



State / Territory Sponsorship Pack 2017



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Cover photo: [Kara Burns](#) (modified)
Photos this page: [David Ma](#)

WHAT IS GOVHACK?

GovHack is the world’s biggest open data competition and one of the world’s biggest hackathons.

GovHack consists of a series of events including international, national, state and territory competitions for people of all abilities who seek to make life better through open data.

Across the competition weekend, thousands come together to form teams, develop projects, and participate in a movement that helps builds trust between government, industry and citizens to improve communities by unlocking the power and potential of open data.

In 2016, GovHack had

- 3,000+ participants
- 40 locations
- Events across Australia and New Zealand.

Many federal and state government agencies and departments have already expressed early interest in partnering with GovHack in 2017, so read on and don’t delay!

Why does GovHack matter?

- To provide an opportunity through open data for government, citizens and industry to collaborate, gain knowledge and develop new skills;
- To showcase open data as a mechanism for identifying and solving deep-rooted social, economic and environmental challenges;
- To impress upon Government the economic and societal value of quality, machine-readable, standardised open data;
- To highlight the increasing value of open data as a tool to promote transparency, strengthen democracy, and develop trust.



Data without ingenuity is like a lamp without power – only when the two are connected do opportunities to innovate become clear. This is why GovHack is so important, why I am so proud over a dozen federal departments have participated this year and why I am grateful to the 850 volunteers who made it happen.

Prime Minister Malcolm Turnbull



Main photo: [David Ma](#) (modified)
Inset photo [Eva Rinaldi](#)

WELCOME TO GOVHACK

GovHack sponsorship aligns government agencies and business organisations with a respected community event. GovHack has strong ties to Australian developer communities, government and business organisations at all levels across the country, and the technology and communications industries.

GovHack provides government with the ability to directly engage with a passionate hacker community to find creative and innovative mashups to defined (or not so defined) citizen problems.

Our passionate and creative hackers showcase the potential of open data to help solve the challenges facing government and its citizens.

GovHack is a proud member and passionate advocate of the Open Data and Open Source Communities.

GovHack is only made possible by hundreds of passionate volunteers all across Australia & NZ. Our team of organisers is passionately dedicated to GovHack and look forward to working with you to continue its growth.

Who comes to GovHack?

Participants bring a diverse range of skills such as designing, developing, programming, storyboarding, marketing, visualisation and analysis to the event to produce and present a 'proof of concept' during the main two days of the event.

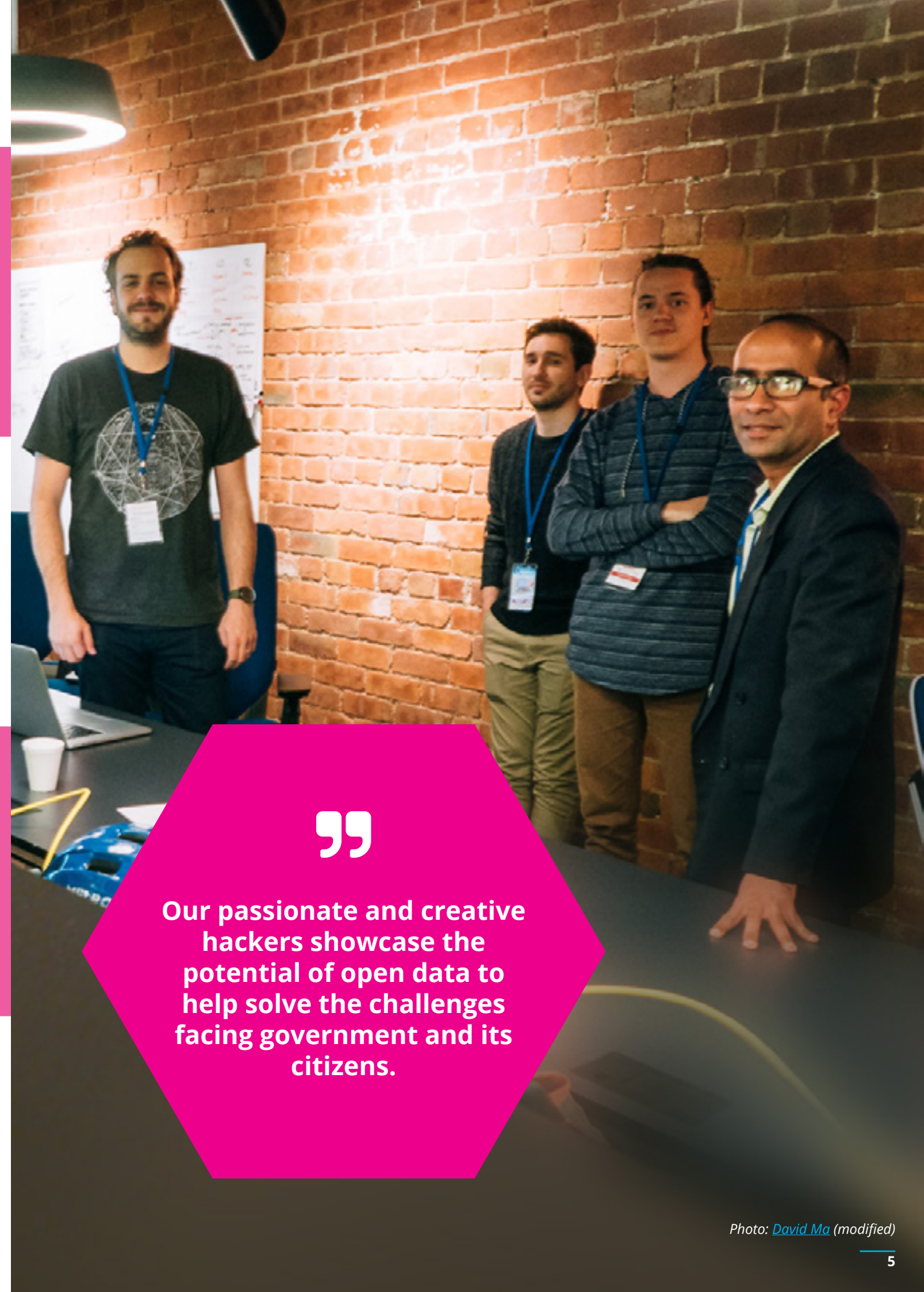
Not all participants are super technical, but they are all creative, passionate and full of ideas!

In addition to participants, there are several other attendees designed to help participants and create an awesome GovHack experience:

Data Mentors, who are custodians of government datasets, attend to assist participants in accessing and using the data.

Technology Mentors are provided by corporate sponsors to assist participants in understanding and using their software platforms and technology in developing their open data concepts.

Local Event Teams, lead by an **Event Host** are the volunteers tasked to keep the event running smoothly. They manage all aspects of the event including facilities, catering and logistics to make the weekend a creative success.



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2017 EVENTS

During the year GovHack runs four events; GovHack Connections, GovHack Competition Events, State & Territory Awards and the International GovHack Red Carpet Awards.

GovHack Connections Events

GovHack Connections events are held prior to the GovHack Competition Event (late June/early July). They are run in each State and Territory that has a GovHack competition event.

Corporate and business sponsors, at specific sponsorship levels, have the opportunity at these events to introduce their technology, the tools and systems that will help the participants propel forward in their quest during the competition weekend. Their technology mentors will be able to meet the participants and briefly present on their product.

GovHack Connections gives agencies the opportunity to showcase and discuss their datasets to potential GovHack competitors. This is a terrific way for competitors to gain a greater understanding and awareness of their selected datasets, allowing them to interact directly with their data experts.

GovHack Competition Events

The GovHack Competition Event is a two-day hack event held simultaneously around Australia to create concepts, mashups and models with open government data, to examine the challenges facing government and communities in new and innovative ways.

At the end of the weekend teams submit their project for judging. This includes a project video, their open data story and project page.

The GovHack competition will run from 7pm Friday 28th July - 5pm Sunday 30th July.

GovHack State & Territory Awards

The GovHack State & Territory Awards take place approximately 6 weeks after the GovHack competition and award the very best projects from the GovHack State/Territory Competition. The winning GovHack teams are presented with their State/Territory awards at the event.

GovHack International Red Carpet Awards

The GovHack International Red Carpet Awards is the pinnacle event that showcases and celebrates the creativity and ingenuity of Australia and New Zealand's most talented teams. Projects from across Australia and New Zealand that have entered in the national/international competition are eligible.

The GovHack International Red Carpet Awards is held in a different Australian city each year, for 2016 this was Adelaide, South Australia. Selected GovHack finalists receive a Golden Ticket which includes flights, accommodation and a ticket to the Awards.

THE CATEGORIES ARE THE COMPETITION

All participants can compete for the national competition. National sponsors help direct the design of the national competition by ensuring relevancy to citizens and current government challenges. This provides a real opportunity for sponsors to garner a lot of interest in their data.

In addition to the national competition, each state and territory has its own competition that focuses on regional challenges and/or specific state/territory datasets or themes.

Some of the planned award categories include:

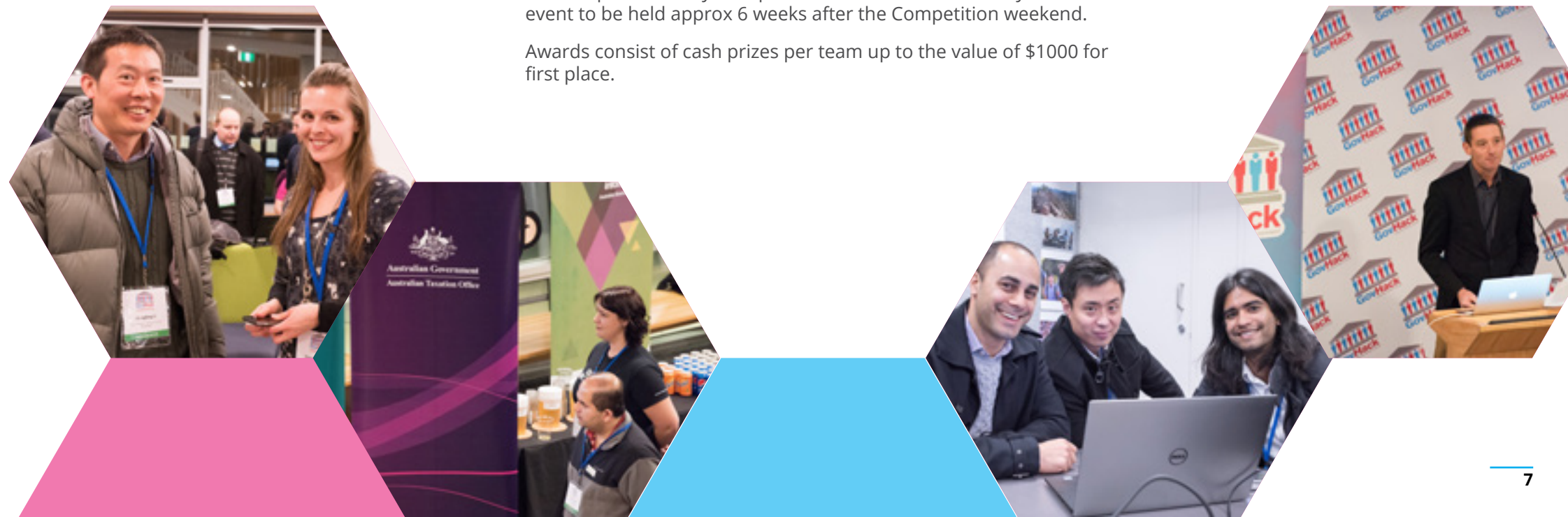
- Data Intelligence
- Creative Humanities
- Fresh Data
- Innovative Ideas
- Inspired by Research
- Financial
- Entrepreneurship
- Smart Cities
- Community Health

Prize categories are announced after the opening ceremony on Friday night of the competition and participants are eligible to compete for awards in the national & international competition and the state/territory competition.

In 46 hours, teams create a project page, proof of concept and a video that tells the story of how data can be reused, often finding new ways to solve challenges facing government.

GovHack will provide you with the shortlist of entries for your award category only to independently judge the entries. The awards will then be presented by the sponsors at the State / Territory Awards event to be held approx 6 weeks after the Competition weekend.

Awards consist of cash prizes per team up to the value of \$1000 for first place.



INTERNATIONAL RED CARPET AWARDS

The International Red Carpet Awards will be held approximately ten weeks after the GovHack weekend and will showcase the outcomes and winners.

Bids are currently open for sponsors to host the International Red Carpet Awards. You could be the host of this prestigious event in your State. Get in touch!



Photos: Jonathan Kovarch



Photo: Muhammad Pavel

SPONSORSHIP BENEFITS

Sponsorship of GovHack aligns your organisation with Australia's Premier Hackathon and one of the largest and most influential hackathons in the world.

Why is GovHack so good?

Because it is supported by the most amazing volunteers and civic hackers, and we put our community first. By focusing on the best possible experience for participants, year on year, we enable creative and innovative projects tackling and identifying open data concepts and models to current and future challenges facing governments, society and the individual.

We foster collaboration with other organisations and hackathons to assist in the longevity of great projects to enable civic minded community growth in the Australian region.

GovHack at its core is about enabling government to partner with the broader community to showcase and celebrate participatory innovation and co-creation.

All sponsors have the option to invite any GovHack team to submit formal quotes to undertake further work on the project they started during GovHack.

SPONSORSHIP PACKAGES

In 2017 there will again be several official sponsorship opportunities for State, Territory and Local government agencies and businesses across your State or Territory to select from:

- State / Territory Sponsorship
- Event Partner
- Community Partner

We do welcome some in-kind sponsorships, depending on the necessities, but our focus is to ensure we fund free attendance at the local, state and national events by covering all costs for all participants, as well as providing cash awards to the winning entries.



STATE / TERRITORY SPONSORSHIP

State / Territory sponsorship helps to provide all participants in your state or territory an immersive experience, including the opportunity to attend the GovHack Connections event and Awards event, with region-wide prizes and exposure.

Each state and territory will have its own State / Territory Awards Event which brings together all finalists in the state to celebrate their creativity and ingenuity, and where sponsors get to present the winning entries with their GovHack awards for excellence.

This means your sponsorship will reach a greater audience and provide more opportunities to connect with even more state- and territory-based talent.

All sponsorships directly assist selected national competition finalists in your region. Selected finalists will represent their state/territory and team; flown interstate and accommodated for the GovHack International Red Carpet Awards to be held in October.

State / Territory Government Agencies and large corporate organisations typically select this level of sponsorship.

There are 2 options available:

Premier Sponsor (2 available per State) - POA

These sponsors will be specifically interested in the development of their State by developing an entrepreneurial ecosystem through development opportunities, and will be a keen enthusiast of the national agenda of government open data.

Award Naming Rights Sponsor (exclusive to 1 per State) - POA

This sponsor will have naming rights to their State/Territory Awards Event which brings together all State/Territory finalists, for an evening to celebrate their creativity and ingenuity. Winning participants will be presented with their State/Territory awards for their winning entries.

At this event, national finalists receiving Golden Tickets to the International Red Carpet Awards will also be announced.



GOLD, SILVER, BRONZE SPONSORSHIP UNLIMITED

These sponsors will have a particular interest in at least one Official GovHack event, (e.g. GovHack Canberra, GovHack Perth). They will have a greater presence at the official event of their choosing and is designed to directly support your community to participate in GovHack.

Local Government, regional offices of large corporates and small to medium sized business often provide these levels of sponsorship as it demonstrates support for your local community.

EVENT PARTNER EXCLUSIVE TO 1 PER EVENT

Event Partners will gain significant exposure by hosting and financing all aspects of their preferred event, this includes provision of, or full financial support for the local official event venue, all event catering and internet access costs.

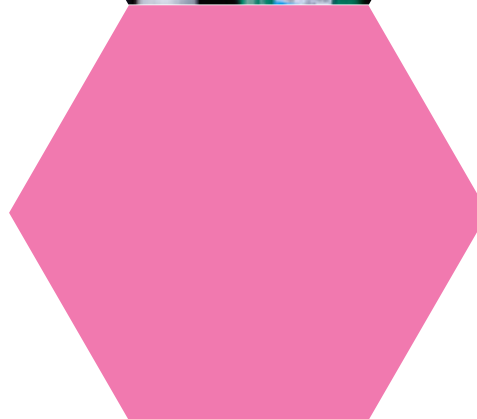
Event Partners can also contribute financially in their support of awards for State and National finalists and winners.

COMMUNITY PARTNER LIMITED; APPROVAL REQUIRED

Community Partners are available for those organisations who are passionate about open data, community technology, code clubs, youth-focussed technology enablers, organisations interested in women in technology, girls in STEM, etc, but are unable to provide financial support. No awards can be presented by Community Partners.

This option is available to those organisations who:

- Are non-financial community organisations
- Can provide promotion of GovHack through their members and distribution channels
- Can demonstrate their prior support and interest in technology and data as above



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SUMMARY OF BENEFITS

	STATE / TERRITORY SPONSORSHIP CLASS						
	Premier	Awards Naming Rights	Gold	Silver	Bronze	Event Partner	Community Partner
	2 per State	1 per State	Unlimited	Unlimited	Unlimited	1 per event	Limited
State / Territory Awards event							
Naming Rights of Event		✓					
Presentation of State/Territory ‘Spirit of GovHack’ Award		✓					
Presentation of Premiers/Best of State/Territory award	✓						
Opportunity to address all attendees	✓	Opening					
Sponsorship recognition at event	✓	✓	✓			✓	
VIP Tickets to GovHack State Awards night	5	5	2	2	1	5	
Competition weekend							
Opportunity to speak at preferred event	Opening		✓			✓	
Provision of Data or Technology Mentors	✓	✓	✓			✓	
Invitation to judge your category finalists	✓	✓	✓			✓	
Provision of your banner at event(s)	✓	✓	✓	✓		✓	
Provide appropriate digital materials and merchandise for distribution	✓		✓			✓	
Sponsorship acknowledgement at event	✓		✓	✓	✓	✓	✓
VIP Tickets to GovHack Competition weekend	5	5	2	2	1	10	1
Connections event							
Data or Technology presentation (length)	15 min		5 min			15 min	
VIP Tickets to GovHack Connections event	5	5	2	2		10	
International Red Carpet Awards event							
VIP Ticket to GovHack Red Carpet Awards event	2	2				2	
Promotions							
Inclusion in GovHack Regional Media releases	✓	✓	✓			✓	
Provide suitable in-kind prizes for winners	✓	✓	✓	✓		✓	
Positioning on digital media	Premier	Prominent	High	Standard	Basic	High	Name only
Breakdown							
% of sponsorship allocated to Awards Pool	30%	30%	30%	30%	30%		
% Contribution to Golden Tickets for selected national finalists to Red Carpet Awards	15%	15%	15%	15%	15%		
Event Expenses	55%	55%	55%	55%	55%		
Investment (Inc GST)	POA	POA	\$5,500 - \$10,000	\$3,000 - \$5,000	\$750 - \$2,900	In Kind	In Kind

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Secure your sponsorship

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