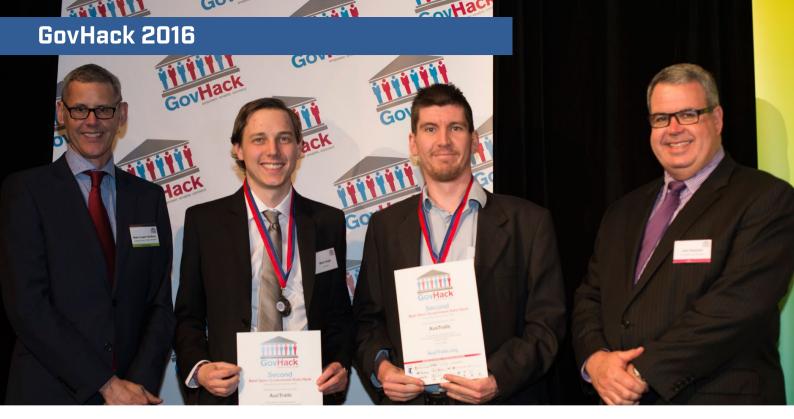# GovHack

empower. enable. connect.

2016 State & Event
Sponsor Prospectus

So you want to sponsor GovHack 2016, excellent!

This prospectus gives you all you need to know about the crucial ingredients to help make GovHack 2016 a huge success. It also includes some information about how the GovHack competition will run, your role as a sponsor, and finally some basic rules for GovHack 2016.

GovHack is a catalyst to drive open data outcomes, stimulate innovation and demonstrate what can be achieved when we foster a supportive environment for creatives, entrepreneurs, government and industry to collaborate.

Welcome to GovHack 2016

Governments collect and publish enormous amounts of data, but has limited resources to get it into the hands of their citizens in engaging ways.

GovHack is about getting our best and brightest from across Australia and New Zealand working with open government data to innovate and create.

It is about encouraging and celebrating our technical and creative capacity, connecting citizens with government for great outcomes, and building upon the social and economic value of open data published by government.

GovHack each year shows the nation and the world that our civic hacker, creative and entrepreneur community is strong, rapidly growing and able to tackle tricky data problems in clever ways.

The events contribute to our entrepreneurial ecosystem by providing a fun environment where participants can connect with other talented people, learn new skills, ideate and create all the elements needed for a winning entry.

GovHack is a free event to attend and participate in and would not be possible without the generous support of our sponsors.

GovHack 2016 – The Event

GovHack is a non-stop 46 hour event held simultaneously around Australia and New Zealand at approved official locations and community nodes: From 7pm Friday 29th July through to 5pm Sunday 31st July.

Prize categories are announced after the opening ceremony on Friday night of the competition and competitors are eligible for national, state and some local prizes.

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

Government agencies and sponsors will then be presented with the entries to judge. The winning entries will be presented with their awards by the sponsors at the 2016 GovHack State Awards Event to be held in September.

Data concepts include ones based around innovative community apps, mashing up data through informative visualisation, prototyping of electronic gadgets, data stories and artistic displays.

The best teams have a mix of talents including proud geeks with great technical and coding skills, storytelling, digital or social media dabblers, graphic and artistic peeps, problem solvers and go-getters.

In 2016 we are actively encouraging more youth, makers and artists to participate through our youth and maker node events.

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 'minimum viable 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:

Event Host and Event Crew 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 smashing success.

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

Technology mentors provided by corporates and organisations to assist participants using their software platforms and technology in developing their open data concepts.

Why Sponsor GovHack?

GovHack sponsorship aligns your organisation with a respected community event which has established strong ties with Australian developer communities, and federal, state, territory, and local governments.

Sponsors are recognised for supporting their local community, regional development and supporting the innovators of tomorrow. Last year over 2,000 people from across Australia and New Zealand participated in GovHack.

You will be demonstrating your commitment to open data and open government. Being a key sponsor of a GovHack event will align your brand with open data, innovation and open government.

Sponsors have an opportunity to gain exposure on the GovHack website as an official sponsor, participate in state or local media opportunities, showcase products and expertise, engage with state and local government agencies and forge relationships with the developer community.

The event generates national, state and local media coverage (see 2015 media coverage).

GovHack hosts numerous, well attended events for the competition. These events provide opportunities for representatives of your organisation to engage with state government, local government, related industries, academia and the next wave of 'talent to watch' from the local developer and creative industries.

State Awards Event

Each state will have its own State Awards Event which brings together all competitors in the state for an evening to celebrate their creativity and ingenuity and where sponsors get to present the winning entries with their GovHack 2016 awards for excellence.

In 2016 we aim to be bigger and better with more new data, more competitors and we are pleased to introduce themed nodes to the event to support youth, makers and other passionate enthusiasts to join in the fun.

This means your sponsorship will reach a greater audience and provide more opportunities to connect with even more talented Australians.

Sponsorship

For 2016 there will be several official events and nodes for GovHack participants to attend across your State.

Event Sponsorship

Event sponsors will directly support an Official GovHack event (e.g. GovHack Geelong or GovHack Brisbane). Event Sponsors will have a greater presence at the official event they sponsor. GovHack Event sponsorship is designed to support your community to participate in GovHack.

Local Government, regional offices of large corporations and small to medium enterprises often provide Event sponsorship as it demonstrates support for your local community.

State Sponsorship

State sponsorship helps to provide all participants in your state or territory a fantastic experience, including opportunity to attend special events such as the GovHack Connections pre-event, State Awards Event, participant development, region wide prizes and exposure at a grander scale. It also assists selected national finalists who will receive 'Golden Tickets' to be flown interstate and accommodated for the GovHack International Red Carpet Awards to be held in October.

State Government agencies and large corporate organisations often nominate for this sponsorship.

Organisations that support an entrepreneurial ecosystem through development opportunities also often sponsor statewide participants.

State Awards Event Naming Sponsor

State Awards Sponsorship provides naming rights for the State Awards Event which brings together all competitors in the state for an evening to celebrate their creativity and ingenuity and where winning competitors are presented with their state and local prizes for their GovHack 2016 winning entries. National finalists receiving Golden Tickets to the International Red Carpet Awards will also be announced.

Securing Your Sponsorship

After reading this prospectus (sponsorship options on following page), secure your GovHack 2016 State or Event Sponsorship by visiting: **govhack.org/go**

(Sponsor - Secure my GovHack 2016 Sponsorship' option)

All sponsorship must be secured by completing the official GovHack 2016 Sponsorship form above.

GovHack 2016 State & Event Sponsorship

SPONSORSHIP LEVEL	STATE AWARDS NAMING RIGHTS SPONSOR	PREMIER	PLATINUM	GOLD	SILVER	BRONZE	IN KIND
SPONSORSHIP SCOPE							
Local Event				•	•	•	•
State		•	•	•			•
State Awards	•	•	•	•			•
COMPETITION WEEKEND							
Opportunity to speak at competition event launch		•	•				
Opportunity to speak at competition event closing		•	•	•			
Provision of Data or Technology Mentors		•	•				
Invitation to judge	•	•	•	•			
Provide appropriate digital materials & merchandise for distribution at GovHack events		•	•	•	•		
Sponsorship recognition at competition event		•	•	•	•	•	•
VIP Passes to GovHack Competition weekend	5	5	3	2	2	1	1
STATE AWARDS EVENT							
'Named' Spirit of GovHack State Winner Presentation	•						
Naming Rights for State Awards	•						
Opening address for the State Awards by a selected representative	•						
Best of State Prize Sponsorship & Presentation		•					
Opportunity to address all attendees		•	•				
Presentation of your sponsored cash prize		•	•	•			
Presentation of your sponsored in kind prize (if applicable)		•	•	•	•		
Sponsorship recognition at event	•	•	•	•			
Prize Presentations (minimum)	3	3	2	1			
VIP Invitations	5	5	3	2	2	1	
INTERNATIONAL RED CARPET AWARDS EVENT							
Oppportunity to attend the International Red Carpet Awards	•	•	•				
VIP Ticket	1	1					
GOVHACK CONNECTIONS PRE-EVENT [WHERE AVAILABLE]							
VIP Invitations to GovHack Connections event	5	5	3	2	2		
Dataset & Data Outcomes Presentation (minutes)	< 15	< 15	< 10	< 5			
PROMOTIONS							
Inclusion in GovHack Regional Media releases	•	•	•	•			
Provide suitable in-kind prizes for winners		•	•	•	•		
Provision of your banner at events		•	•	•	•		
Prominent position on digital media	Named Event	Premier	Prominent	High	Standard	Basic	Basic
Investment (GST exclusive)	POA	POA	$10,000	FROM $5000	FROM $2000	FROM $500	IN KIND
	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP	SECURE THIS SPONSORSHIP

2016 GOVHACK STATE/AREA MANAGERS

Your State Manager and their State Operations Team will be able to assist you in your sponsorship...

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