

**2025**

# ***DAY FOR DATA***

***Corporate Sponsor Information Packet***

*Monday, November 3, 2025 at Virginia Tech*

*Moss Arts Center, 190 Alumni Mall, Blacksburg, VA 24061*

Hosted by the Center for Business Analytics in the Pamplin College of Business at Virginia Tech.

Thanks to our 2024 Corporate Sponsors: ValleyStar Credit Union, Pucio Business Solutions, Norfolk Southern, Guidehouse, MicroStrategy, Node.Digital, and Amazon Web Services.

## Framework



### People

- Organization Design
- Capabilities / Talent
- Culture



### Processes

- Standardization & control
- Communication
- Efficiency / effectiveness



### Tools

- Digital strategy
- Supporting assets
- Capital deployment

What problem am I solving?

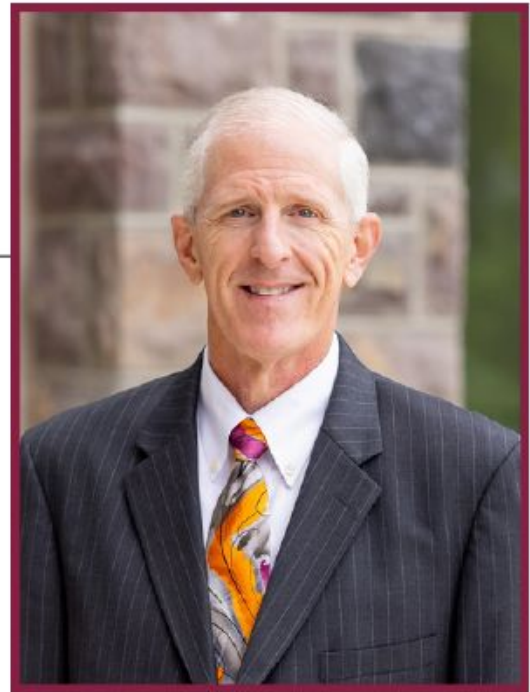
Example / Non-Exhaustive



# INTRODUCTION

## Jay Winkeler

Executive Director of the  
Center for Business Analytics



I want to personally invite you to support the **Center for Business Analytics' Day for Data Conference this November!** We host the premier business analytics conference at Virginia Tech, giving students insight into real-world applications of data analytics, connecting industry leaders to top-tier talent for recruiting, and highlighting innovation, research, and the latest advancements in the field.

From my 30+ year career spearheading major initiatives for Leidos and Lockheed Martin, I know how important recruiting top talent is to your company. Day for Data is primarily geared toward Virginia Tech's graduate student population, while also drawing a significant number of undergraduate students. These students are technically advanced, exceptionally motivated, and represent a tremendous opportunity for your organization. I look forward to connecting you with these talented students and providing the students with an educationally enriching experience in return.

I encourage you to contact us if you have any questions following review of this document, and hope you will consider becoming a Bronze, Silver, Gold, or Diamond sponsor of our 2024 Day for Data Conference.

Sincerely yours,

A handwritten signature in black ink that reads "Jay".

# ABOUT DAY FOR DATA



**Day for Data is a prestigious one-day conference that brings together industry professionals, world-class faculty, and Virginia Tech students.** This immersive experience centers on data analytics, artificial intelligence, executive leadership, and business intelligence. We aim to foster collaboration, inspire innovation, and showcase the transformative power of data-driven decision making in today's rapidly evolving business landscape. **Sponsors benefit from the following:**



## Priority Recruitment

Sponsors enjoy priority access to VT's talented pool of graduate and undergraduate students, including access to resumes, contact information, and a physical booth to engage in conversations with attendees.



## Promotional Exposure

Gain marketing and promotional access to the broader Virginia Tech community through your sponsorship, including advertisement opportunities, recognition as a sponsor of key conference events, and more.



## Networking & Research

Connect with Virginia Tech faculty working and conducting research in the field of data analytics and business intelligence, including opportunities to share ideas and form valuable relationships with thought leaders in the space.

# EVENT DETAILS

In addition to the opportunities for networking and recruitment, **Day for Data provides attendees with a robust educational experience**, featuring expert presenters, engaging sessions, and thought-provoking discussions on a wide range of topics applicable to the business world.



## Thematic Areas

**Generative AI and Large Language Models (LLMs) and their applications to business will be a key focus of our conference.** Additional topics include advanced techniques for data analysis and visualization, business ethics, translating technical information to non-technical audiences, skills and techniques for consulting, complex problem-solving, and more.



## Event Schedule

The agenda will feature **keynote speakers, breakout sessions and panel discussions, opportunities for networking and recruitment, and more.** There are multiple opportunities for recruitment throughout the day, and the conference concludes with a networking reception at a local venue.

*"I believe exposing current students to the various real-world applications of analytics is invaluable for them. Hearing from speakers across all the different industries was an excellent structure, with great networking breaks as well."*

— Bradley Parcell, NetApp

*"Great event! The best part was hearing real-world, practical examples of data analytics use within industry."*

— Meghan Achimasi, Norfolk Southern

*"Day for Data is an excellent networking opportunity and a great way to learn about the world of data and technology."*

— Awab Abuagla, VT Student



# SPONSORSHIP OPPORTUNITIES



We offer four tiered options for sponsors. Additionally, we offer the opportunity to pick and choose which offerings your company is most interested in. Please contact us if you have questions or are interested in building a custom sponsorship package. [Click here for full sponsorship details →](#)

## BRONZE

\$500

Increases company visibility with students and enables networking and recruitment opportunities. **Includes 2 attendees and standard promotion.**

## SILVER

\$1,000

Guarantees prominent event placement and expands student recruitment opportunities. **Includes 3 attendees, a shared networking booth, and enhanced promotion.**

## GOLD

\$2,500

Maximizes sponsorship, unlocks a session slot for the event, and gives your company access to the resume book. **Includes a speaking slot for your company, unlimited attendees, a dedicated booth, and maximum promotion.**

## DIAMOND

\$5,000

**Our highest tier cements your company as a title sponsor for the event.** Enjoy signature promotion, access to students throughout the year, and a premier booth location. **Includes a featured speaking slot, attendee resume book & data, access to students & faculty, and more.**

# CONTACT US



We encourage you to [visit the Day for Data website](#) to learn more about sponsorship opportunities for this conference. If you have any questions, we encourage you to contact the event organizer:



## Luke Williams

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