



**14-17 October Nationally**  
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## **We invite you to sponsor HealthHack 2016**

We are seeking partnerships with health, technology and research organisations to help make HealthHack 2016 a success. We value forward thinking companies and organizations that want to support meaningful, bottom-up collaborations and practical innovation in healthcare and medical research.

### **What is HealthHack**

HealthHack was created by the Open Knowledge Foundation in the spirit of improving access to health-related data, information and tools. It's a nonstop 48 hour event designed to bring together software developers, designers, data analysts and visualisation gurus working directly with researchers, health professionals and students to create innovative solutions to fascinating problems.

HealthHack turns four this year and will be held in five capital cities; Brisbane, Sydney, Melbourne, Perth and for the first time, Canberra. The event is fully planned and coordinated at a national level with dedicated site organisers working closely with their local communities to ensure the event is enjoyable, memorable and productive.

### **What is sponsorship used for**

HealthHack is a strictly non profit, volunteer led initiative and our it's our sponsors that allow us to provide the great community experience we're known for including providing healthy food, childcare and, of course, exciting prizes. All contributed funds or in-kind donations are used solely for the the production of the event and any remaining funds or donations will only be used to support future HealthHack events.

Please read on to learn more about how to become one of our valued sponsors.

## Principal Sponsor

Minimum \$15,000 contribution

### Who is a Principal Sponsor:

A Principal Sponsor is a company or institution that believes in the value HealthHack delivers and would like to associate their company or institutional name with the event. For example:

**HealthHack 2016, sponsored by *Principal Sponsor***

### Restrictions:

Principal Sponsors *must* be in a health or health-related industry and have a national presence. As the name implies, there can only be one Principal Sponsor.

### What we offer:

- ★ Maximum brand exposure.
- ★ Recognition as our Principal Sponsor.
- ★ Your company logo will feature in a prominent position on the HealthHack website, all Eventbrite pages and opening / closing ceremonies at all sites.
- ★ 200 word organisational bio on the HealthHack website.
- ★ Links to your company website on the HealthHack website.
- ★ Social media mentions over the competition weekend.
- ★ Option for up to 3 guests to attend the opening and closing ceremonies at each site.
- ★ Option to provide a speaker at any and all sites at the opening and closing events. (7-9 mins ea.)
- ★ Option to have a company representative as a mentor during the hack at each site.
- ★ Option to contribute to the HealthHack T-Shirt design.
- ★ Option to hand out award certificates / prizes at the closing ceremony.
- ★ Organisational pull up banners at the hack.
- ★ Option to distribute promotional items at the event (pens, keychains, USB sticks...).

## National Sponsor

### Who are National Sponsors:

National sponsorship is aimed at companies with a national or international presence. If a company has a national or international presence, then they must be either a National Sponsor, Prize Sponsor or the Principal Sponsor.

## Restrictions:

We discourage 'in-kind' contributions unless the sponsor is supplying a prize or a necessary item for the event.

## What we offer:

**National Sponsors:** Minimum \$2,500 contribution per site or \$10,000 for all five sites.

- ★ 50 word organisational bio on the HealthHack website.
- ★ Link to your company website on the HealthHack website.
- ★ Your company logo on the HealthHack website, the relevant Eventbrite pages and opening / closing ceremonies at the sponsored sites.
- ★ Social media mentions over the competition weekend.
- ★ Option to place organisational pull up banners at the sponsored sites.
- ★ Option to distribute promotional items at the event (pens, keychains, USB sticks...)
- ★ Option for up to 2 guests to attend the opening and closing ceremonies.

**Gold Sponsorship:** Minimum \$3,500 contribution per site or \$14,000 for all five sites.

- ★ Recognition as a National Gold Sponsor on all relevant media.
- ★ Option to provide a speaker at the opening or closing ceremony (7-9 mins).

## Local Sponsor

### Who are Local Sponsors:

Local sponsorship is aimed at small to medium sized businesses operating within the State or within more than one State but who do not have a national presence. State Government departments are eligible to be local sponsors.

### Restrictions:

In-kind contributions are welcome as long as they are appropriate and needed for the running of the event (ie: food, coffee, drinks, prizes).

### What we offer:

**Community sponsors:** Minimum \$350 contribution.

- ★ 50 word organisational bio on the HealthHack website.
- ★ Link to your company website on the HealthHack website.

- ★ Your company logo on the HealthHack website, the local Eventbrite page and opening / closing ceremonies at the sponsored site.
- ★ Social media mentions over the competition weekend.

**Silver Sponsors:** Minimum \$1,000 contribution.

- ★ All Local Community Sponsor benefits
- ★ Recognition as a Local Silver Sponsor on all relevant media.
- ★ Option to place organisational pull up banners at the local site.
- ★ Option to distribute promotional items at the event (pens, keychains, USB sticks...).

**Gold Sponsors:** Minimum \$2,000 contribution.

- ★ All Local Silver Sponsor benefits.
- ★ Recognition as a Local Gold Sponsor on all relevant media.
- ★ Option for up to 2 guests to attend the opening and closing ceremonies.
- ★ Option to provide a speaker at the opening or closing ceremony (7-9 mins).

## Prize Sponsor

### Who are Prize Sponsors:

Prize Sponsors are companies or institutions with a national or local presence who would like to contribute to the prize pools given to our hack winners.

### Restrictions:

In-kind contributions are welcome as long as they are appropriate and have a value commensurate with the expectations of prize values.

### What we offer:

- ★ 50 word organisational bio on the HealthHack website.
- ★ Link to your company website on the HealthHack website.
- ★ Your company logo on the HealthHack website, the local Eventbrite page and opening / closing ceremonies at the sponsored site.
- ★ Social media mentions over the competition weekend.
- ★ Opportunity to hand out award certificates / prizes at the closing ceremony.

**HealthHack is an initiative of Open Knowledge Australia**