

2015 Code for America Summit Prospectus

Greetings!

You are invited to become part of the world's most exciting and influential gathering on civic technology - the 5th annual Code For America Summit.

What started as way to bring together our distributed and ever-expanding network has grown into a powerful event. Forward-thinking technologists, government officials, and community advocates will once again convene to exchange ideas, explore solutions, and identify best practices to improve the way community works.

This September 30th-October 2nd, more than 1,300 civic leaders will gather to hear from the brightest minds changing government today. In addition to the insightful mainstage content and powerful networking opportunities attendees have come to love, we will have thematic breakout sessions and an expanded 2-day Civic Tech Fair event where leaders will have the opportunity to check-out the cutting edge technology solutions on display.

Whether your priority is building your business with local government; supporting tech innovation for social impact; connecting with top coders, designers and entrepreneurs; or raising the visibility of your products - partnering as a sponsor of the Code for America Summit is a way to achieve your goals while doing good.

We look forward to working with you to explore what type of participation will best meet your goals.

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“ It's the best place to connect with the civic innovation community, discover new ideas, and get inspired.

Jonathan Betz,
Engineering Manager, Google

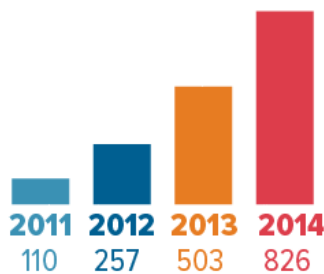


“ Excited to be at the #cfasummit. One of the best conferences of the year!

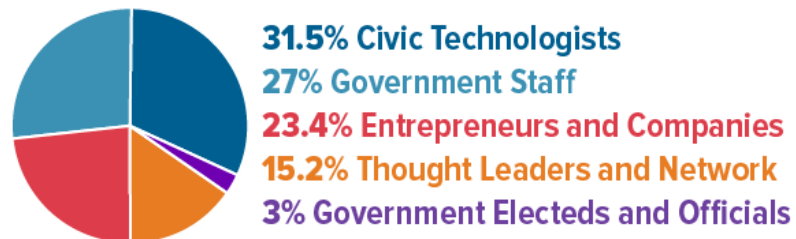
Kris Trujillo,
VP of Products, Accela

Be where government decision-makers and doers convene.

Attendee Growth



Breakdown of 2014 Attendees



Reach the most influential people in the civic and government technology.

- Leaders in government innovation
- Talented, socially-minded developers, designers, data scientists, and UX experts
- Cutting edge government startups and entrepreneurs
- Civic-focused foundations, philanthropists, journalists, and investors

Code for America Audience

As an organization, Code for America regularly reaches people in government, communities across the United States, and across diverse civic-focused companies. During the Summit, that reach grows even more.

Code for America Website Traffic

8,000 **12,000**

visitors weekly

visitors during the
week of the Summit

35 minutes

average watching time for livestream

Email Reach

17,000

technologists, government
staff, entrepreneurs,
and supporters

25%

average open rate
(above industry standard)

Social Reach

15,835

tweets during the
Summit that reached

8.37M

people

Sponsorship Levels

Capstone \$80,000 (Invitation Only)

Pre - Event Activities:

- 50 word description of what your company values in relationship to the Summit in one Attendee Acquisition email
- Sponsor Feature on CfA blog, approved by CfA. Blog post to occur before or after event.
- Prominent Capstone placement with logo and link on Summit website
- 50 word company description on Summit website (e.g. Link to thought leadership post, free product trial, preview of breakout session, etc.)
- Logo in two "thank you to our sponsors" emails to attendees
- Mention in one CfA Summit press release/announcement
- Ability to issue a Summit sponsorship press release w/ CfA quote
- Opportunity to be included on highly placed banner on event website. CfA to provide design guidance to fit with overall look and feel for Summit branding.

2-Day Tech Fair:

- One 10x20 or 10x10 booth at the Tech Fair
- Exclusive sponsor of 1 Attendee Lounge for the duration of the Tech Fair.
- Participation in Sponsor Passport Program
- Enhanced visibility on Tech Fair map

Summit Access Experience:

- 8 Full Conference Passes, valued at \$1,595.00 each. Additional passes available at a discount.
- Premium banner location in registration area. Sponsor to provide either hanging banner or stand-alone banner for the duration of the event.
- Access to the press list one week prior to the event for press kit distribution
- One (1) 60-minute breakout session in the Summit program to host your content
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass
- Prominent logo placement on daily schedule

- Thank you Tweet for sponsorship and coordination on Sponsor's social media strategy as appropriate
- Logo on gift notebook and opportunity to share promotional item or literature on front table with notebook pickup
- Ability to place a gift or literature in the Speaker Lounge
- Exclusive sponsor for one (1) Evening Reception, including tabletop for literature or demo, signage, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements or special items.
- Verbal thank you from the main stage at the Summit
- Exclusive housekeeping slide with sponsor logo to be shown from the main stage
- Prominent logo placement in registration area
- Logo & link on the conference mobile app. First right of refusal (in order of contract) for any mobile app banner placement.

Reaching a Virtual Audience (must deliver 30 days prior to conference start date)

- Commercial Content Between Segments
- 2 minute segment prior to Keynote

Extend Your Impact:

- Ability to include sponsor-captured video of your breakout session in CfA's digital resource library, highlighted for 1-month following event. Subject to CfA approval. Sponsor to cover cost of video production.
- One email to attendee opt-in distribution list. Email to occur before or after event.

Platinum \$50,000 (Limited to 5)

Pre - Event Activities:

- 50 word description of what we value in relationship to the Summit in one Attendee Acquisition email
- Sponsor Feature on CfA blog, approved by CfA. Blog post to occur before or after event.
- Prominent placement with logo and link on Summit website
- 50 word company description on Summit website (e.g. Link to thought leadership post, free product trial, preview of breakout session, etc.)
- Logo in two "thank you to our sponsors" emails to attendees
- Mention in one CfA Summit press release/announcement

- Opportunity to be included on highly placed banner on event website. CfA to provide design guidance to fit with overall look and feel for Summit branding.

2-Day Tech Fair:

- One 10x10 booth at the Tech Fair
- Participation in Sponsor Passport program
- Enhanced visibility on Tech Fair map

Summit Access Experience:

- 6 Full Conference Passes, valued at \$1,595.00 each. Additional passes available at a discount.
- Premium banner location in registration area. Sponsor to provide either hanging banner or stand-alone banner for the duration of the event.
- Access to the press list one week prior to the event for press kit distribution
- One (1) 60-minute breakout session in the Summit program to host your content
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass
- Exclusive sponsor for one (1) Breakfast or Lunch, including tabletop for literature or demo, signage, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements or special items.
- Logo printed in the daily schedule
- Thank you Tweet for sponsorship and coordination on Sponsor's social media strategy as appropriate
- Opportunity to share promotional item or literature during registration
- Ability to place a gift or literature in the Speaker Lounge
- Verbal thank you from the main stage at the Summit
- One logo to be included in the housekeeping slides shown from the main stage
- Logo & link on the conference mobile app. (First right of refusal (in order of contract) for any mobile app banner placement)

Reaching a Virtual Audience (must deliver 30 days prior to conference start date)

- Commercial Content Between Segments

Extend Your Impact:

- Ability to include sponsor-captured video of your breakout session in CfA's digital resource library, highlighted for 1-month following event. Subject to CfA approval. Sponsor to cover cost of video production.
- One email to attendee opt-in distribution list. Email to occur before or after event.

Gold \$25,000 (Limited to 8)

Pre - Event Activities:

- Placement with logo and link on Summit website
- 50 word company description on Summit website (e.g. Link to thought leadership post, free product trial, preview of breakout session, etc.)
- Logo in two "thank you to our sponsors" emails to attendees
- Thank you Tweet for sponsorship
- Mention in one CfA Summit press release/announcement

2-Day Tech Fair:

- One 10x10 booth at the Tech Fair
- Participation in Sponsor Passport program
- Enhanced visibility on Tech Fair map

Summit Access Experience:

- 4 Full Conference Passes, valued at \$1,595.00 each. Additional passes available at a discount.
- Access to the press list one week prior to the event for press kit distribution
- One (1) 60-minute breakout session in the Summit program to host your content
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass
- Choose from one of the following:
 - Exclusive sponsor for one (1) Morning Break or Breakfast, including tabletop for literature or demo, signage, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements or special items. Limit 4.
 - Lanyard sponsor for all attendees, including thank you from the main stage. Sponsor to provide lanyards. CfA logo included. Limit 1.
 - 2 additional full conference passes. Limit 3.
- Logo printed in the daily schedule
- Thank you from CfA leadership on stage

- One logo to be included in the housekeeping slides shown from the main stage
- Placement of sponsor's pull-up (or similar) sign in high-traffic area of the event for the duration. Upgrade to a hanging banner in Lobby or Forum for \$1000. Sponsor to provide banner.

Reaching a Virtual Audience (must deliver 30 days prior to conference start date)

- Commercial Content Between Segments

Silver \$15,000

Pre - Event Activities:

- Logo and link on Summit website
- 50 word company description on Summit website (e.g. Link to thought leadership post, free product trial, preview of breakout session, etc.)
- Inclusion in two "thank you to our sponsors" emails to attendees

2-Day Tech Fair:

- One 6-foot demo table at the Tech Fair
- Inclusion on Tech Fair map

Summit Access Experience:

- 2 Full Conference Passes, valued at \$1,595.00 each.
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass
- Logo printed in the daily schedule
- Thank you tweet for sponsorship
- One logo to be included in the housekeeping slides shown from the main stage.

Supporter \$6,000

Pre - Event Activities:

- Logo and link on Summit website
- Inclusion in two "thank you to our sponsors" emails to attendees

2-Day Tech Fair:

- One 6-foot demo table at the Tech Fair
- Inclusion on Tech Fair map

Summit Access Experience:

- 1 Full Conference Pass, valued at \$1,595.00.
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass
- Logo printed in the daily schedule
- One logo to be included in the housekeeping slides shown from the main stage.

Civic Startup \$2,500

Pre - Event Activities:

- Logo and link on Summit website
- Inclusion in two “thank you to our sponsors” emails to attendees

Tech Fair:

- One 6-foot demo table at the Tech Fair
- Inclusion on Tech Fair map

Summit Access Experience:

- 1 Full Conference Pass, valued at \$1,595.00.
- Opportunity to invite government customers with free Tech Fair pass and discount on conference pass