

2026

SUDATA PROSPECTUS

Sydney University Data Science Society

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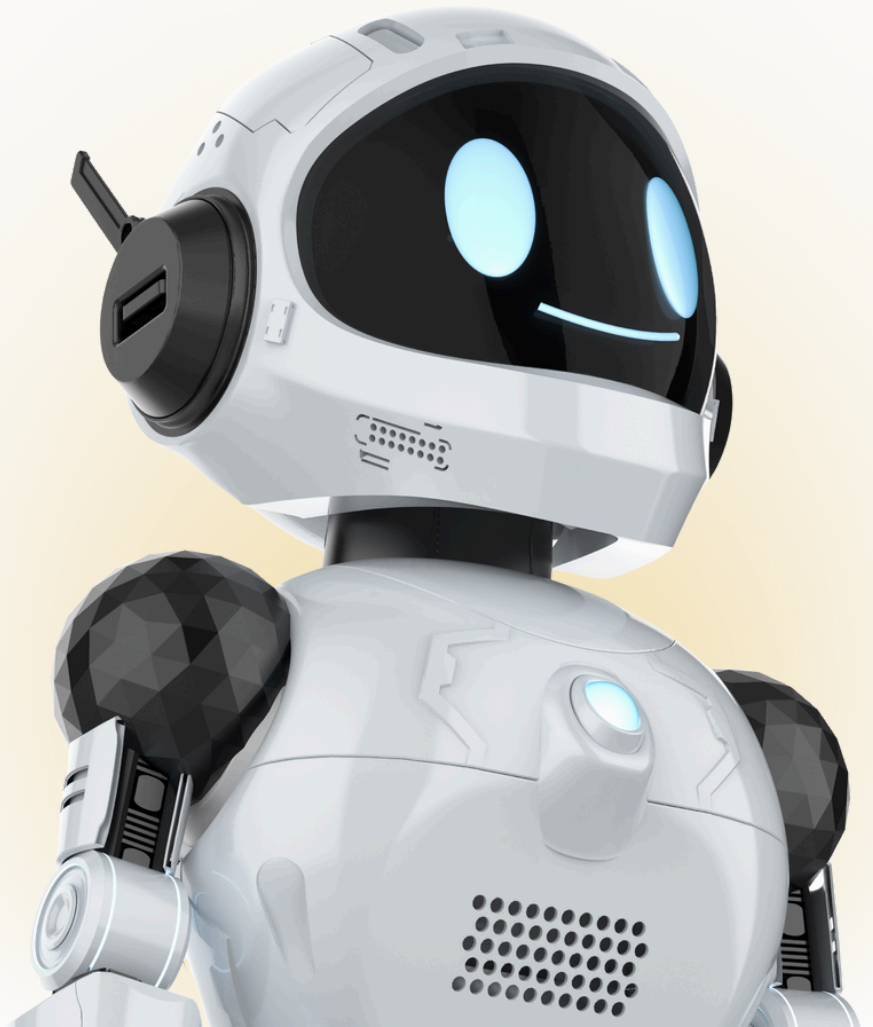
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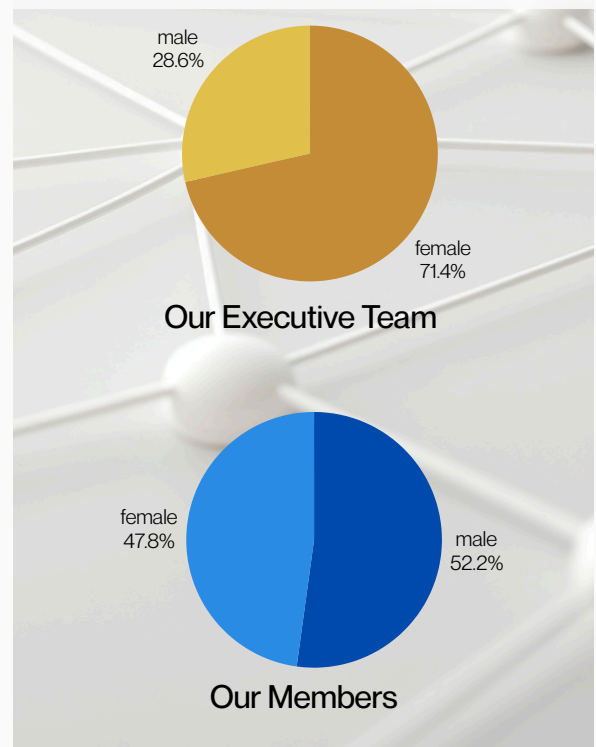


About Us

Since 2020, the Sydney University Data Society (SUDATA) has evolved into the university's premier hub for the next generation of data leaders. We bridge the gap between academic theory and professional application, serving a diverse community of students passionate about Data Science, Machine Learning, and Artificial Intelligence.

Beyond the classroom, we lead technical workshops, high-stakes competitions, and industry networking, to help cultivate a community of problem-solvers equipped to tackle the challenges of a data-driven world. For our partners, SUDATA is the direct line to Sydney's brightest analytical minds.

Member Breakdown



SUDATA attracts a multidisciplinary cohort from across the entire STEM spectrum. While anchored in Data Science, our diverse membership base draws heavily from Computer Science, Engineering, and Financial Mathematics & Statistics, uniting students with a shared passion for data-driven innovation.

Mission and Values

Mission

We strive to empower students with data skills and valuable career opportunities necessary to enrich their academic, social, and professional journey at the University of Sydney. Our community exists to connect ambitious students with the tools, opportunities, and networks they need to lead the next decade of innovation.

Frontier Technology



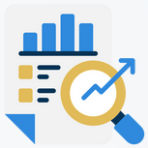
We are closing the gap between university curriculum and industry reality. By focusing on emerging trends in Artificial Intelligence and Machine Learning, we ensure our members are fluent in the technologies that will define the next decade of innovation.

Interdisciplinary Reach



We highlight the power of data across diverse industries, breaking down silos to show how quantitative analysis drives success in Finance, Engineering, Biomedicine, Public Policy and beyond

Professional Acceleration



We transform students into industry-ready professionals. Through our curated events and competitions, we provide a direct pipeline for our partners to connect with high-potential talent that possess both technical ability and commercial awareness.

Values

Our community is guided by three core values that shape everything we do:

- **Inspire** : Foster curiosity, collaboration, and a passion for learning in every member.
- **Innovate** : Experiment boldly with data, technology, and ideas to solve real problems.
- **Impact** : Turn insights into action that creates value for students, industry, and society.



1.4K+



4.0K+



2000 *active members*



1.4K+



350+



1.5K+

Outreach

We are one of the largest followings within the University of Sydney

With the increasing relevance of data science in fields like quantitative analysis and AI, SUDATA has grown to have an outreach of **over 4,000 followers and 2,000 active members**. We have built our visibility on the key social media platforms Instagram, Facebook and LinkedIn.

SUDATA maintains an expansive digital presence that reaches well beyond our immediate membership. In 2025 alone, our Instagram following grew by over 20%, driving a total reach of **10,777 unique accounts**. Our content strategy delivers high-impact visibility, amassing **209,569 total views** with an **average of 11,000+ views per post**, ensuring your brand captures the attention of the wider student body.

Our Vision Together

We are looking to redefine the student data landscape together. We are transitioning SUDATA into the university's premier hub for technical excellence, moving beyond traditional data science to explore the new possibilities of AI and other complex systems. Our vision is to equip students with the ability to apply data across every sector of the modern economy. As data becomes the new foundation of technical literacy, students from every discipline now view data science as an essential skillset for the future workforce.

Our partnership model is built around flexibility and genuine collaboration, creating value for both your organisation and our students. We design engagements that support your recruitment goals while giving students meaningful exposure to real industry pathways. Rather than a one-size-fits-all sponsorship, we work with you to align SUDATA's activities with your organisation's needs. To make this simple and transparent, we've organised our engagement into three main partnerships:

SUDATA Packages

Industry Partnership

For organisations seeking both deep technical collaboration and a sustained recruitment presence, becoming a long-term strategic partner embedded across SUDATA's flagship events and initiatives.

Technical Excellence

For organisations wanting to lead on tools, innovation, and hands-on technical engagement through Datathons, case competitions, workshops, and seminars.

Talent Pipeline

For organisations prioritising recruitment, visibility of roles, and direct connection to students who are industry-ready and commercially aware.

As our sponsor, you automatically receive

1. A free introductory post on our Instagram introducing you as our new sponsor
2. An invitation to our flagship event *Careers in Data Science*
3. Your brand on our website with links to your affiliate pages

SUDATA Packages

Industry Partner Package

\$2000

A comprehensive strategic partnership designed for maximum brand integration. Enjoy priority access, bespoke event curation, and a dedicated liason to drive your recruitment objectives.

- **Dedicated Account Manager:** A specific SUDATA executive assigned exclusively to your firm to handle logistics, strategy, and ensure rapid, priority communication throughout the year.
- **Always-On Marketing Strategy:** Unrestricted, year-round marketing access across all SUDATA channels
- **Exclusive Bespoke Event:** Full operational support to design and host a standalone flagship event each semester tailored to your specific recruitment goals
- **Guaranteed Thought Leadership:** Reserved keynote or panelist spots at our major industry summits, positioning your firm as a leading voice in the tech landscape.
- **VIP Access Protocol:** Priority invitations for your representatives to scout talent at all SUDATA events, including Datathons, Case Competitions, and Social Mixers.
- **Premier Brand Placement:** Permanent logo placement on all newsletter communications and website footers, plus priority "Feature" slots

SUDATA Packages

Technical package

\$1250

Showcase your engineering culture and identify top talent in action through code, competition, and technical ability.

- **Flagship Competition Integration:** Guaranteed judging position in one major event (Datathon, Trading Game, or Case Competition), and eligibility to provide the data set
- **Technical Workshop Host:** One dedicated slot to take part in leading a skills-based workshop (e.g., Python, Trading Strategies, or Cloud Engineering) to showcase your firm's tech stack.
- **Thought Leadership Seminar:** Opportunity to present at an industry seminar on emerging trends such as Generative AI, Machine Learning, or Quantitative Finance.
- **Digital Brand Amplification:** Two dedicated marketing features across SUDATA's high-engagement social channels and newsletter.

SUDATA Packages

Recruitment package

\$1250

Leverage our high-engagement network of students to drive application volume and convert interest into your next cohort of graduates.

- **Comprehensive Recruitment Campaign:** A high-volume marketing suite including six dedicated posts on Instagram, and additional emails to students about your Internship and Graduate programs.
- **"Pathways in Data" Industry Spotlight:** Invitation to our recruitment-focused networking event. Showcase 'Day in the Life' case studies and pitch your Junior Analyst roles directly to ambitious penultimate year students.
- **Newsletter Feature & Brand Placement:** A dedicated spotlight feature in the SUDATA newsletter plus priority logo placement

Events

Our flagship events form the backbone of the SUDATA experience, bringing together students from diverse backgrounds to engage, learn, and connect. These include our First Year Camp and Welcome Week activities, the Pathways in Data Science program, our annual Datathon, and our Accelerators series, which each bring over 150 participants. Our core event structures are represented below.



Social Networking



Career Panels



Tech Talks & Keynotes



Technical Upskilling

Looking ahead, we continue to broaden our event portfolio with innovative and immersive formats such as Office Tours, Poker and Trading Nights, Coffee Chats and “Estimathon” Challenges. We encourage our partners to collaborate with us on specialised experiences that align with your unique recruitment culture.

SUDATA Prospectus

Contact Us

Key Contacts

Presidents
Vice President (Externals)
Sponsorships Director

Cecilia Ma and Xiaochen Chen
Yanney Ou
Reuben Thomas

Email

Sponsorships@sudata.org

Platforms

Website
LinkedIn
Facebook
Instagram

sudata.org
linkedin.com/company/sudata
facebook.com/usyd.sudata
instagram.com/usyd.sudata



We look forward to building a meaningful partnership. If you have any questions, please don't hesitate to reach out.