

2019 Sponsorship Prospectus

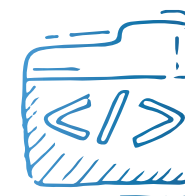


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WELCOME



'Hack'

... a quick or inelegant solution to a particular problem.

- Oxford Dictionary

I just wanted to say a huge thank you for all of the work that you have put into this to make it AFSA's best GovHack yet – being able to offer 2 prizes, featuring us on your website and video – we felt very special! For the first time this year, I had our senior executive on speed dial over the weekend as well as our usual volunteers and they were very impressed by the questions asked. Thanks again for all of the work you put into making GovHack such a great experience for AFSA. Another division has already asked if I'd consider their work for GovHack 2019, so I think that says it all!!

- River Paul

Chief Economist and Statistician

AFSA



Introduction

GovHack provides government at all levels with the ability to directly engage with a passionate hacker community to find creative and innovative mashups to defined (or not so defined) civic problems using government agency open data.

GovHack is a respected community event, run mostly by volunteers, we have established relationships with government agencies at Federal, State and Local levels across Australia and New Zealand coupled with strong ties to the ANZ developer communities and the technology and communications industries.

Our passionate and creative hackers showcase the potential of open data to help solve the challenges facing government and its citizens.

GovHack is an international competition for people of all abilities who seek to make communities better through open data.

GovHack Turns Ten

GovHack is extremely proud of its longevity, and this year we proudly celebrate our 10th Anniversary!

In 2009, GovHack ran the first single event, located in Canberra at the ANU computer science laboratory. The original idea came from government. They had the taskforce and the question was "How does government transform?" Part of that initiative was to have a "hack event." They wanted to evangelise the idea of opening government, within government, to showcase what happens when you open up datasets to open up decision makers eyes to the value.

The name "GovHack" was born, a deliberate choice to create a bit of tension between Government and Hacking which was useful for getting media attention.

[Read More >](#)

WHAT IS GOVHACK?

'Hack'



To program a computer in a clever, virtuosic, and wizardly manner. ... hacking is the domain of digital poets. Hacking is a subtle and arguably mystical art, equal parts wit and technical ability ...

- Urban Dictionary

Our Purpose

GovHack is a Festival of Ideas, using open government data to make our communities better places

We do this by providing access to data and a space to connect with Government and organisations so you can workshop ideas around community challenges and imagine and develop concepts to drive meaningful change.

Across one weekend, thousands come together across Australia and New Zealand to form teams, agree to projects, and participate in what has become one of the world's premier open data competitions.

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

GovHack teams get to participate in a movement that helps build trust between government, industry and citizens to improve communities by unlocking the power and potential of open data.

We're an inclusive event, and we have a strong focus on developing regional talent. In 2018, our reach was further cemented and our most remote event had some noteworthy outcomes that had to be shared, so we wrote a story about Albany TAFE ([Read More](#)) in West Australia.

GovHack is a proud member and passionate advocate of the Open Data Community.

Our Values

- » **Inclusive** - we're age-less, diverse, accessible, safe and secure - we're for everyone
- » **Free** - all our events, everywhere, for everyone
- » **Hackers first** - we prioritise the needs of the community who are participating
- » **Regional** - we're driving GovHack into regional towns for regional talent participation
- » **Volunteer-driven** - passionate volunteers are the change makers to bring GovHack alive
- » **Transparent** - accountable, published communications, timely and available release of our own data
- » **Open Access** - advocate for open data, open source, shareable, adaptable
- » **FAIR** (Findable, Accessible, Interoperable, and Reusable)

WINNING PROJECTS FROM 2018

NoosaHydro
Using BOM and Noosa Council datasets to perform a rough feasibility study for generating Noosa Electricity needs using the East Australian Current and modern hydro barges.

BizX
Re-using and combining G-NAF, ABS business, and ACT population datasets in several ways, this team created a product that provides business viability ratings based on location, competitors and demographics, helping entrepreneurs to identify the best areas to start and grow a business.

Insolvit
Put together by a team of data scientists, lawyers, coders, and engineers, INSOLVIT uses real data to predict the likelihood of non-compliance with obligations that if ignored could lead to bankruptcy, and target resources to the people who need it most.

People's Budget
This project is a visualisation, representing the Australian budget by the dollars flowing to different departments, showing the physical movement of dollars on a map-like interface involving different government portfolio areas.






In 2018 events were again run in every State and Territory in Australia. New Zealand had a gap year, but are back with gusto in 2019. In summary, 2018 had:

- » 1500+ hackers
- » 240 projects
- » 26 locations across Australia

Award winning projects are described in detail on the GovHack hackerspace, this is our portal for all projects challenges and events – including:

- » the **national winners**,
- » the **state / territory winners**,

You can see **all project submissions here**.

	 Competitors	 Projects	 Winners	 Runners Up	 Honourable Mentions
ACT	114	25	4	4	3
NSW	131	27	6	2	10
NT	37	9	-	-	2
QLD	190	48	4	1	7
SA	101	25	1	-	4
TAS	37	11	-	-	-
VIC	202	57	8	5	4
WA	27	6	2	-	1
NZ	Gap Year				

WHY GOVHACK?



GovHack encourages government agencies to release and refresh data and make it easier to understand.

The results drive home the importance of making more data available for public use.

- The Honourable Leeanne Enoch
Queensland Minister for Environment
and the Great Barrier Reef, Minister for
Science and Minister for the Arts



Why does GovHack matter?

Formed with the objective to raise the profile of open government data, GovHack has since evolved to encompass the following objectives;

- » 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.

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 hackers, year on year, we enable creative and innovative projects to tackle and identify 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 and New Zealand regions.

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

WHO COMES TO GOVHACK?



With entries focusing on everything from road safety and insolvency to service delivery and recycling, I believe GovHack has potential to lead real change and on behalf of the DTA, I am so proud to be supporting it.

- Randall Brugeaud
CEO

Digital Transformation Agency

speaking at the GovHack 2018 National Red
Carpet Awards in Sydney



There are several types of attendees and stakeholders involved to help teams create a memorable GovHack experience.

Hackers bring a diverse range of skills such as designing, developing, programming, storyboarding, marketing, visualisation, research, human behaviour, history, journalism, analysis, *(to name just a few!)*, to the event to produce and present a 'proof of concept' during the main two days of the event.

To participate, hackers can be school age or retired, a psychologist or a coder, a historian or a journalist, a teacher or a researcher, a government or corporate employee, etc. etc.

Not all hackers are super technical, but they are all creative, passionate and full of ideas.

Data Mentors, are custodians of government datasets, they attend to assist teams to access and use their data.

Technology Mentors are generally corporate sponsors and assist hackers in understanding and using their software platforms and technology in the development of the teams open data concepts.

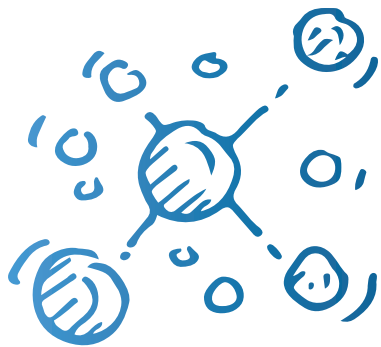
Observers and VIPs, are representatives from many sponsoring organisations, visiting Government Ministers and local MPs, kindred organisations who share the same passions, speakers and other organisations keen to see the GovHack experience.

Local Event Teams, lead by an Event Host, 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 creative success.

GovHack is only possible with the contribution of countless passionate volunteers all across ANZ. Our team of organisers is passionately dedicated to GovHack and they're spread across both countries with many roles from our National Operations Team, State/Territory Directors and their many teams in each state to run all of their local events!

2019 EVENTS

During the year GovHack runs five key events for sponsors to get involved!



*For a newbie like me, the **Connections Event** was invaluable. It explained how GovHack runs, where I needed to be and when and how to submit our entries. The organisers brought together a cross-section of mentors and volunteers to help us get ready and guide us on the day.*

- Patrick Drake-Brockman
First-time GovHack Participant



Agency Briefing Session

(July / August)

This event is for Government agencies only and is the opportunity for GovHack Directors and national team, to introduce interested agencies to the concept of GovHack, to provide an update to sponsoring agencies on the status of GovHack, and to assist with the drive for more national open data for the competition.

This event is typically hosted in Canberra and hosted by the Lead Agency Sponsor.

Connections Events

(during August)

GovHack Connections events are held prior to the GovHack Competition Event. They are run in each State / Territory that has is hosting a GovHack competition event.

These events give agencies the opportunity to showcase and discuss their datasets to interested hackers. This is a terrific way for hackers to gain a greater understanding and awareness of your selected datasets, allowing them to interact directly with your data experts.



2019 EVENTS



Competition Weekend Events (6th - 8th September)

The GovHack Competition Event is a two-day hack event held simultaneously around Australia and New Zealand, over a 46 hour period 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 including a project video, their open data story and project page for sponsors to judge.

Event Timeline - Local Time

- » Friday
 - » 5.30pm - Doors open for competitors
 - » 7.00pm - Challenges announced and competition begins
- » Saturday
 - » Early - Teams lock in challenges to enter
 - » Late - Concepts and prototypes developing
- » Sunday
 - » Early - Continued work and refinement
 - » 4.00pm - Finalising entries
 - » 5.00pm - Submissions due and competition closes

State / Territory Awards Events (during October)

The GovHack State / Territory Awards take place during October after the GovHack competition weekend and after state level judging has been completed by all the state-level sponsors.

State Sponsors will present the very best projects from the GovHack State/Territory Competition with their awards. And teams can showcase their winning projects to all attendees.



2019 EVENTS

International Red Carpet Awards (November)

The GovHack International Red Carpet Awards event is the pinnacle night that showcases and celebrates the creativity and ingenuity of ANZ's most talented teams.

Projects from across Australia and New Zealand that entered the international and national competitions will have been judged and the finalists and winners selected.

The International Red Carpet Awards event has been held in a different Australian city each year, in 2016 it was in Adelaide, South Australia; in 2017 it was Brisbane, Queensland; and in 2018 was in Sydney, New South Wales.

The 2019 Red Carpet Awards event will be held approx ten weeks after the GovHack Competition Weekend and will showcase the outcomes and winners from the GovHack international and national competition entries.

Selected GovHack finalists from across ANZ receive a Golden Ticket which includes flights, accommodation and their ticket to this final event in the GovHack calendar.

Executives and representatives from International, National and host State Sponsors, Federal and State Ministers and representatives, and key host city organisations and VIPs are all invited to attend the Red Carpet Awards event, to meet the finalist teams, see the products of their weekends labour and sponsors will present the award to their winning team(s).

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

The Red Carpet Awards will be held in November, will it be in your City?

THE CATEGORIES ARE THE HEART OF THE COMPETITION



Firstly, let's be clear, there are actually three (3) competitions! And hackers can select challenges in any or all competitions.

Teams are limited to the number of categories they can enter, a total of 10, of any mix they prefer, this helps drive the quality of the concepts created.

This allows hackers to focus on key datasets and provides greater opportunities for Sponsors to promote well thought out challenges alongside their datasets.

As a Sponsor, your challenge is to create one or more challenge(s) / problem statement(s) for one of these competitions. Sponsors will be provided with a template and examples of successful challenges.



International Competition

International Sponsors design specific challenges to suit both Australia and New Zealand and the relevancy to citizens and current government challenges across both countries.

National Competition

National Sponsors design their challenges relevant to citizens and current government challenges in their specific country. This provides a real opportunity for sponsors to garner a lot of interest in their data.

State / Territory Competition

Each state / territory has its own competition that focuses on regional challenges and/or specific state / territory datasets or themes.

THE CATEGORIES ARE THE HEART OF THE COMPETITION



The Categories

The award categories are often borne out of conversations with sponsors and data owners, Some previous and some new thinking for these categories include:

- » Regional Talent
- » 'Not an App'
- » API Enabled
- » Civic Integrity
- » Liveable environments
- » Community Health
- » Smart Communities
- » Safer Communities
- » Year of Indigenous Language
- » Open Finance
- » Inclusive and Accessible

The award categories for all competitions are announced after the opening ceremony on Friday night of the competition weekend.

Judging

GovHack will provide you with the full listing for your award category only, or a shortlist if your category has been ridiculously popular and inundated with projects!. Sponsors will be responsible for independently judging the entries for their category. Each sponsor will award points to each entry in their category based on criteria GovHack will provide.

Results of the judging from each sponsor for each competition, then feeds into the State / Territory Awards events and then to the International Red Carpet Awards event.

State / Territory Awards consist of cash prizes per team up to the value of \$1,000 for first prize. National and International Awards cash prizes per team are up to the value of \$2,000 for first prize.

Our policy is to have multiple award winners in any category in support of our thriving hacker community rather than one overall large cash prize winner.

SPONSORING GOVHACK 2019



'Hack'

*a clever solution to a tricky problem,
to mod or change something in an
extraordinary way*

- Urban Dictionary

GovHack is a community event, run primarily by volunteers across Australia & New Zealand, with all of our events free to attend, for everyone, everywhere, we rely on your support to make all that happen.

Sponsorship gives you an opportunity to test and try a particular tricky problem or idea that you or your organisation has been considering, investigating, pondering and procrastinating over. GovHack is a quick way to consider viability and gather a plethora of ideas that are typically not available in the ideation and concept phases.

As a sponsor, you get the opportunity to judge all the entries in your category, and that's where you will find not just finalists and winners, but nuggets of information, seeds of thought, critical thinking, innovative ideas and quirky concepts to help you formulate the direction of your challenges and problems beyond GovHack.

Sponsoring an award aligns organisations with a respected community event which has established strong ties to Australian developer and creative communities. The hackers that take part in GovHack are often in demand as their skills become visible to sponsors and suitably tested! It's a great way to connect with and potentially recruit new critical thinkers, creative and technical skills.

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.

Are you on the quest for creativity and innovation in utilising old and new data across multiple business and government sectors? Read on...



SPONSORING GOVHACK 2019

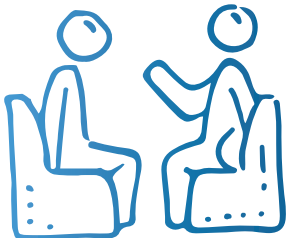
Getting Started

There are various ways to support GovHack in 2019, and this year we've created a process to help you decide on the best option for you to get involved.

There's a bit of work required of our sponsors, so there are some key considerations to take into account;

- » **Budget** - do you have an allocated budget in this financial year, or next?
- » **Resources** - do you have the data and marketing resources to assist with developing a challenge, mentoring during the weekend, and judging all the entries?
- » Do you want to sponsor **one or more challenges**? Noting that for each challenge you need to prepare a challenge / problem statement for the competition
- » As a Challenge Sponsor, do you want to present your award at your **State / Territory Awards event or the International Red Carpet Awards event**?
 - » If you want teams from other states to participate in your challenge you would be a national or international sponsor

- » As a challenge sponsor do you want to own your **own challenge or collaborate** with another sponsoring organisation?
- » For data owners, **is your data FAIR** (Findable, Accessible, Interoperable, and Reusable)
- » Do you have sufficient and appropriate **open data available to share**?
- » There are a few in-kind sponsorships on our shopping list that we need funding for;
 - » Event, Venue and Catering Partners for our events - Connections events, the Competition weekend or a State Awards event
 - » Event, Venue and Catering Partners for **10th anniversary events** in each state / territory to celebrate our key stakeholders that have been involved over the years
 - » A University conducted research paper on the impact of GovHack
 - » Training / information sessions in the lead-up to GovHack for hackers or data owners to learn and prepare
 - » Experiential opportunities for our volunteers, e.g. to visit / tour your premises, access to your software or services, a thank you lunch for their commitment and contribution, etc.

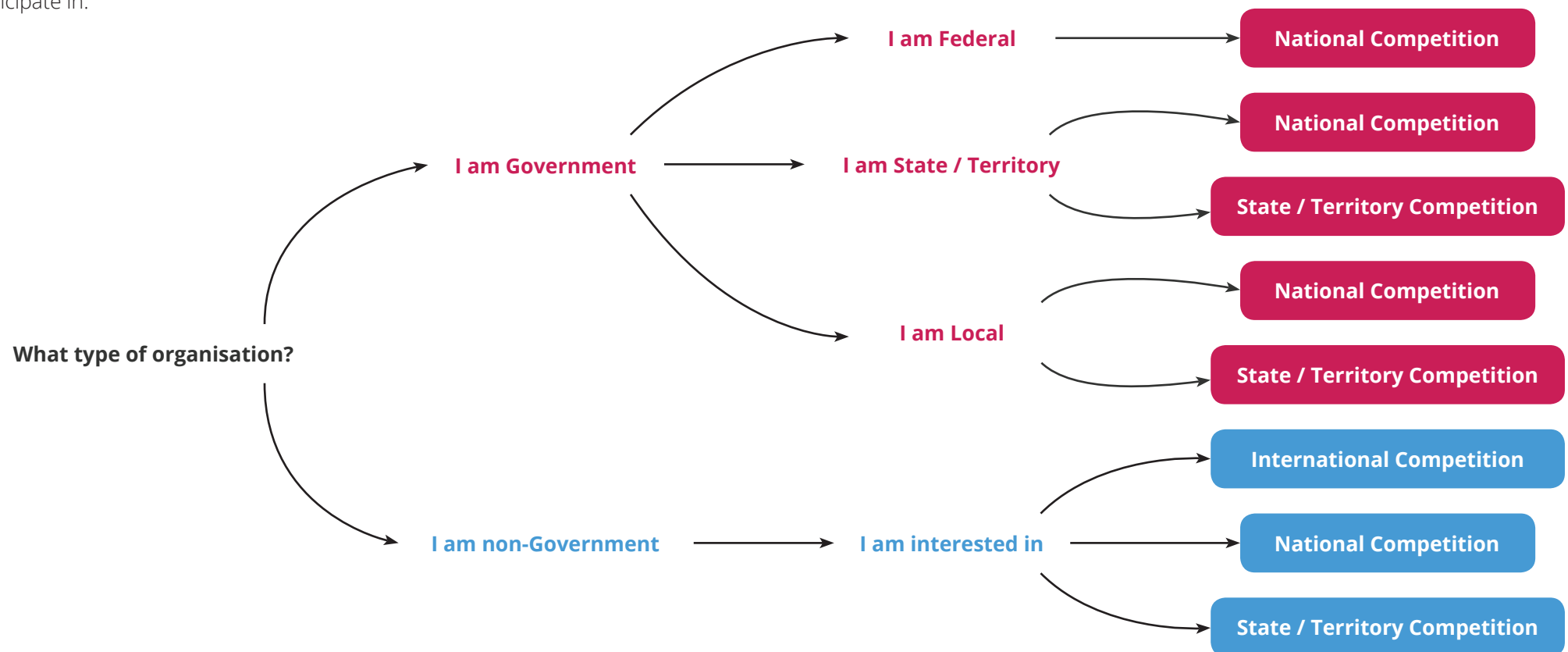


SPONSORSHIP PACKAGES

Before we get to the various packages available, here are a couple of questions to guide you.

Step 1

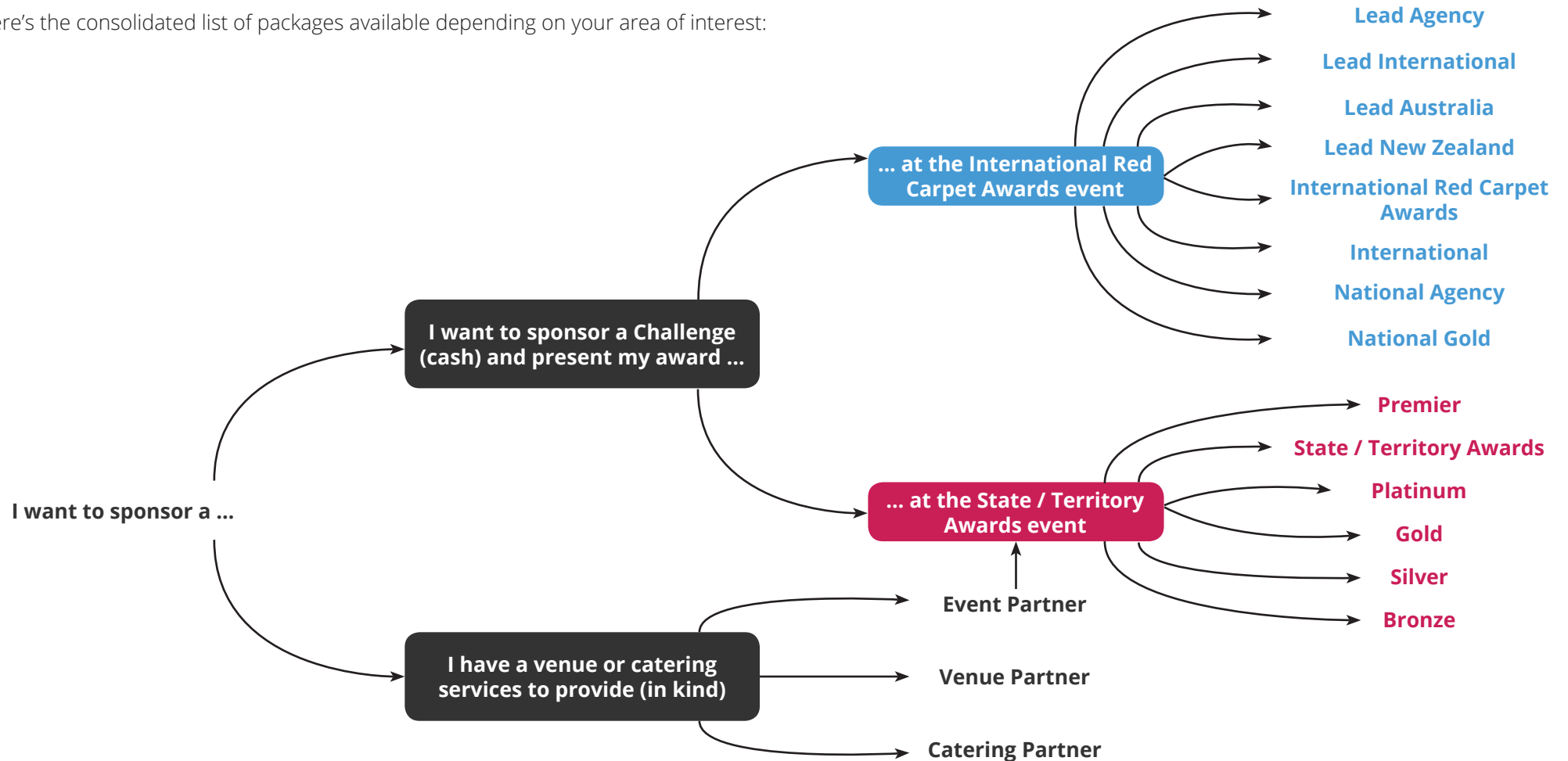
Depending on the type of organisation you are, there might be some limitations to the competition you can participate in.



SPONSORSHIP PACKAGES

Step 2

Here's the consolidated list of packages available depending on your area of interest:



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS



Major International and National sponsorship provides participants across Australia and New Zealand an immersive experience, including the opportunity to attend the National and International Red Carpet Awards.

Each country brings together all finalists to celebrate their creativity and ingenuity, and where sponsors get to present the winning entries with their awards.

This means your sponsorship will reach a substantial audience and provide more opportunities to connect with even more talent.



- » Lead Agency Sponsor
 - » (1 available) to be negotiated
- » Lead International Sponsor
 - » (1 available) to be negotiated
- » Lead Australia Sponsor
 - » (1 available) to be negotiated
- » Lead New Zealand Sponsor
 - » (1 available) to be negotiated
- » International Red Carpet Award Sponsor
 - » (1 available) - to be negotiated
- » International Sponsor
 - » \$17,000 (ex GST)
- » National Agency Sponsor
 - » \$10,000 (ex GST)
- » National Gold Sponsor
 - » \$12,000 (ex GST)

Each category can have one or two challenges within the stated prize pool amounts.

INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

Lead Agency Sponsor

(Only 1 Available)

The Lead Agency Sponsor is an exclusive one-only sponsorship for a Government Agency in Australia or New Zealand.

In 2015 the Digital Transformation Office led the charge and in 2016 IP Australia embraced all that is GovHack, including a commercialisation announcement with their Ministerial Office, in 2017 Data61 with CSIRO took the lead spot and in 2018 the Digital Transformation Agency returned to take up the challenge with much gusto and collaboration.

The Lead Agency Sponsor is available only via negotiation. This is an exclusive opportunity for those organisations who are deeply involved and committed to the art of innovation within Government, the benefits of open data collaboration and the critical thinking talent involved in ideation.

For the full [summary of benefits](https://govhack.org/sponsor-bd) visit govhack.org/sponsor-bd.



Key Sponsorship Benefits

- » Naming Rights of up to **2** Challenges in Australia
- » Opportunity to host **Agency Briefing** at a location of your choice in Canberra
- » Opportunity to present your datasets and ideal outcomes at Connection Events
- » Opportunity to promote your open datasets during the Competition Weekend
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to address attendees at your preferred State / Territory Award Event
- » Opportunity to create and provide a two minute video to be shown at Award Events
- » Key address to all attendees of International Red Carpet Award Event

Investment

- » Negotiated

INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

Lead Corporate International Sponsor (Only 1 Available)

The Lead Corporate International Sponsor is an exclusive one-only sponsorship for a non-Government organisation Internationally.

This title is a new package focusing on organisations who have an International reach. The equivalent title for Australia only has been held by some notable organisations; In 2015 Telstra took up the opportunity, in 2016 IBM lead the way, in 2017 Accenture took the challenge and in 2018 Infosys grasped the lead and embraced all that GovHack has to offer.

The Lead Corporate International Sponsor is available only via negotiation. Similar to the Lead Agency option, this is an exclusive opportunity for those organisations who are deeply involved and committed to the art of innovation, the benefits of open data collaboration and the critical thinking talent involved in ideation.

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of **1** Challenge in Australia
- » Naming Rights of **1** Challenge in New Zealand
- » Naming Rights of **1** International Challenge
- » Opportunity to present your technology and ideal outcomes at Connection Events
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to address attendees at your preferred State / Territory Award Event
- » Opportunity to create and provide a two minute video to be shown at Award Events
- » Key address to all attendees of New Zealand and International Red Carpet Award Event

Investment

- » Negotiated



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

Lead Corporate Australia Sponsor Lead Corporate New Zealand Sponsor (Only 1 Each Available)

The Lead Corporate Australia and New Zealand Sponsors are exclusive one-only sponsorship for a non-Government organisation in Australia or New Zealand.

The Australian title has been held by some notable organisations; In 2015 Telstra took up the opportunity, in 2016 IBM lead the way, in 2017 Accenture took the challenge and in 2018 Infosys grasped the lead and embraced all that GovHack has to offer.

The Lead Corporate Australia and New Zealand Sponsors are available only via negotiation. Similar to the Lead Agency option, this is an exclusive opportunity for those organisations who are deeply involved and committed to the art of innovation, the benefits of open data collaboration and the critical thinking talent involved in ideation.

For the full [summary of benefits](https://govhack.org/sponsor-bd) visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of up to **2** Challenges in Australia or New Zealand
- » Opportunity to present your datasets and ideal outcomes at Connection Events
- » Opportunity to promote your open datasets during the Competition Weekend
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events
- » Opportunity to address attendees at your preferred State / Territory Award Event (AU)
- » Key address to all attendees of International Red Carpet Award Event (AU)
- » Key address to all attendees of New Zealand Award Event (NZ)

Investment

- » Negotiated



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

International Red Carpet Award Sponsor

(Only 1 Available)

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

As the Host Sponsor of this 10th Anniversary of GovHack, this event will attract more media attention and VIP attendance. 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 present your award.

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

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of **1** Challenge in Australia
- » Naming Rights of **1** Challenge in New Zealand
- » Opportunity to host **Agency Briefing** at a location of your choice in Canberra *if you are an Agency*
- » Opportunity to present your data or technology and ideal outcomes at Connection Events
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events
- » Opening address to all attendees of the International Red Carpet Award Event

Investment

- » Negotiated



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

International Award Sponsor

(Only 3 Available)

As an International Award Sponsor, you will be specifically interested in a challenge(s) that is of common interest across both Australia and New Zealand. You have the option to partner with another organisation in either or both countries where there is mutual benefit in the combination of the challenge, or the data.

You will have the opportunity to attend the New Zealand Awards night to present your award, as well as the Red Carpet Awards in Australia.

For the full [summary of benefits](https://govhack.org/summary-of-benefits) visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of **1** International Challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events

Investment

- » \$17,000 (ex GST)



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

National Agency Sponsor

(Unlimited)

This sponsorship opportunity is open to any **Government Agency** who wants to have their data profiled in the National competition, with hackers from all States and Territories able to choose your challenge.

These sponsorships are singular, however, where relevant and appropriate, agencies can collaborate with another organisation of their choosing and jointly provide a challenge / problem statement.

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of up to **2** Challenges in Australia
- » Opportunity to provide your open data for your challenge
- » Opportunity to provide data mentors at your local event(s) or online
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events

Investment

- » \$10,000 (ex GST)



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS

National Gold Sponsor

(Unlimited)

This sponsorship opportunity is open to any **non-Government** organisation who wants to be profiled in the National competition, with hackers from all States and Territories able to choose your challenge.

These sponsorships are singular, however, where relevant and appropriate, organisations can collaborate with another organisation of their choosing and jointly provide a challenge / problem statement.

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of up to **2** Challenges in Australia
- » Opportunity to provide business or technology mentors at your local event(s) or online
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events

Investment

- » \$12,000 (ex GST)



INTERNATIONAL / NATIONAL SPONSORSHIP OPTIONS



National Prize Pool Allocations

Your national sponsorship is divided between **a total prize pool of 40% and 60% allocation for operations**. Prize pools for negotiated sponsorships are agreed separately and included in agreements.

Our focus is to ensure we provide a fully inclusive, fully funded free attendance at the local, state/ territory and national events by covering all costs for **everyone**, as well as providing cash awards to winning teams.

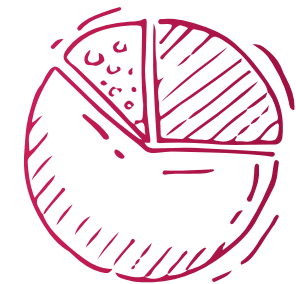
The operations component contributes to many compliance and logistics costs including interstate transport and accommodation for Red Carpet Awards finalists and the necessary resources, management, and infrastructure for a nation of hackers and volunteers.

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Having winning and finalist teams attend the prestigious GovHack International Red Carpet Awards and represent their state and country is the pinnacle of the GovHack experience for teams.

This is only made possible through the ongoing contribution and support of our innovative and outstanding sponsors and supporters.

Your national prize pool will be allocated as \$2,000 (max) to the winning team of each of your sponsored award categories, and the remaining funds will be allocated across the runners up for your award.



STATE / TERRITORY SPONSORSHIP OPTIONS



State / Territory sponsorship helps to provide all participants in your state or territory an immersive experience, including the opportunity to attend the GovHack Connections event and State / Territory Awards event, with region-wide prizes and exposure.

Each state and territory will have its own State / Territory Awards Event which brings together all finalists in the region to celebrate their creativity and ingenuity, and where sponsors get to present the winning entries with their awards.

This means your sponsorship will reach a substantial audience and provide more opportunities to connect with even more state and territory based talent.

Your sponsorship will also directly assist selected National Competition finalists in your region. Selected finalists will represent their region and team, they will be flown interstate and provided with accommodation for the GovHack International Red Carpet Awards to be held in November 2019.

- » Premier Sponsor
 - » (2 available per State / Territory) to be negotiated
- » State / Territory Awards Sponsor
 - » (1 available per State / Territory) to be negotiated
- » Platinum Sponsor
 - » (\$12,000 ex GST)
- » Gold, Silver, and Bronze Sponsorship
 - » (range \$750 to \$10,000 ex GST)
- » Event Partner
 - » (1 available per Event)
- » Venue or Catering Partner
 - » (1 each available per Event)

Each category can have one or more challenges within the stated prize pool amounts.

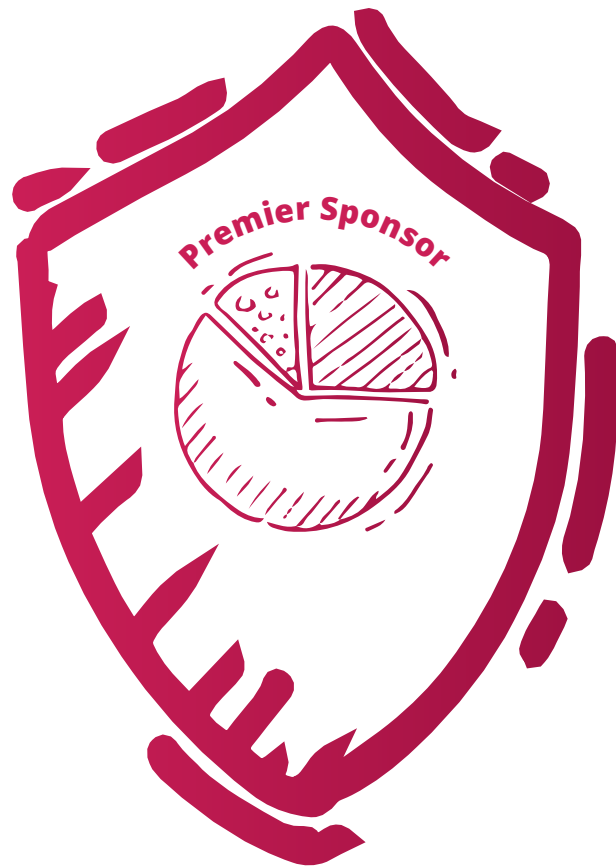
STATE / TERRITORY SPONSORSHIP OPTIONS

Premier Sponsor

(2 available per State / Territory)

These sponsors will be specifically interested in the development of their State / Territory by developing an entrepreneurial ecosystem through development opportunities, and will be a keen enthusiast of the national agenda of government open data.

For the full **summary of benefits** visit govhack.org/sponsor-bd.



Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Presentation of Premier's / Best in State / Territory Award
- » Opportunity to host **Connections Event** at a location of your choice in the State / Territory
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events

Investment

- » Negotiated

STATE / TERRITORY SPONSORSHIP OPTIONS

State / Territory Awards Sponsor (1 available per State / Territory)

This sponsor will have naming rights to their State / Territory Awards Event which brings together all State / Territory finalists for an evening to celebrate their creativity and ingenuity. Winning participants will be presented with their State / Territory awards for their winning entries.

At this event, national finalists receiving Golden Tickets to the International Red Carpet Awards will also be announced.

For the full [summary of benefits](https://govhack.org/sponsor-bd) visit govhack.org/sponsor-bd.



Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Presentation of State / Territory Spirit of GovHack Award
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events
- » Option to provide Opening address to attendees at your preferred State / Territory Awards event

Investment

- » Negotiated

STATE / TERRITORY SPONSORSHIP OPTIONS

Platinum Sponsor

(Unlimited)

These sponsors will have a particular interest in a particular State / Territory with a potential focus on a single GovHack Event.

They generally will be a single large agency within a State / Territory or a large organisation with a State / Territory focus. They will generally have an interest in the continued development of the outcomes of the GovHack weekend by working with and communicating with participants.

For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Opportunity to present your open data or technology at the Connections Event in your State / Territory
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up
- » Opportunity to create and provide a two minute video to be shown at Award Events

Investment

- » \$10,000 - \$12,000 (ex GST)



STATE / TERRITORY SPONSORSHIP OPTIONS

Gold, Silver, and Bronze Sponsor (Unlimited)

These sponsors will have a particular interest in at least one Official GovHack event, (e.g. GovHack Brisbane, GovHack Darwin). They will have a greater presence at the official event of their choosing and is designed to directly support your community to participate in GovHack.

Local Government, regional offices of large corporates and small to medium sized businesses often provide these levels of sponsorship as it demonstrates support for your local community.

For the full [summary of benefits](https://govhack.org/summary-of-benefits) visit govhack.org/sponsor-bd.

Gold Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Opportunity to present open data and ideal outcomes at the Connections Event
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up

Investment

- » \$5,000 - \$9,999 (ex GST)



STATE / TERRITORY SPONSORSHIP OPTIONS



Silver Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up

Investment

- » \$2,000 - \$4,999 (ex GST)

Bronze Key Sponsorship Benefits

- » Opportunity to provide your open data

Investment

- » \$750 - \$1,999 (ex GST)



STATE / TERRITORY SPONSORSHIP OPTIONS

Event Partner

(Exclusive to 1 per Event)

Event Partners will gain significant exposure by hosting and financing all aspects of their preferred local event, this includes in-kind provision of, or full financial support for, the local official event venue, all event catering, internet access costs, etc.

Event Partners can also contribute financially if they wish to also be a Challenge Sponsor for their State / Territory.

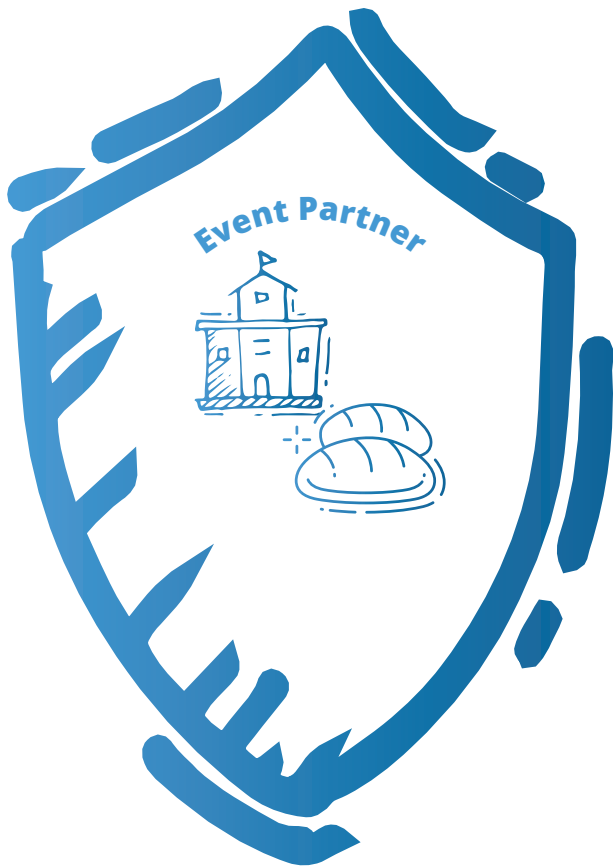
For the full [summary of benefits](https://govhack.org/sponsor-bd) visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Naming Rights of **1 or more** Challenge(s) in your State / Territory
- » Opportunity to present open data and ideal outcomes at the Connections Event
- » Opportunity to provide your open data for your challenge
- » An invitation onto the judging panel for your challenge(s) to select a winner, and runners up

Investment

- » In-Kind



STATE / TERRITORY SPONSORSHIP OPTIONS

Venue Partner

(Exclusive to 1 per Event)

Venue Partners will gain exposure by hosting and financing all aspects of their preferred local event, this includes in-kind provision of, or full financial support for, the local official event venue, including internet access costs.

Catering Partner

(Exclusive to 1 per Meal Break)*

Catering Partners will gain exposure by hosting and financing all aspects of their preferred event, this includes in-kind provision of, or full financial support for, the local official event catering.

* There are:

- » 2x Dinner (Friday/Saturday)
- » 2x Breakfast (Saturday/Sunday)
- » 2x Lunch (Saturday/Sunday)
- » 2x Snack breaks (Saturday/Sunday)
- » 1x Coffee provider

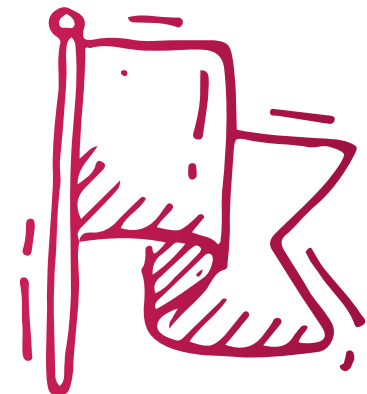
For the full **summary of benefits** visit govhack.org/sponsor-bd.

Key Sponsorship Benefits

- » Opportunity to provide your open data
- » Opportunity to provide your data or technology mentors at your local event(s) or online
- » Option to provide standing banners at your local competition event(s)

Investment

- » In-Kind



STATE / TERRITORY SPONSORSHIP OPTIONS



State / Territory Prize Pool Allocation

Your State / Territory sponsorship is divided between **a total prize pool of 30%, 20% contribution for Golden Tickets** and **50% allocation for Regional events and national operations**.

Our focus is to ensure we provide a fully inclusive, fully funded free attendance at **ALL** events by covering all costs for **everyone**, as well as providing cash awards to winning teams.

The operations component contributes to many compliance and logistics costs including interstate transport and accommodation for Red Carpet Awards finalists and the necessary resources, management, and infrastructure for a nation of hackers and volunteers.



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This is only made possible through the ongoing contribution and support of our innovative and outstanding sponsors and supporters.

Your total prize pool, as above, may allow you to have multiple challenges, or a single challenge, this can be finalised at the time of your sponsorship activation.

Your State / Territory prize pool will be allocated as \$1,000 (max) to the winning team of each of your sponsored award categories, and the remaining funds will be allocated across the runners-up for your award.

SUMMARY OF BENEFITS



Detailed Breakdown

For a detailed breakdown of the different sponsorship options and benefits, head to the following:

» govhack.org/sponsor-bd



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

Contact our GovHack Sponsor Director, Jan Bryson, at sponsors@govhack.org for more information.

You can also contact one of the below regional email to speak to our State/Territory Directors in your region.

act@govhack.org - Julian Singh

nsw@govhack.org - John Yeung

nt@govhack.org - Shanon Loughton

qld@govhack.org - Marie Boden

sa@govhack.org - Keerthana Mathuku

tas@govhack.org - Damian Frappell

vic@govhack.org - Jordan Wilson-Otto

wa@govhack.org - Sue-Ellen Shaw



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