



Unleashed

Open data competition

Corporate Sponsorship Pack

WHAT IS UNLEASHED?

Unleashed is South Australia's annual open data competition, part of the GovHack competition that will be held in locations around Australia and, for the first time this year, in New Zealand.

Over 46 hours digital creatives will work in teams to create new concepts and ideas using open Government data. Concepts include websites, data visualisations, mobile apps and business ideas, with the aim of finding new ways to solve challenges facing government, industry and the community.

At last year's Unleashed, in just 46 hours over 155 digital entrepreneurs across Adelaide and Mount Gambier combed public data sets to develop 38 innovative digital solutions for entry into the competition. View the winning entries at <http://uladl.com>.

NEW YOUTH COMPETITION – N3XGEN UNLEASHED

Following the success last year of several High School students at our first regional Unleashed held at the Mt Gambier Library, we are pleased to launch the first N3xGen *Unleashed* for 13-18 year olds.

N3xGen Unleashed will be hosted simultaneously with Unleashed at several regional and metropolitan Library community centres, with dedicated prizes for N3xGen competitors. The competition provides an opportunity to inspire and engage the next generation of entrepreneurs, digital creatives and our future science and technology industry leaders.

WHY SHOULD YOU SPONSOR UNLEASHED

Sponsors receive a number of benefits from supporting Unleashed. The event generates national and local media coverage (see the 2014 media coverage at: <http://www.govhack.org/2014-in-the-media/>).

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

Unleashed attracts the best developers and innovators across South Australia. We have had continued growth over the past 2 years with South Australia engaging the most competitors and generating the most competition entries across the National GovHack competition. In 2015 we are growing with the introduction of additional regional and metropolitan locations and through engaging youth in the N3xGen component of the competition. This means your sponsorship will reach a greater audience and provide more opportunities to connect with talented South Australians.



Government of
South Australia



UNLEASHED SPONSORSHIP PACKAGES

Silver Sponsorship (Value \$2,000)

Cash sponsorship \$2000 (contributing to prizes and event)

- Hardware / Product prize (minimum 5 items, total value of approximately \$2000)
- In-kind Donations - We welcome in-kind sponsorship; please contact us if you think you can contribute; e.g., catering, video production, photography.

Gold Sponsorship (Value \$5,000+)

Gold sponsors may be either \$5000 in cash sponsorship (contributing to prizes and event) or a development prize package.

Development prize packages include one or more of the following:

- Structured incubator programs
- Minimum 6 month membership to an established co-working community
- Graduate or vacationer program placement.

Gold sponsors are entitled to additional benefits (see below) for recognition of their contribution.

Platinum Prize Sponsorship (2 available, Value \$10,000+ each)

Platinum Prize Sponsors support the Unleashed Premier's Award through:

- provision of an accelerator program and support to assist a team in the development of a winning concept, or
- provision of \$10k seed funding to support development of the concept.

Platinum Prize Sponsors are entitled to additional benefits (see below) to recognise their contribution.

N3xGen Gold Sponsorship (Finalist Prizes)

A finalist team from each node of the N3xGen youth competition will compete for the overall South Australian N3xGen prize, to be awarded at the Unleashed Awards Night. The prize package sponsor will provide a hardware or product prize (5 units, \$5000+ total value) to be awarded to a youth team that produces the overall best concept in the state.

N3XGEN NODE SPONSORSHIP

As mentioned above *N3xGen Unleashed* will be hosted at several regional and metropolitan community centres (e.g. Libraries) with dedicated prizes for Local youth *N3xGen* competitors.

Initial plans indicate that the following location will be on board if they can receive adequate sponsorship.

- Mount Gambier Public Library– South East of South Australia Region
- Woodcroft Public Library – Southern Suburbs metropolitan Adelaide
- City Playford Library – Northern Suburbs metropolitan Adelaide

We invite you to consider sponsoring one or more of these Node events with the provision of hardware prizes, event funding or donations of in-kind services or products. Please contact unleashed@sa.gov.au to register your interest and discuss options.

SPONSORSHIP ENTITLEMENTS

This applies only to Unleashed Open Data Competition sponsors and N3xGen finalist Prize sponsor

All Sponsors

- An invitation to be on a judging panel for the Unleashed competition
- An invitation to the Unleashed Connections Event, Unleashed Competition weekend and awards night as a VIP
- The opportunity to provide appropriate digital materials and merchandise for distribution at the events
- Your logo on an Unleashed digital sponsor banner for promotion purposes
- Opportunity to promote organisation and logos in association with all communication about the sponsored prize
- Acknowledgment on Unleashed website with link back to your website
- Acknowledgement on the National GovHack website – South Australia Official location page with link back to your website
- Photo opportunity with the winners of your sponsored prize at the Awards Night.

Gold + Platinum Sponsors

As well as the above benefits, Gold and Platinum Sponsors will have the following additional benefits at both the Unleashed event weekend and the awards night:

- Verbal recognition as part of convenor/MC scripts
- Display of your own company banner(s) for the duration of the Unleashed event(s) (Banners to be provided by sponsor.)
- Corporate logo recognition in any audio-visual components of the event(s).

Platinum Sponsors

As well as all of the above benefits, Platinum Sponsors will have the following additional benefits at both the Unleashed event weekend and the awards Night:

- A few minutes at the Unleashed Opening night or Awards Night to address attendees
- Opportunity to present an award at the Awards Night
- Recognition in media releases as a platinum sponsor.

Platinum sponsors have the largest banner space and most prominent position at physical events as well as most prominent position on the website and on all correspondence.

WHAT IS THE PROCESS

To nominate for sponsorship request a ***Sponsorship Nomination form and complete*** with your details.

To discuss opportunities or other options please contact Alysha Thomas Phone: (08) 8226 2387.

NOMINATING A JUDGE

If you are sponsoring a prize we encourage you to nominate a judge. It is important to have a mix of Government, industry and technical experts on our judging panels. Judges also get an opportunity to view and critique concepts submitted and build relationships through the process with senior government staff and industry leaders.

Expectations of judges:

- Invitation to Unleashed competition opening night
- 3 hour meeting following the event to judge (date to be advised)
- Photo opportunity at the Unleashed Awards event (Details TBA)
- Senior level experience or knowledge in your field of expertise.

Please nominate your judge and detail their area of expertise on the attached ***Sponsorship Nomination form***.

PROMOTIONAL MATERIAL

Our N3xGen and Unleashed competitors love fun merchandise. Yoyos, USB's and promotional toys are a big hit with the young and young at heart! You can nominate to provide merchandise to all Unleashed South Australia competitors (estimate 200), N3xGen youth competitors (150) or provide a limited supply available to grab by early bird participants at selected venues.

Our digital savvy competitors are no fans of paper and this year we're striving to make Unleashed a green event. For these reasons paper marketing material will not be accepted. We are pleased to offer the following alternatives for digital marketing material as follows:

- Supply a branded USB with your digital material on it. We encourage you to contact your marketing team early and consider material that would engage the digital and creative community. Our experience is that USB's are also the most useful and reused merchandise.
- Provide digital marketing material to us for uploading on an Unleashed USB memory stick. Each competitor will receive an unleashed USB with useful information on it and your marketing content can be loaded on this. This is an opportunity for sponsors to capture competitor's attention with your digital promotional material. For example, it could be a PDF flyer or a small app (1 GB file size limits apply).

Promotional material will need to be provided to us by 5 June 2015 to be included in showbags/USBs. A merchandise table will also be set up on opening night for any additional goodies on offer.

For other promotion opportunities at the events please contact the Unleashed Promotions team at unleashed@sa.gov.au.

ENCOURAGE YOUR EMPLOYEES TO COMPETE!

Employees of sponsors are welcome to join the competition. We only ask for disclosure to ensure you are not judging one of your staff members. If you would like to stay informed about Unleashed join the community by subscribing to our mailing list to receive news and more information about the unleashed competition at <http://uladl.com>

MORE INFORMATION



<http://uladl.com>



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