



CARNEGIE MELLON SPORTS ANALYTICS CONFERENCE

OCT 23 & 24, 2026

Carnegie Mellon University | Pittsburgh, PA

SPONSORSHIP OPPORTUNITIES

Presented By
Ron Yurko

cmsaconference.com

Celebrating Our
10th Conference!

stat.cmu.edu/cmsac



Building the Future of Sports Analytics

The 10th Carnegie Mellon Sports Analytics Conference marks a major milestone in the growth of sports analytics at Carnegie Mellon. Since its launch in 2017, the conference has grown into a national event and helped lay the foundation for the Carnegie Mellon Sports Analytics Center.



Formally launched in fall 2024, the Center brings together the Department of Statistics & Data Science's work in research, education, industry partnerships, student opportunities, and community programming.

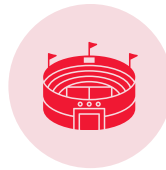
Today, the Center serves as a national hub for sports analytics, building on Carnegie Mellon's leadership in statistics, data science, and machine learning while creating new opportunities to apply that expertise across the sports industry.

As we celebrate the 10th conference, we are also looking ahead to the next stage of CMSAC's growth and the role that students, researchers, alumni, and industry partners will play in shaping its future.

Our Conference Network



200+
Annual conference attendees



30+
Professional sports teams represented



National Reach

Students and researchers traveling from universities across the United States and Canada

MORE THAN A CONFERENCE

CMSAC is part of a growing year-round sports analytics community connecting students, researchers, alumni, and industry partners through research, education, and engagement.

VOICES FROM THE **CMSAC** COMMUNITY

Students, alumni, and sponsors share
what makes CMSAC meaningful.



ALUMNI HIGHLIGHT

“ The coffee chat is a cool opportunity to have a real conversation with executives from an organization within sports analytics, beyond just what you would get from speaking to someone in a traditional networking setting. I also think it is a great place to learn about many recent, interesting projects in sports analytics.

ALEX HILL, Baseball Analytics Fellow, Colorado Rockies
Master of Science in Applied Data Science (MADS) '26

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ALUMNI HIGHLIGHT

“ The coffee chat was a wonderful experience. Being able to sit down with a sponsor with only a few other students allowed me to gain a comprehensive understanding of what careers in sports look like. It also provided me with a space where I could comfortably ask all the questions I had despite the busy nature of the conference.

AVERY WANG, Junior Analyst, Washington Nationals
Master of Science in Applied Data Science (MADS) '26

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STUDENT HIGHLIGHT

“ At the Conference, I got to present my work from CMSACamp to a broad audience across the sports analytics community. I appreciated how welcoming and generous people were with their time, advice, and perspectives on Statistics PhD programs and current opportunities in sports analytics; it was especially useful to speak with individuals from both industry and academia as I was deciding what to pursue after graduation.

SARA COLANDO, PhD Student, Carnegie Mellon Statistics & Data Science

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SPONSOR HIGHLIGHT

“ CMSAC has always been a highlight of the year. It's exciting to see what the next generation of sports analytics leaders are producing and their enthusiasm is infectious. The conference is also a great opportunity to meet dedicated people across the entire sports landscape.

ANDREW FOX, Milwaukee Brewers Baseball Club
Vice President, Baseball Research & Development

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DATA.
INSIGHT.
IMPACT.



CARNEGIE MELLON

SPORTS ANALYTICS CONFERENCE

October 23 - 24, 2026 Pittsburgh, PA

The Carnegie Mellon Sports Analytics Conference returns for its 10th conference during **Carnegie Mellon's Homecoming Weekend**, bringing together students, faculty, alumni, and industry leaders in sports analytics. This unique timing creates additional opportunities to connect across campus and the broader CMU community.

cmsaconference.com

stat.cmu.edu/cmsac

PRESENTING SPONSOR

\$15,000

Be the premier sponsor of our 10th conference.

- Premier logo placement across event materials and signage
- Speaking opportunity to welcome conference attendees
- Private networking reception with CMU Statistics & Data Science
- Student Coffee Chat matchmaking with students, small group format
- Priority booth placement during conference & networking reception
- Resume book access; student and professional submissions
- 6 full-conference registrations (includes workshops and technical talks)
- Premier recognition on CMSAC and departmental digital channels

★ SPECIAL RECOGNITION AS THE 10TH CONFERENCE PRESENTING SPONSOR ★



\$7,500
GOLD TIER

- ✓ Featured logo placement in digital and printed materials
- ✓ Attend private networking reception with CMU Statistics & Data Science
- ✓ Student Coffee Chat matchmaking with students, small group format
- ✓ Reserved booth placement during conference & networking reception
- ✓ Resume book access; student and professional submissions
- ✓ 4 full-conference registrations (includes workshops and technical talks)
- ✓ Recognition on the CMSAC website and social media



\$5,000
SILVER TIER

- ✓ Logo placement in digital and printed materials
- ✓ Shared booth placement during conference networking reception
- ✓ Resume book access; student and professional submissions
- ✓ 2 full-conference registrations (includes workshops and technical talks)
- ✓ Recognition on the CMSAC website and social media



\$2,500
BRONZE TIER

- ✓ Logo placement in select digital and printed materials
- ✓ Resume book access; student and professional submissions
- ✓ 1 full-conference registrations (includes workshops and technical talks)
- ✓ Recognition on the CMSAC website and social media



HOMECOMING WEEKEND ADVANTAGE

Additional opportunities to connect with the CMU community, alumni, and industry leaders while you're in Pittsburgh.

Thank You For Your Time and Interest

We appreciate your time and interest in the Carnegie Mellon Sports Analytics Conference. Whether you're exploring sponsorship, student engagement, or research collaboration, we welcome the opportunity to connect. Let's work together to shape the future of sports analytics.



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