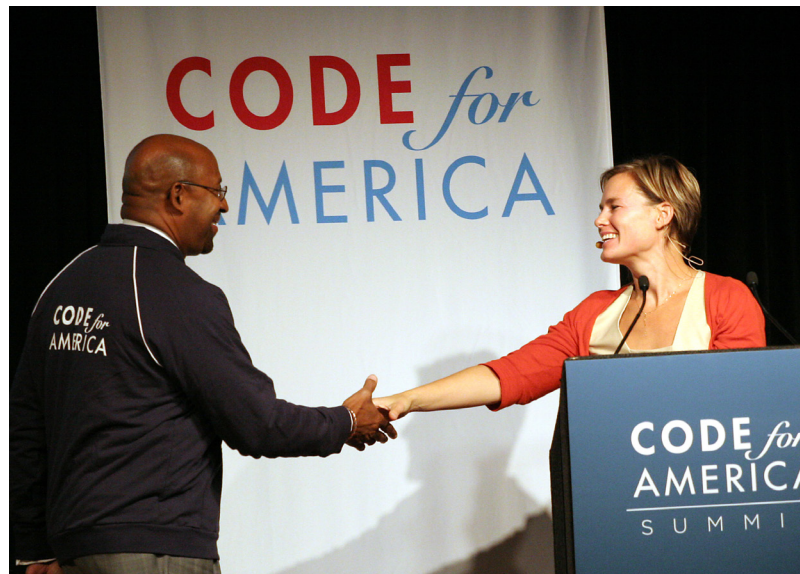


CODE *for* AMERICA

S U M M I T

THE LEADING CIVIC TECHNOLOGY GATHERING

The Yerba Buena Center, San Francisco | September 23-25, 2014



PARTNERSHIP PROSPECTUS

Join us in September.



Dear Friends,

You are invited to become a part of the world's most exciting and influential gathering on civic technology — the Code for America Summit.

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

This September 23rd-25th, more than 800 civic leaders will gather to hear from the brightest minds changing government today. In addition to the powerful main stage content and networking opportunities attendees have come to love, we're also adding thematic breakout sessions and an expanded Civic Tech Fair event where civic 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.

Our team looks forward to working with you to explore what type of participation will best suit your needs.

Ashley Meyers
Corporate Sponsorships
ashley@codeforamerica.org

Jessica Newhall
Summit Sponsorships
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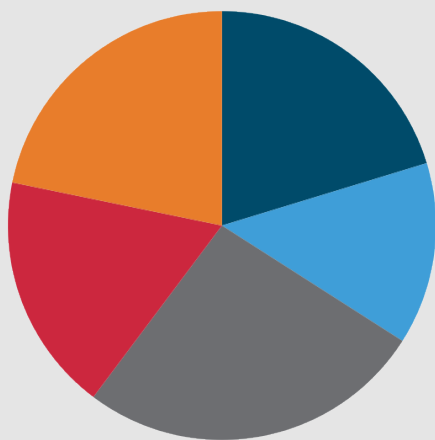


"Code for America is a kind of culture virus for innovation in government."

John Tolva, Former City of Chicago CTO



Be where civic tech innovators gather.



- Government Electeds & Officials (20%)
- Government Staff (14%)
- Civic Technologists (26%)
- Thought Leaders & Network (18%)
- Entrepreneurs & Companies (22%)

3

Days in San Francisco

800

Civic Tech Leaders

Reach the most influential members of the civic tech community.

120+

Cities & Counties

- >> GOVERNMENT TECHNOLOGY **DECISION-MAKERS** AND **INNOVATORS**
- >> TALENTED, SOCIALLY-MINDED **DEVELOPERS**, **DESIGNERS**, **DATA SCIENTISTS**, AND **UX EXPERTS**
- >> CUTTING-EDGE **CIVIC STARTUPS** AND **ENTREPRENEURS**
- >> CIVIC-FOCUSED **FOUNDATIONS**, **PHILANTHROPISTS**, **JOURNALISTS**, AND **INVESTORS**

20M+

Social Media Impressions

Position your thought leaders alongside the brightest minds in civic tech.

FEATURED PAST SPEAKERS



Philadelphia Mayor
Michael Nutter



U.S. CTO
Todd Park



MO Sec. of State
Robin Carnahan



Author
Clay Shirky

Lt. Governor Gavin Newsom, California
Anne Milgram, fmr. NJ Attorney General
Mayor Sly James, Kansas City, MO
Mayor Greg Fischer, Louisville
Mayor Pete Buttigieg, South Bend
Tim O'Reilly, Founder of O'Reilly Media
Brett Goldstein, fmr. Chicago CIO & CDO

Beth Niblock, City of Detroit CIO
John Tolva, fmr. Chicago CTO
Mike Flowers, fmr. NYC Chief Analytics Officer
Mike Bracken, Dir. of UK Gov. Digital Services
Eric Ries, Author
Jennifer Bradley, Author
Ron Conway, Investor

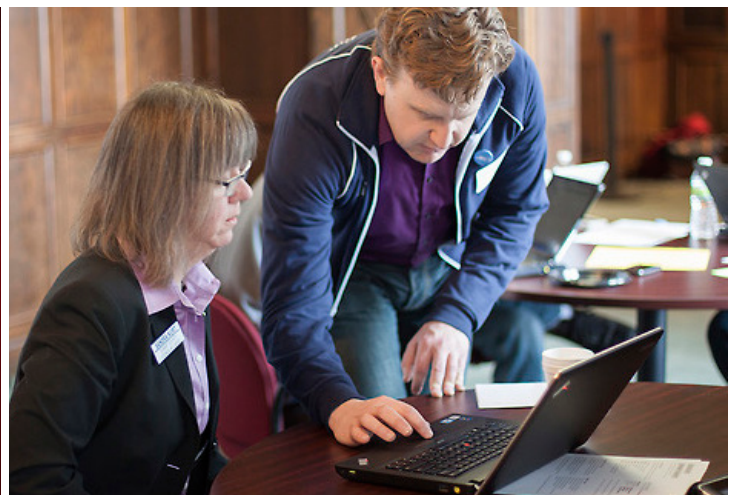


“The Summit was breathtakingly ambitious in the scope of the hoped-for transformation of government — yet surprisingly accessible for a non-technical person.” Susan Clark, Institute for Local Government

Align your technology as the solution for now and tomorrow.

“Code for America has transformed the way I think about getting things accomplished in the public space. It’s introduced new concepts that, as a 20-years inside the bureaucracy government practitioner, have really changed the way I think about the work that I do.”

Jeff Friedman, Fmr. Co-Director, Mayor’s Office of New Urban Mechanics, Philadelphia



Engage in more than an event: Join a valuable network.

Code for America is the year-round hub for civic tech innovation. CfA’s mission is accomplished through a powerful network of programs that brings together innovators from around the globe who are passionate about changing government.



**Public Service
Fellowship**



**Community
Brigade**



**Government
Peer Network**



**Civic Startup
Accelerator**

24,000+ SOCIAL MEDIA FOLLOWERS WITH ANOTHER 2M+ THROUGH STAFF & BOARD NETWORK
85,000 WEBSITE IMPRESSIONS/MO. | 300+ RESOURCES IN CFA LIBRARY | WIDELY-READ BLOG
LARGE DATABASE OF CIVIC TECH INFLUENCERS | ONLINE TRAININGS | THOUGHT LEADERSHIP
HUB OF OPEN DATA MOVEMENT | COLLABORATIVE TECH PROJECTS | CIVIC HACKING EVENTS

THOUGHT LEADERSHIP

- One (1) 90-second video to be shown from the mainstage, with content relevant to the event (e.g., featuring a government customer case study or a civic application).
Content consultation with and approval by CfA required. Sponsor to provide video.
- One (1) 45-minute breakout session in the Summit program to host your content, with an enhanced promotional program included.
Consultation with and approval by CfA required. Will be labeled as underwritten content.
- Ability to include sponsor-captured video of your breakout session in Code for America's digital resource library, highlighted for 1-month following event.
- Sponsored thought leadership blog post on the CfA blog the month before or after the Summit. *Subject to editorial approval.*

PRESENCE

- One (1) of 2 Attendee Lounges in the Yerba Buena Forum for the duration of the conference, including the Civic Tech Fair (YBCA hours). Great place to generate buzz and engage attendees with your solutions.
CfA will provide one (1) electric power drop and wireless internet. Sponsor to furnish the space.
- Exclusive sponsor of one (1) Evening Reception including signage, table tents, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements.
Sponsor responsible for any costs incurred for additional customizations.

ACCESS

- 8 Full Conference Passes (value \$1,495 each). Additional passes available at a discount.
- Press List: Access to the press list one week prior to the event for press kit distribution.

EXPOSURE

- CfASummit.org: Capstone sponsor designation, logo, & 100-word listing on event website.
- CfASummit.org: 50% SOV of leaderboard banner advertisement to be included on website.
- Printed Schedule: Logo on the front of the printed daily schedule.
- Attendee Notebook & Attendee Giveaway: Logo on gift notebook and opportunity to share promotional item or literature on front table with notebook pickup.
- Speaker Gifts: Ability to place a gift or literature in the Speaker Lounge.
- Pre-Event Marketing: Capstone designation (logo and link) on pre-conference emails.
- Pre-Event Marketing: Sponsored 150-character announcement in pre-conference marketing email. (e.g. *Link to thought leadership post, free product trial, preview of breakout session, etc.*)
- One email to attendee opt-in distribution list before or after the event.
- Onsite Mention: Verbal thank you from the main stage at the Summit
- Mainstage Branding: Sponsor may provide one slide to be included in the housekeeping slides shown from the main stage. *Subject to CfA approval.*
- Onsite Signage: Premium banner location in Forum or Lobby.
Sponsor to provide either hanging banner or stand-alone banner for the duration of the event.
- Onsite Signage: Capstone logo placement on sponsors banner & signage throughout.
- Logo & link on the conference mobile app. First right of refusal for any mobile app banner placement opportunities. *In order of contract.*
- Social Media Exposure: One (1) custom tweet from the Code for America Twitter account.
- 100-word ad in one Code for America #meta newsletter. (Dist: 13,000/ Avg 25% open rate)



PLATINUM

\$50,000 (Limited to 4)

THOUGHT LEADERSHIP

- One (1) 45-minute breakout session in the Summit program for hosting your content. *Consultation with and approval by CfA required. Will be labeled as underwritten content.*
- Sponsored thought leadership blog post on the CfA blog the month before or after the Summit. *Consultation with and approval by CfA required.*

PRESENCE

- One 6-foot demo table at the Civic Tech Fair including table power, wireless internet, two stools, and space for one popup banner. *Sponsor to provide banner.*
- Exclusive sponsor of 1 Breakfast or Lunch including tabletop for literature or demo, signage, table tents, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements. *Sponsor responsible for any costs incurred for additional customizations.*

ACCESS

- 6 Full Conference Passes (value \$1,495 each). Additional passes available at a discount.
- Press List: Access to the press list two weeks prior to the event for press kit distribution.

EXPOSURE

- CfASummit.org: Platinum sponsor designation, logo, and 100-word listing on event website.
- Printed Schedule: Logo on the front of the daily schedule.
- Attendee Notebook & Attendee Giveaway: Logo on gift notebook and opportunity to share promotional item or literature on front table with notebook pickup.
- Opportunity to place one piece of literature in the Speaker Lounge.
- Pre-Event Marketing: Platinum sponsor designation (logo and link) on pre-conference marketing emails.
- Pre-Event Marketing: Sponsored 150-character announcement in pre-conference marketing email. *(e.g. Link to thought leadership post, free product trial, preview of breakout session, etc.)*
- One email to attendee opt-in distribution list before or after the event.
- Onsite Mention: Verbal thank you from the main stage at the Summit
- Mainstage Branding: Sponsor message included in housekeeping slides shown from the main stage.
- Onsite Signage: Platinum logo placement on sponsors banner & signage throughout.
- Onsite Signage: 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.*
- Logo & link on the conference mobile app.
- Social Media Exposure: One (1) custom tweet from the Code for America Twitter account.
- 100-word text ad in one (1) Code for America #meta newsletter (Dist: 13,000/Avg 25% open rate).

THOUGHT LEADERSHIP

- One (1) 45-minute Sponsored Informal Unconference Discussion during track portion of program for 10-20 attendees.

PRESENCE

- One 6-foot demo table at the Civic Tech Fair, including table power, wireless internet, two stools, and space for one popup banner.
- Choose one of the following (some quantities limited):
 - Exclusive sponsor of one (1) Afternoon Break, including tabletop for literature or demo, signage, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements or special items. *Limit 2.*
 - Exclusive sponsor of Afternoon Welcome Refreshments during registration (i.e. coffee and sweets), including tabletop for literature or demo, signage, recognition from the mainstage, and opportunity for sponsor to provide additional branding elements or special items. *Limit 1.*
 - Lanyard sponsor for all attendees, including thank you from the main stage. Sponsor to provide lanyards. *Limit 1.*
 - 2 additional Full Conference Passes.

ACCESS

- 4 Full Conference Passes (value \$1,495 each). Additional passes available at a discount.

EXPOSURE

- CfASummit.org: Sponsor logo and 100-word listing on event website.
- Printed Schedule: Logo on the printed daily schedule.
- Attendee Giveaway: Opportunity to share promotional item or literature on front table with gift notebook pickup at registration.
- Pre-Event Marketing: Sponsor designation (logo and link) on pre-conference marketing emails.
- Onsite Mention: Verbal thank you from the main stage at the Summit.
- Mainstage Branding: Sponsor logo included in main stage housekeeping slides.
- Onsite Signage: Logo on sponsors banner in high-traffic area of the event & signage throughout for the duration.
- Onsite Signage: 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.*
- Social Media Exposure: One (1) custom tweet from the Code for America Twitter account.

PRESENCE

- One 3-foot demo table at the Civic Tech Fair, including table power, wireless internet, 1 stool, and space for one popup banner.

ACCESS

- 3 Full Conference Passes (value \$1,495 each).

EXPOSURE

- CfASummit.org: Sponsor logo and 100-word listing on event website.
- Printed Schedule: Logo on the daily schedule.
- Attendee Giveaway: Opportunity to share promotional item or literature on front table with gift notebook pickup at registration.
- Pre-Event Marketing: Sponsor designation (logo and link) on pre-conference marketing emails.
- Mainstage Branding: Sponsor logo included in main stage housekeeping slides.
- Onsite Signage: Logo on Sponsors sign in high-traffic area of the event for the duration; additional Sponsors signage throughout the event.
- Onsite Signage: Placement of sponsor's pull-up (or similar) sign in high-traffic area of the event for the duration. *Sponsor to provide sign.*

Each year at the CfA Summit we showcase the civic startups in our Incubator and Accelerator, as well as the alumni of these programs.

For this first time this year, we are making available the opportunity for 10 additional civic startups to participate in the Summit and the new Civic Tech Fair as sponsoring partners.

Only available to 10 companies. CfA Incubator and Accelerator Startups receive the same benefits.

PRESENCE & ACCESS

- Civic Tech Fair: One 3-foot demo table or space at a shared 6-foot demo table. Includes table power, wireless internet, and 1 stool. *Tables by CfA based on space and layout. Preferences taken under consideration.*
- Opportunity to display one pop-up banner for an additional \$500.
- 2 Full Conference Passes (value \$1,495 each).

EXPOSURE

- CfASummit.org: Sponsor logo and 100-word listing on Startup Profiles section.
- Company Logo and 100-word description included in printed flyer handed out during the Civic Tech Fair.
- Pre-Event Marketing: Name (linked to website) listed in pre- and post-conference emails to attendees.
- Mainstage Branding: Sponsor logo included in startups housekeeping slide.
- Onsite Signage: Opportunity to place pop-up banner in Fair and for the duration of the conference for \$500. Upgrade to a hanging banner in Lobby or Forum for \$1000. *Sponsor to provide banner.*

APPLICATION PROCESS FOR STARTUPS

Startups interested in applying for one of the 10 Startup Package spots must fill out a brief application by July 15th. We will select 10 startups by August 1st.

Code for America generally considers a civic startup to be one that sells to government as a primary customer, or one that uses public or government data as a key part of its product. If you take another approach but still consider yourself a civic startup, feel free to apply. We'll be selecting the 10 startups primarily based on the technology products they wish to share in the Civic Tech Fair, and the impact they have in the communities and cities they serve.

Applications who are not selected will have the opportunity to purchase a pass to the conference at a special startup discount rate, subject to event capacity. The conference is otherwise invitation-only for non-government attendees.