GovHack
empower. enable. connect.

Sponsorship pack 2017

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So you want to sponsor GovHack Australia 2017? Excellent!

This pack gives you all you need to know about the crucial ingredients to help make GovHack 2017 a huge success.

It also includes some information about how the national GovHack competition will run, your role as a sponsor, and finally some basic rules for GovHack 2017.

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 an international competition 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
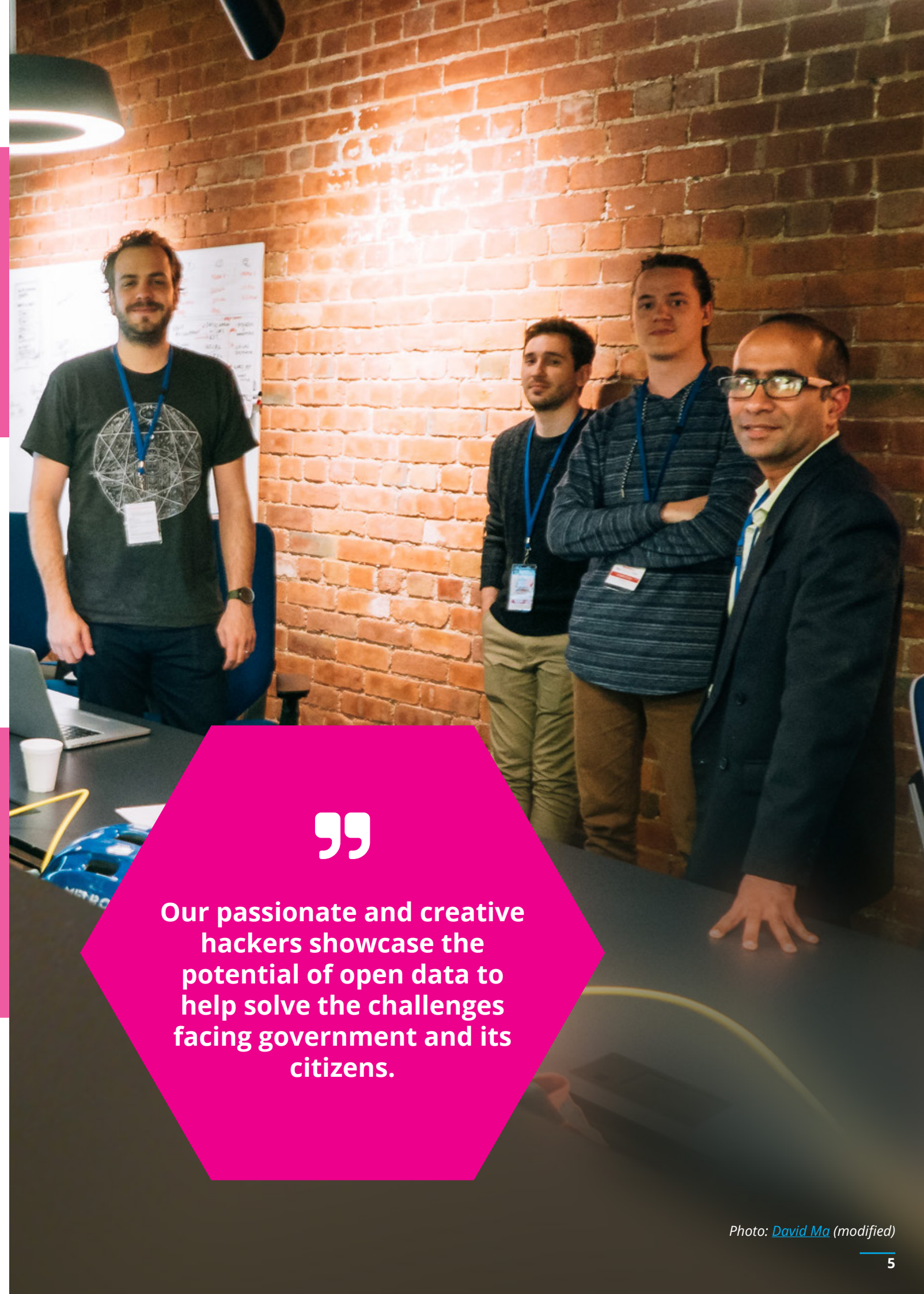
WELCOME TO GOVHACK

Sponsoring a national award aligns government agencies and business organisations with a respected community event which has established 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 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.

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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 your technology, the tools and systems that will help the participants propel forward in their quest during the competition weekend. Your technology mentors will be able to meet the participants and briefly present on your 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.

Photos: Kevin Landale

THE CATEGORIES ARE THE COMPETITION

GovHack has limited sponsorship places for national award sponsors. This provides a real opportunity for sponsors to garner a lot of interest in their data.

Some of the planned award categories include:

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

Categories for Award sponsors will be assigned and announced closer to the event as we match government agencies and corporate sponsors to award categories. Categories are typically assigned to two agencies that are aligned to the award category.

GovHack will provide you with the shortlist of entries for your award category only. Both sponsors will be responsible for independently judging the entries for their category. Each sponsor will award points to each entry based on criteria provided.

From these results, the Red Carpet Awards kicks in to present the winning teams identified from the judging process.
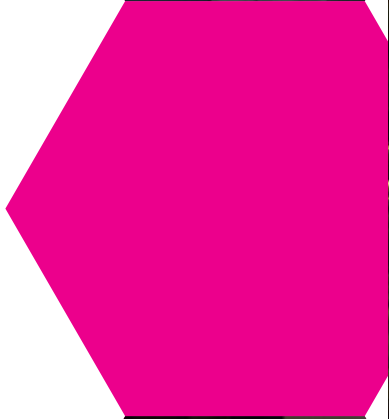
INTERNATIONAL RED CARPET AWARDS

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

International and National GovHack sponsors will be invited to attend the Red Carpet Awards, meet their finalist teams, and then present the award to their winning team(s).

This is a showcase event in the national innovation calendar, providing an opportunity to mix with senior public officials, national finalists and our volunteers.

Photos: Jonathan Kovarch

Photo: Muhammad Pavel

SPONSORSHIP PACKAGES

- Red Carpet Awards Sponsor (1 available) – to be negotiated
- Lead Sponsor (1 available) – to be negotiated
- International Sponsor (limited to 4) - $18,000 (inc GST)
- Gold Sponsor - $12,000 (inc GST)

We do welcome some in-kind sponsorships, depending on the necessities, but we do need to ensure we can fund free events at the local, state and national levels by covering all costs for all participants.

State and Local Sponsorships are also available and are covered in a separate prospectus. Please contact us if you require this information.

INTERNATIONAL RED CARPET AWARDS SPONSOR

(1 ONLY, AUSTRALIA)

If you are interested to host the Red Carpet Awards in your State and City, you will be afforded prime positioning at all levels of this celebratory, showcase event.

As the Host Sponsor, you will have the most prominent level of sponsorship at this event, be able to invite and host your VIPs, notaries, State and Local Government representatives, etc. for up to 20 of your guests.

You will provide the opening speech at the event and be able to judge and present an award.

Your organisation will be on-show as the host of the event and all promotional opportunities are of course afforded to you as well.

If you are interested to host this prestigious event, please get in touch.

Photos: Tony Cairns

LEAD SPONSOR
(1 ONLY, AUSTRALIA)

GovHack local competition events

- Your logo displayed prominently on the GovHack and all related public correspondence for the competition and all national and state level awards events
- Option to address attendees at your preferred local event
- Opportunity to provide technology mentors at your preferred local event(s)
- Option to provide standing banners and distribute promotional materials at your preferred local event(s)
- An invitation onto the judging panel

International Red Carpet Awards event

- A few minutes to address attendees at the event
- Opportunity to present an allocated award
- Opportunity to 'Meet the Makers', the finalists and their projects
- Opportunity to create and provide a 3 minute video to be shown
- Ten complimentary tickets
- Option to provide standing banners

INTERNATIONAL SPONSOR
(LIMITED TO 4, COVERING AUSTRALIA AND NEW ZEALAND)

GovHack local competition events

- Your logo displayed on the GovHack websites in Australia and New Zealand, and related national public correspondence

- Opportunity to provide technology mentors at your preferred local event(s)

- Option to provide standing banners at your preferred local event(s)

- An invitation onto the judging panel for both the Australian and New Zealand competition events

International Red Carpet Awards events

- Opportunity to present an international award at both the Australian and New Zealand Red Carpet Awards

- Chance to 'Meet the Makers', the finalists and the projects at both the Australian and New Zealand Red Carpet Awards events

- Opportunity to create and provide a 3-min video to be shown at both the Australian and New Zealand Red Carpet Awards events

- Two complimentary tickets to each of the Australian and New Zealand Red Carpet Awards events
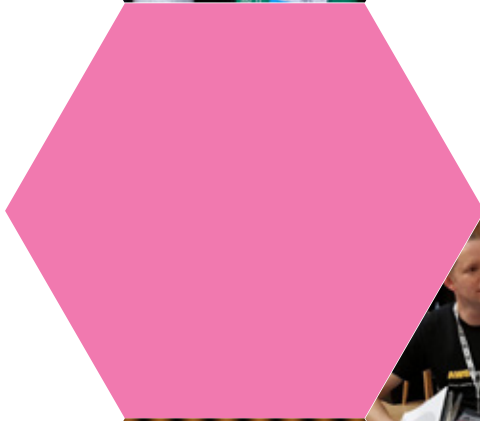
GOLD SPONSOR
(AUSTRALIA ONLY)

GovHack local competition events

- Your logo displayed on the GovHack website and related national public correspondence

- Opportunity to provide technology mentors at your preferred local event(s)

- An invitation onto the judging panel

International Red Carpet Awards event

- The opportunity to present an award

- Chance to 'Meet the Makers', the finalists and the projects

- Opportunity to create and provide a 3-min video to be shown

- Two complimentary tickets

Photos: Tony Cairns

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.

Exceptional opportunities

Sponsors will be recognised at the GovHack Competition weekend and International Red Carpet Awards, as well as ongoing recognition throughout the year, including:

- Your logo displayed on the website and all public correspondence for the event

- An invitation to provide standing banners at a local competition event

- Opportunity to provide technology mentors at a local event(s)

- An invitation to be on the judging panel for your award category to select a winner and one runner up prize.

- Opportunity to present the winner with their award at the International Red Carpet Awards

- Opportunity to 'Meet the Makers', the finalists and their projects, at the International Red Carpet Awards

- Create and provide a three minute video to be shown at the International Red Carpet Awards

- Two complimentary tickets for the International Red Carpet Awards

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

Photo: Gavin Tapp

Sponsorship terms and conditions can be found [here](#).

Contact us at sponsors@govhack.org for more information.

govhack.org