandeis Marshall, PhD



Kat Anderson



Joy Victor



Denise Cooper

Black Women in Data Mission

Black Women in Data (BWD) centers Black women's point of view in all spaces where data lives, offer opportunities for Black women to expand their data skills, and shape pathways for Black women's advancement in the data workforce.

Black Women in Data Summit 2022

On October 1-2, 2022, Dr. Brandeis Marshall and DataedX Group welcomed Black women and our advocates from across the United States to career growth and data skills workshop sessions. Sessions were hosted in-person and online. This 1.5 day summit spotlighted the data expertise from 14 Black women hailing from the public, private and education sectors.

IMPACT SNAPSHOT

178

Participants joined online
and in-person

41

of the 178 participants
were gifted their ticket

42%

of Summit expenses were
covered by donors and
sponsors

Sponsors & Community Partners



DataedX Group



Stanford PACS
Center on Philanthropy
and Civil Society
—
Digital Civil Society Lab



R Studio®



dataiku



elastic



DIVERSIFY TECH

TRUIST



Profit
Without
Oppression

WOMEN WHO
CODE
ATLANTA



BLACK WOMEN IN A.I.
www.blackwomeninai.com

REFACTR.TECH
DIVERSITY. INCLUSION. TECH.

The Black Women in Data Summit 2023

The Black Women in Data (BWD) Summit 2023 will be the two-day forum for Black women leaders to enhance their relationship building and people management skills in the context of their data expertise. Data leaders and entrepreneurs are sharing their best practices to optimize attendee's data expertise reach.

The Summit is an opportunity for event sponsors to support the development of data leaders, business owners and startup entrepreneurs. As a sponsor, you'd make a difference by upholding a collective effort to reshape the demographic composition in the industry's leadership. Let's work together to increase, promote and retain Black women in the data industry.

Dates

September 23, 2023

- Summit, 9:30 AM - 6:00 PM EDT

September 24, 2023

- Workshops, 10:00 AM - 3:00 PM EDT

In-Person Venue

Georgia State University, College of Law | Atlanta, GA

Registration Fees

In-Person Summit Regular Pass - \$699

Virtual Summit Regular Pass - \$129

BLACK WOMEN IN DATA SUMMIT 2023 DETAILS

Tell me more. It's a hybrid event!

A combination of keynote, panel, breakout sessions, happy hour and workshops are planned for the two days. In-person and virtual attendees will gather together to assess their data leadership skills, perform an individual SWOT data analysis and develop their action plan. September 23rd is dedicated to ways to support their data leadership growth and September 24th focuses on messaging their expertise and management styles to activate their growth. Online attendees will participate, engage and network via an immersive virtual event platform while in-person attendees will interact at GSU's College of Law.

The Black Women in Data Summit 2023 is ideal for Black women with 5+ years of work experience and who have earned an advanced degree (preferably in a data-related discipline). Her data skills are transferable across the academic, corporate government and non-profit arenas. The Summit is a time for attendees to recalibrate, recharge and reinvest in their professional development.

Event sponsors will have opportunities to engage with attendees. Designated sessions will be made available for replays to in-person and virtual attendees for 90 days post event.



SPONSORSHIP OPPORTUNITIES

\$30,000

MAIN SPONSOR

40 virtual access tickets for company employees, along with 12 complimentary tickets for on-site company attendees.

Brand differentiation

- In the “Our Sponsors & Partners” section of the event landing page, your logo will be the most visible and prominently placed of all the partners.
- On the virtual platform in a tab called “Our Sponsors & Partners”, there will be a logo and description of what you offer and a link to your website, as well as on the sidebar of the live event.
- In the virtual and on-site workbook, in the “Our Sponsors & Partners” section, your logo will be the most visible and prominently placed of all the partners.
- Social media banners will be created to thank you for your support. DataedX will share these on social media, and you are encouraged to as well.
- Approved Item in Swag Bag (1)

Thought Leadership

- A company representative is invited to participate as a participant in job seeker fireside chat, a plenary panelist or serve as a facilitator in one of our breakout sessions (*must identify as a Black woman and must get Black Women in Data Summit approval).
- Company representatives are welcomed to engage with the Black Women in Data community for two (2) co-created sessions facilitated by Brandeis Marshall in 2023. Share lessons learned, tips and tools to a targeted audience.

Lead generation

- On-site opportunities to share company information will be made available in eating area, breakout rooms and workshop classrooms. Also, registrants can be sent your company's marketing material by DataedX and registrants who opt-in to receive your company's marketing material prior to the summit will be sent to you as leads for you to pursue.

BENEFACTOR

\$15,000

30 virtual access tickets for company employees, along with 8 complimentary tickets for on-site company attendees.

Brand differentiation

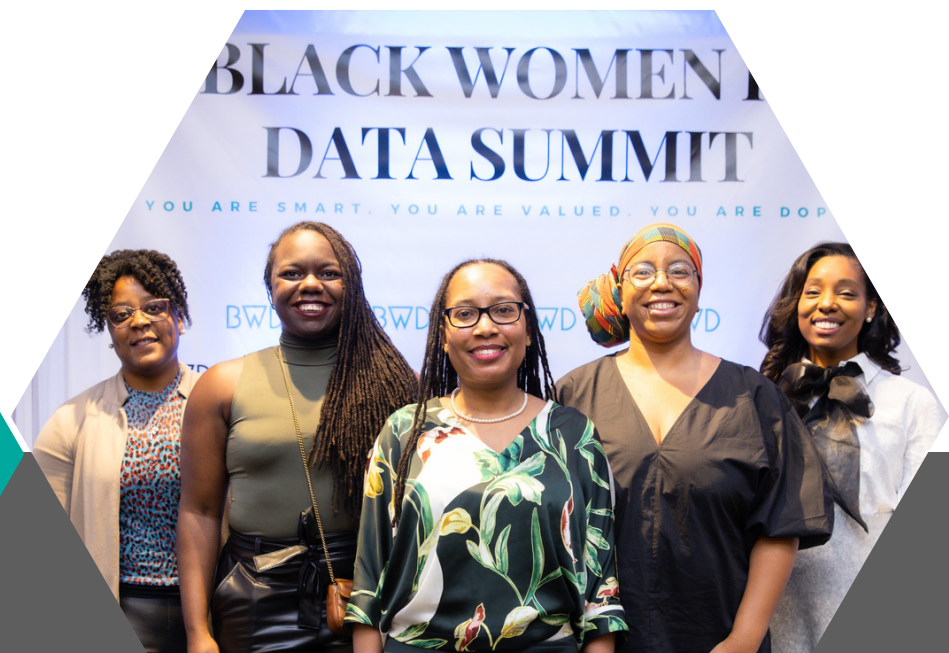
- In the “Our Sponsors & Partners” section of the event landing page, your logo will appear, featured amongst a network of supporters.
- On the virtual platform in a tab called “Our Sponsors & Partners”, your logo and description of what you offer and a link to your website.
- In the virtual and on-site workbook in the “Our Sponsors & Partners” section, your logo will appear, featured amongst a network of supporters.
- Social media banners will be created thanking you for your support.
- Approved Item in Swag Bag (1)

Thought Leadership

- Company representatives are welcomed to engage with the Black Women in Data community for one (1) co-created session facilitated by Brandeis Marshall in 2023. Share lessons learned, tips and tools to a targeted audience.

Lead generation

- On-site opportunities to share company information will be made available in eating area, breakout rooms and workshop classrooms. Also, registrants can be sent your company's marketing material by DataedX and registrants who opt-in to receive your company's marketing material prior to the summit will be sent to you as leads for you to pursue.



SUPPORTER

\$7,500

20 virtual access tickets for all company employees, along with 4 complimentary tickets for on-site company attendees.

Brand differentiation

- In the “Our Sponsors & Partners” section of the event landing page, your logo will appear, featured amongst a network of supporters.
- On the virtual platform in a tab called “Our Sponsors & Partners”, your logo and description of what you offer and a link to your website.
- In the virtual and on-site workbook, in the “Our Partners” section, your logo will appear, featured amongst a network of supporters.
- Social media banners will be created thanking you for your support.
- Approved Item in Swag Bag (1)

Lead generation

- On-site opportunities to share company information will be made available in eating area, breakout rooms and workshop classrooms. Also, registrants can be sent your company's marketing material by DataedX.



SPECIALTY SPONSORSHIP OPTIONS

Workshop or other Summit Session Support - \$5,000 (Limit 9)

- Supporter Level Brand Differentiation
- Workshop covering an entrepreneurship-related topic (*must get Black Women in Data Summit approval)
- Speaker selection (*must identify as a Black woman and must get Black Women in Data Summit approval)
- Workshop occurs on Summit day 2 (Sunday September 24th)
- Session room branding
- Other Summit sessions include breakout, panel and happy hour
- (2) in-person summit pass



SPECIALTY SPONSORSHIP OPTIONS

This sponsorship option does not include on-site lead generation.

BWD Community Professional Development - \$5,000 (Limit 5)

- Company representatives are welcomed to engage with the Black Women in Data community for one (1) co-created session facilitated by Brandeis Marshall in 2023. Share lessons learned, tips and tools to a targeted audience.
- Social media banners will be created thanking you for your support.
- Your company will be included in “Our Sponsors & Partners” on website and Summit materials
- Two (2) in-person summit passes



Come be part of
Black Women in Data!
blackwomenindata@dataedx.com