

SMUBIA 2024/25 Partnership Prospectus

SMUBIA 2024/25 PARTNERSHIP PROSPECTUS



SMU BUSINESS INTELLIGENCE & ANALYTICS CLUB



**Institute of Innovation &
Entrepreneurship**

PROSPECTUS OUTLINE



ABOUT US



BENEFITS



EVENTS



SPONSOR



OUR TEAM



ABOUT US

EST. 2015

SMUBIA is the premier Business Intelligence and Analytics Club at **Singapore Management University**. We provide a dynamic space for students, alumni, and institutions who share a passion for data science and analytics.

DEMOGRAPHIC

- **1,000++** members
- > **Year 1-4** students, Alumni
- > **5 Faculties:** Computing & Information Systems, Economics, Business, Accountancy, Social Science



MISSION & VISION

Mission

To cultivate a people centric community that nurtures passion for analytics through opportunities, projects, regardless of prior expertise or background.



Vision

To be a leading platform for business intelligence and data analytics, empowering individuals from all backgrounds to excel and innovate in the field.

WHY PARTNER WITH US?

Brand Awareness

- With > **1500** data enthusiasts
 - Instagram: 900 followers
 - Telegram: 1,550 subscribers
 - LinkedIn: 650 connections

CSR Impact

- Conduct workshops for educational outreach
- Provide mentorships to empower students
- Initiate sustainable practices in school

Talent Recruitment

- Continuous stream of interested interns and full-time applicants
- SMU students have consistently **excel** in prestigious competitions:
 - **1st Place**: NUS Rightship
 - **Winner**: TikTok Hackathon
 - **1st Place**: Dell LifeSavers' Innovation Challenge 2023

SEEKING SPONSORS FOR

BIA Datathon (Jan 2025)

- Data related hackathon for students to work in groups to solve a case study question together.
- **Datathon** 2023 statistics:
 - 24 groups, 86 individuals
 - 72.1% Information System major, 12.8%
 - Economics, 10.5% Business, 4.5% Accountancy
 - **Case study:**
 - As part of a real estate agency, your task is to provide a rich overview of the districts for your expatriate clients to understand Singapore's neighbourhoods better.

Target:
100 student sign-ups

*Ideal sponsored items:
Cash, Food, Door gifts



SEEKING SPONSORS FOR

BIA Networking Night (Feb 2025)

- Biggest **BIA event** of the year aiming to achieve >200 student sign-ups
- Many **Year 1-4 +** graduates looking for internship & full-time job
- Invite **>10** companies down to set booths to network with our students
- Panel discussion hosted for company representatives (***limited to 4** companies)

Target:
200 student sign-ups,
10-15 companies

*Ideal sponsored items:
Cash, Food, Door gifts



SEEKING SPONSORS FOR



Welfare Drive (Nov 2024 & Apr 2025)



Giving out welfare packs to motivate and encourage students for their Finals!

Target: 150 pax

***Ideal sponsored items:**
Corporate Gifts Items
Vouchers, Food snacks

Data Associate Program



DAP is **BIA's** flagship AI/ML learning program.

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments, Door gifts

Technical Workshops (29 Aug, 5 Sept, 19 Sept, 8 Oct 2024)



Technical workshops organised by BIA for students to pick up new skills

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments

SEEKING SPONSORS FOR

BIA Tea Session (21 Aug 2024)



Introductory session for new members

Target: 50 pax

***Ideal sponsored items:**
Buffet/Refreshments



BIA Indoor Picnic (28 Aug 2024)



Bonding session for members to get to know one another

Target: 50 pax

***Ideal sponsored items:**
Buffet/Refreshments

Alumni Networking (TBC)



Networking night with all the SMU **BIA** alumnus.

Target: 50 pax

Ideal sponsored items:
Buffet/refreshments



**IF YOU WOULD LIKE TO
SPONSOR
ANY OF OUR EVENTS,
PLEASE HEAD ON TO THE
NEXT PAGE →**



SPONSORSHIP TIERS

Tiers	Bronze 	Silver 	Gold 	Platinum 
Sponsorship Value	\$300 - \$599	\$600 - \$899	\$900 - \$1199	More than \$1200
A booth at Networking Night (for hiring companies)	✓	✓	✓	✓
Placement of company flyers/items/merch in Networking Night's goodie bag	✓	✓	✓	✓
Company logo on promotional EDM footer	✓	✓	✓	✓
Bundled "Thank You" Post (Carousel) on Instagram	✓	✓	✓	✓
Feature on Instagram Stories		✓	✓	✓
Personalised "Thank You" Post on LinkedIn			✓	✓
Company's information distributed via Telegram			✓	✓
Feature on BIA Website				✓

**Details of sponsorships can be further negotiated.*

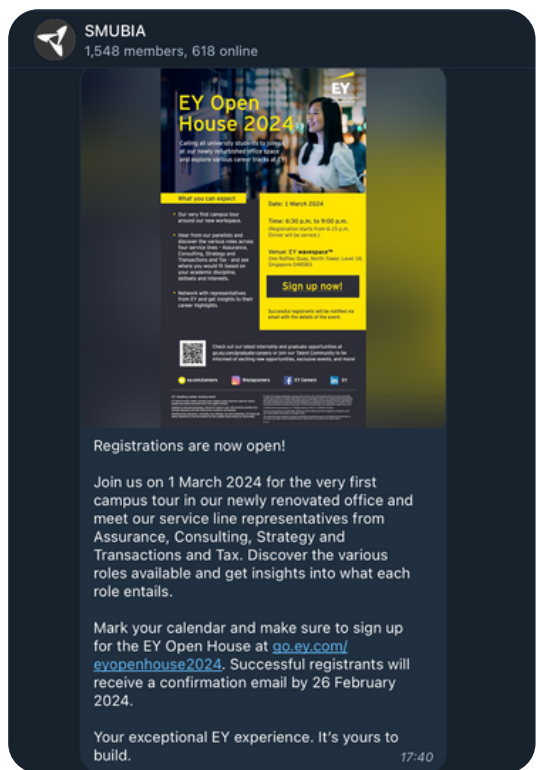
***Voucher/ discount sponsor: will be capped at silver tier*

BENEFITS

Bundled "Thank You" Post (Carousel) on Instagram

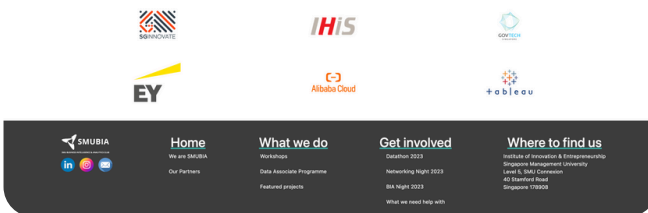


Company's information distributed via Telegram

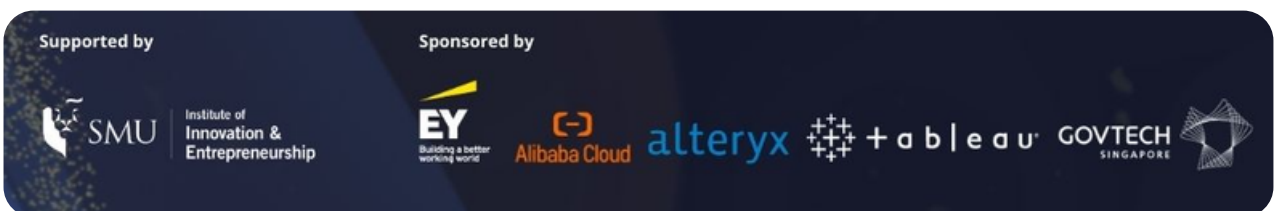


Feature on BIA Website

Our Partners:



Company logo on promotional EDM footer



OUR TEAM

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Prepared by:



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