

TDA@OhioState Internal Sponsorship Guidelines

TDA@OhioState has allocated a limited amount of funding annually for sponsorship of Ohio State-led events (internal). Sponsorship must align with the mission and goals of TDA@OhioState in advancing the data analytics community of Ohio State. Sponsorship comes in two forms: financial or in-kind. For external sponsorship, please see the Office of Outreach and Engagement website (engage.osu.edu).

Evaluation

Requests will be evaluated by the TDA@OhioState program team, including the Faculty and Program Directors. Requests for contributions over \$2,500 will further be evaluated by the TDA@OhioState Faculty Advisory Board (FAB) to ensure proper stewardship of resources. All requests will be evaluated based on the following criteria:

1. **Strategic Investment: Does the proposed sponsorship align with the goals of the University, Discovery Theme, and TDA@OhioState?**
 - **University:** Teaching and Learning, Research and Innovation, Outreach and Engagement, and Resource Stewardship.
 - **Discovery Themes:** Transformative global solutions; university-wide teaching, research, and engagement.
 - **TDA@OhioState:** Establish Ohio and Ohio State as a global hub for the study, development, and application of translational data analytics solutions.
2. **Impact: Does the proposed sponsorship advance TDA@OhioState's mission? Does it advance the data analytics community at Ohio State? What will be the end result of the partnership / event? What communities will be reached through the event (i.e. national, regional, university-only)?**
3. **Transdisciplinary: Will the event focus on multiple areas of study (defined as 3 or more disciplines) and will the event attendees come from multiple disciplines? Does it have application across campus in advancing research and teaching in multiple colleges?**
4. **Level and Availability of Funding.**

In addition, all sponsorship requests must:

- ❖ Be a non-profit activity and present no conflict of interest.
- ❖ May not include activities / events that support political parties, political organizations, or participation in any political campaign (whether on behalf of or in opposition to a candidate for public office).
- ❖ May not benefit an individual person or family.
- ❖ Cannot be used for travel.
- ❖ Be for events taking place within one calendar year of the application.

We reserve the right to limit (or deny) sponsorship if the applicant is currently funded or received funding from TDA@OhioState within the past 18 months.



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Application Cycles

Applications are due semiannually on **Aug. 31 and Jan. 31**. Those selected for funding will be notified as soon as the review process has commenced (typically 6 weeks after the submission deadline). For this reason, it is strongly encouraged that applicants plan in advance to submit by the appropriate deadline.

Off-cycle requests may be considered, but only when they represent an exceptional opportunity to advance the TDA mission, significantly advance the university's research and teaching missions, and so long as funding remains available in the TDA sponsorship budget. Applications outside the traditional cycles may also be required to submit additional information in line with Tier 4 evaluation criteria, at the discretion of the TDA@OhioState Program Directors.

All funding decisions are final and cannot be appealed.

Sponsorship Tiers

The amount of sponsorship requested should be carefully considered given the scope and impact of the event. Requests for larger amounts will require detailed plans for partnership and proof of existing internal support, in addition to more rigorous evaluation.

Proposals for sponsorship that (a) are transdisciplinary (*defined as at least 3 areas of study and 3 colleges*), (b) support student development in data analytics, (c) advance an emerging data analytics field or area of study, or (d) increase awareness of TDA@OhioState and Ohio State's data analytics community on a national or international level will be evaluated more favorably than those that do not.

- ❖ **Tier 1:** under \$1,000
- ❖ **Tier 2:** \$1,000 – 2,500
- ❖ **Tier 3:** \$2,501 – 4,999
- ❖ **Tier 4:** \$5,000 and above*

*Sponsorship requests above \$5,000 will require additional evaluation. They must also include a detailed budgetary breakdown of expected costs and a well-articulated plan for leveraging additional support, including all partners and expertise (those involved in planning). Requests of this amount must meet **all** of the following criteria:

- The sponsorship must be transformative in nature (i.e. those that significantly advance student development, significantly advance research in data analytics, or provide clearly defined opportunities for outreach to those outside the Ohio State community).
- The event must be inclusive of faculty and students (i.e. an event that only includes faculty or only includes students will not be considered).
- The event must be transdisciplinary at its core, meaning its focus, content, and attendees represent at least 3 disciplines and at least 3 colleges. Examples include events with a strong focus on foundational data analytics areas such as cloud computing, natural language processing, or data visualizations – which have applications in research across campus.



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Sponsorship Expectations

If a request for sponsorship is approved, is it expected that:

- TDA@OhioState will be formally recognized as a sponsor with our logo placed in on all event emails, print materials, and the event website.
- TDA@OhioState can promote the event via our own channels, such as on the TDA listserv and website.
- Those sponsored will work with the TDA@OhioState Digital Strategist in providing content and photos of the event for marketing purposes.
- In an effort to aid fiscal reporting, post event statistics on attendees and outcomes are compiled and sent to tda@osu.edu no later than 1 month after the event concludes.
- Additional expectations will be discussed for Tier 3 and 4 funding levels, as applicable.

For Tier 4 sponsorship, it is expected that a TDA@OhioState team member, TDA FAB member, or TDA Affiliated Faculty member will be involved in the event planning, strategy, and/or implementation (day of) activities.



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