



FALL 2022

# Datathon

## Methane Emissions - the underrated global challenge

*Get exposure for your company in  
a unique opportunity to partner  
with us and be visible as an industry  
leader committed to tackling the  
methane emissions problem using  
data analytics.*

Thank you to our sponsors:



**Connect with us for more details!**

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## You're invited to participate in this year's Datathon!

### WHAT IS A DATATHON?

This exciting event brings a large network of data enthusiasts together to compete on solving a data-driven problems. The incentives for contestants include cash prizes, as well as the opportunity to get in front of industry members and tech companies to show what they can do. Prior to the competition, contestants participate in a series of boot camps to get familiar with the dataset, as well as learn some basic computing.

### THIS YEAR'S TOPIC

Quantifying greenhouse gas (GHG) emissions is a crucial part of Environmental, Social and Governance corporate strategy. Our goal is to provide datathon participants with a high-quality hands on learning experience in this area by working on an industry relevant problem with real data. One emerging topic is the analysis of methane emissions, such as comparing "bottom-up" estimates using activity and emissions factors, with "top-down" approaches using satellite data.

### OUR ASK:

We are looking for companies willing to help educate and guide the community towards the problems that matter by sharing your knowledge, experience and/or data. We would love to discuss how a partnership can look like - whether it is simply funding the program or providing your company's resources and expertise.

### WHAT'S IN IT FOR YOU?

**Logo recognition.** As a partner, your logo will be seen on the conference website social media, all print materials, at boot camp presentations and at the event. Your company will be acknowledged for your participation and support of an emerging problem that is invaluable to our industry.

**Visibility as a leader.** Become seen as an industry leader in an increasingly important area.

### ABOUT US

**Untapped Energy** is a not-for-profit, grassroots-led community with representation from industry, government, academia and the broader public, seeking to collectively solve problems and generate innovation for the Canadian energy industry using data science and analytics.

**SPE (Society of Petroleum Engineers)** is a global, not-for-profit organization aimed to collect, disseminate and exchange technical knowledge concerning the exploration, development and production of oil and gas resources for the public benefit.



LAST YEAR'S EVENT  
IN NUMBERS

**200+**  
*competitors in*

**13**  
*countries*

**10**  
*boot camps*

**3307**  
*hours in*

**802**  
*online courses*

**Sponsorship Packages**

As always, corporate sponsorship plays an important role in supporting this event. If you feel your company or business would benefit from this exposure, we encourage you to reach out to discuss how we can offer you the best value for your sponsorship. Below are our standard sponsorship packages, but we are open to working with a model that suits your company.

	<b>BRONZE \$500</b>	<b>SILVER \$2500</b>	<b>GOLD \$5000</b>	<b>PLATINUM \$10,000</b>
<b>Pre-Event Marketing</b>				
Logo on conference website and social media	x	x	x	x
Social media posts			x	x
<b>Event Marketing</b>				
Logo at the event (presentations and website)	x	x	x	x
Verbal recognition at opening/closing ceremony	x	x	x	x
Sponsor presentation (showcase during bootcamps)		x	x	x
2-minute ad slot preceding a presentation			x	
5-minute ad slot preceding at the start and middle of ceremonies				x
Sponsor workshop or tutorial (demonstrate a product)			x	x
Company representative nominate a judge			x	x
Complimentary registrations to attend opening/closing ceremonies	1	2	3	4
Keynote opportunity				x
Prominent logo display above others				x
<b>Post-Event Marketing</b>				
Logo on post-event website	x	x	x	x

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Partner with us in this  
**low-cost, high impact project**  
and give your company invaluable exposure and  
recognition in tackling the methane emissions problem.