



## Strengthening African Machine Learning

# Deep Learning Indaba Sponsorship

Stellenbosch, South Africa: 10-15 September 2018

The [Deep Learning Indaba](#) exists to celebrate and strengthen machine learning in Africa through state-of-the-art teaching, networking, policy debate, and through our support programmes, such as the IndabaX and the Kambule and Maathai awards. We work towards the vision of Africans becoming critical contributors, owners, and shapers of the coming advances in artificial intelligence and machine learning. We need visionary partners to help realise this vision; we need your help!

In 2018 we increase our commitment to African machine learning with an ambitious programme that will almost double our participation and significantly increase continental participation. A report of the outcomes of the 2017 Indaba is available [here](#).

## Overview of Sponsor Benefits

### CELEBRATE

Support the building of an African ecosystem of young innovators and technologists, and an inclusive community that brings together people in industry, academia, government, PhD, masters, and undergraduate students.

Your support helps build the largest deep learning teaching and exchange event worldwide.

The 2017 Indaba brought together 300 of the brightest Africans together, selected from 720 applicants, hailing from 22 African countries, and comprised 26% women, 18% PhD candidates, and 20% industry professionals.

### CONNECT

The Indaba provides an intimate setting, and recruiting occurs in 1:1 and group settings.

Meet the brightest candidates across our continent and gain access to our CV database.

### INSPIRE

Your sponsorship ensures that barriers to participation are removed: there are no registration fees for students. In addition, student travel awards are given to support travel. In 2017, we sponsored 70 students, ranging from South Africa to Madagascar to Morocco.

Showcase your organisation's technical expertise at our poster and exhibition sessions.

Have members of your organisation act as a mentor in our mentorship sessions, as panelists on strategic directions, or as prize judges.

### LEARN

Meet and engage with the leading experts driving these technologies: from within our continent, and from the world's leading research institutes and companies.

Members of your team can participate and learn the latest techniques in AI, machine learning and deep learning, learn to implement them in practice using a modern software stack.

## Sponsorship Levels

There are four sponsorship tiers, named after four great rivers that flow through our continent. Your sponsorship is a contribution to the overall budget of the Indaba. A detailed explanation of each sponsor benefit in this table appears on the next page.

|                      | <b>Nile</b> | <b>Congo</b>   | <b>Zambezi</b> | <b> Limpopo</b> |
|----------------------|-------------|----------------|----------------|-----------------|
| ZAR                  | R500,000    | R300,000       | R180,000       | R60,000         |
| USD                  | ~ \$40,000  | ~ \$24,000     | ~ \$15,000     | ~ \$5,000       |
| GBP                  | ~ £30,000   | ~ £17,500      | ~ £10,500      | ~ £3,500        |
| <b>Learning</b>      |             |                |                |                 |
| Participate          | x 10        | x 5            | x 3            | x 1             |
| Named scholarships   | x 10        | x 6            | x 3            | x 2             |
| Named faculty travel | x 2         | x 1            |                |                 |
| Recognise            | ✓           | ✓              | ✓              | ✓               |
| Demo                 | ✓           | ✓              |                |                 |
| <b>Recruiting</b>    |             |                |                |                 |
| Access CVs           | 30 July     | 13 August      | 27 August      | 3 September     |
| Brochures            | ✓           | ✓              | ✓              | ✓               |
| Job Ads              | x 3         | x 2            | x 1            | x 1             |
| Blog                 | 500 words   | 250 words      | 150 words      |                 |
| Announce             | ✓           | ✓              |                |                 |
| Interview            | ✓           | ✓              |                |                 |
| <b>Marketing</b>     |             |                |                |                 |
| Stash                | ✓           | ✓              | ✓              | ✓               |
| Stand                | ✓           | ✓              | ✓              |                 |
| Branding             | ✓           | ✓              | ✓              | ✓               |
| Info                 | full page   | two paragraphs | one paragraph  | one paragraph   |
| Social media         | ✓           | ✓              | ✓              |                 |
| <b>Mentoring</b>     |             |                |                |                 |
| Panel                | ✓           |                |                |                 |
| Judge                | ✓           | ✓              |                |                 |

## Individual Benefit Descriptions

### Learning

- **Participate.** Guaranteed places for team members from your organisation to participate in the Indaba.
- **Named scholarships.** Student attendance scholarships named after your organisation.
- **Named faculty travel.** Travel sponsorship for academics named after your organisation.
- **Recognise.** An opportunity to recognise outstanding work in machine learning, by offering a named prize: support the Kambule or Maathai prizes, or provide a prize of your choice to be allocated to outstanding students, judged by their work at the poster sessions.
- **Demo.** Have an interactive technology demonstration at the poster and exhibition sessions.

### Recruiting

- **Access CVs.** Access the CVs of candidates that have given us permission to share them.
- **Brochures.** Distribute brochures, pamphlets or recruitment material in the welcome packs.
- **Job Ads.** Advertise on the Indaba's online job board.
- **Blog.** An official Indaba blog post about your organisation, if desired.
- **Announce.** One-minute announcements or elevator pitches about job opportunities, tools or other resources that you might want to share before talk sessions.
- **Interview.** Access to an interview room to conduct initial interviews or screenings on site.

### Marketing

- **Stash.** Distribute stash (i.e. swag, branded items) in welcome packs.
- **Stand.** A marketing stand at the Indaba throughout the week.
- **Branding.** Your logo on the Indaba website, newsletters and official reports.
- **Info.** A company description (also known as a boilerplate), typically a paragraph of around 150 words, in the Deep Learning Indaba conference booklet.
- **Social media.** Posting and links about your organisation on the official Indaba social media channels, email updates and communications.

### Mentoring

- **Panel.** A representative from your organisation is a panellist in our main mentorship panel. In 2017, this panel discussion was on strategies for strengthening African machine learning.
- **Judge.** Be a judge at the Indaba's poster and exhibition sessions.

## Budget Overview

| Categories                 | Budget | Notes  |
|----------------------------|--------|--|
| Events and catering        | 33.1%  | All catering, networking events, cleaning, etc.  |
| Student support and travel | 44.1%  | Travel for 100 sponsored students from host country, 50 students from the rest of Africa, and 50 academics |
| Materials and facilities   | 6.3%   | Facilities, poster boards, AV, transport, assuming our venue is sponsored                                  |
| Teaching support           | 0.4%   | Cloud computing, networking, prizes  |
| Community and programmes   | 7.0%   | IndabaX and community support  |
| Administration             | 9.1%   | Legal, finance, risk, paramedics, comms  |

## Enquiries

We welcome any innovative ideas that you might have for us to work together to strengthen machine learning in Africa. We are open to discussing modifications or additional sponsorship opportunities as well. For further enquiries, please get in touch at [sponsorship@deeplearningindaba.com](mailto:sponsorship@deeplearningindaba.com).