



### **2014 Sponsorship Opportunities**

CityCamp NC is three days of open sourced talks, workshops, and hands-on problem solving, to re-imagine the way the web, applications, technology, and participation will shape the future of our cities. In 2013, CityCamp Raleigh decided to expand to a state-wide event to help bring these citizen-led initiatives to the entire state of NC.

Cities are short on budget, staff, and even solutions. But as citizens, we have problems that need to be solved and ideas on how to fix them. Using the unconference format, citizens and techies from all over the state will collaborate with representative staff from their municipality to create solutions for open government.

If funding can be secured, a prize will be awarded on Saturday for the best idea/solution from the event, allowing the winning group to continue to work on the project.

#### **History**

CityCamp is a global initiative started in January 2010, [www.citycamp.govfresh.org](http://www.citycamp.govfresh.org), but the camp or unconference style event is present in multiple industries (BarCamp, ProductCamp, etc). This is the fourth annual CityCamp for Raleigh/NC.

#### **Audience**

The main target audience for this event are the techies (software developers, mobile app developers, programmers, web developers, etc), designers, and government workers. After all, they will be the ones crafting solutions to the problems and challenges presented.

Citizens will be an important group to reach as well, though their participation may be limited to the first day. We will be targeting citizens through major media as well as neighborhood lists and other channels to get ideas for what the challenges are.

Expected attendance: 300-400

## Marketing Activities

The unconference format lends itself to a more spontaneous planning time frame, so exposure is different than a typical conference. Activities include, but are not limited to:

- Website: <http://citycampnc.org>
- Banner ads at [WRAL.com](http://WRAL.com)
- Press release to all major local media in the Triangle (~April 30)
- Constant social media chatter on Facebook and Twitter
- Email invitations to all Raleigh CACs (Citizen Advisory Council)
- Invitations to all major computer and software user groups in the Triangle
- Calendar listings on all Triangle websites
- Blog posts from popular local bloggers like [www.dtraleigh.com](http://www.dtraleigh.com) and [www.raleighdla.com](http://www.raleighdla.com)
- Others as available

## Event Format

Thursday, May 29	6pm-9pm	Networking. Introduction. Scheduled talks: Keynote speaker(s) / lightning talks
Friday, May 30	9am-5pm	Unconference / working sessions
Saturday, May 31	9am-5pm	Participant-driven sessions, team collaboration, civic hackathon, and awards

## Sponsorship Opportunities

### Gold \$5,000

- Opportunities for 3 year commitment for future CityCamps
- Funding of the award and distribution allocation (all money to one team or broken up)
- Prize naming rights
- Presenter of the award and judge on panel
- Logo on website
- Named in press releases
- Posters at local partners/businesses
- Listed as sponsor in Emails to CACs, Neighborhood groups
- OnSite
  - logo on banner (large)
  - Other signage as necessary
  - Sponsorship Activation Commitment
  - CityCamp sponsor logo on your website, event calendar
  - Mentioned as sponsor in tweets
  - Tweet from the event
  - Email invitation to appropriate contacts in database

### Silver \$2500

- Logo on website

- Named in press releases
- Logo on posters at Raleigh businesses
- Listed as sponsor in emails to CACs, Neighborhood groups, and technical community list-serves
- OnSite
  - o logo on banner (medium)
  - o Mentioned as sponsor on Twitter and Facebook
  - o Other signage as necessary

**Bronze            \$1000**

- Logo on website
- Named in press releases
- OnSite
  - o logo on banner (small)

**Supporters            Under \$500 contributions**

- Event only exposure
- Name on website

**How Are Funds Used?**

Funds are used to pay for the event logistics, advertising, and direct costs associated with the production.

**Fiscal Agent**

The fiscal agent for CityCampNC is Code for America, a 501(c)(3) non-profit organization. North Carolina Technology Association (NCTA), is a nonprofit organization under 501(c)(3) of the Internal Revenue Service Code. CfA is based in San Francisco, California. Your contribution may be tax deductible. Please consult your tax advisor.

The mailing address is:

[Code for America](#)

Attn: Greg Johns

155 9<sup>th</sup> St, San Francisco, CA 94103

Checks for CityCamp should be made out to "[Code for America](#)" Include "CityCampNC" in the memo.