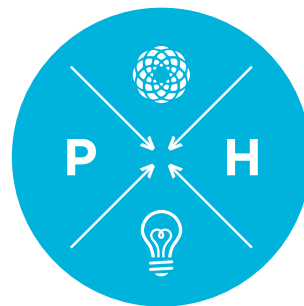
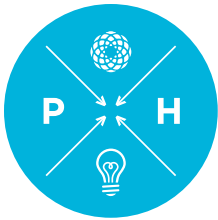


SPONSORSHIP LEVELS & BENEFITS



**POSNER
POVERTY
HACK**

AN INTERNATIONAL
DEVELOPMENT HACKATHON



**POSNER
POVERTY
HACK**
AN INTERNATIONAL
DEVELOPMENT HACKATHON



A HACKATHON FOR GLOBAL POVERTY

We're bringing together Posner organizations, Biennial attendees, the Colorado international development community, makers, product designers, other shared spaces, members of the tech community, and academia, to create collaborative, innovative solutions to international development challenges faced by Posner Center Tenants.

BRIEF OVERVIEW

What is a hackathon?

A hackathon ("hack" + "marathon") brings together a large group of people that break into teams, who then typically use technology to create a new product or service for use, such as a mobile app, website, or new product (hence the term "hack"). And, they usually last between 1-3 days (hence the word "marathon"). They have also been used recently by cities, universities, and nonprofits to bring large groups of people from various fields of expertise together to solve tangible social issues, tackle environmental concerns, or create positive behavior or systemic change.

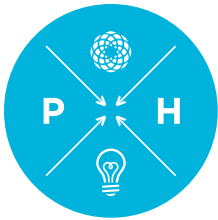
Either before or during the event, ideas or challenges to solve are pitched. During the event, attendees split up into teams and work on creating solutions to the challenges. At the end of the hackathon, each team presents their proposed solutions to be judged and voted on. And, at the conclusion of judging, there are usually prizes given out for the winning team(s). In our case, the winning idea receives funding to implement their idea, so the "Well what next?" results in a tangible step toward resolving an international development problem.

What will attendance look like?

We expect ~75-105 attendees (that's 5-7 people on each of the anticipated 15 teams) for the actual hackathon (Thursday and Friday), and up to 300 people for the opening night networking happy hour (Wednesday), plus volunteers. We anticipate attendees will include Posner Tenants and Members, Biennial Festival attendees from various countries across the Americas, the Colorado international development community, makers, product designers, representatives of other shared spaces, members of the tech community, academia, local government, and press.

What we are looking for:

First, we are looking for a primary sponsor to provide funding to turn the winning idea into action and impact in the field. Our Innovator Sponsor(s) will help us see the winning idea come to life. We will also tell the story of that idea being brought to life, so we need someone to sponsor the creation of a video of the winning idea in action. In addition, we'd like to reward the winning team, so we need sponsors to help us fund their prizes, as a thank you for participating and coming up with the best idea. Lastly, we need partners to make the Poverty Hack event successful. After all, coffee is the most important fuel for innovative ideas.



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SPONSORSHIP LEVELS

INNOVATOR \$5,000

Support a grant for the Posner Tenant organization with the winning team to turn their ideas into reality.

What you get:

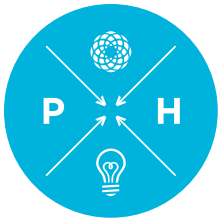
- Logo listed in top tier of Sponsors section of the Poverty Hack website (coming soon).
- Logo to appear on Poverty Hack t-shirts along with Posner and the Biennial of the Americas (event hosts).
- Mention of company any time hosts note the event sponsorship (e.g. "Welcome to Posner Poverty Hack, hosted by the Posner Center for International Development and the Biennial of the Americas and our Innovator Sponsor, [Company Name].")
- Mentions in social media in a similar fashion when Innovator sponsorship mentions are relevant.
- Mentions or logo in any written/designed materials for the event (including newsletters, flyers, etc.), with similar placement.
- Ability to display company branding/signage during the entire course of the event—Wednesday through Friday—in consultation with Posner staff to determine placement (and size, if relevant).
- 6 complimentary tickets to the Poverty Hack kickoff Happy Hour (July 15).
- Ability to engage with winning (and funded) Poverty Hack team and/or organization as they work to implement their lasting solution to global poverty.

STORYTELLER (1) \$5,000 (or in-kind equivalent)

Sponsor a video of the winning idea being put into action, giving you and the winning team marketing materials.

What you get:

- Only logo listed in the Storyteller Section in Sponsors portion of the Poverty Hack website (coming soon).
- Logo to appear on Poverty Hack t-shirts along with Posner and the Biennial of the Americas (event hosts).
- Logo to appear in opening and closing credits of final video of the project being put into action, along with your company's website URL.
- Logo to appear on at least one prominent Sponsors sign during the entire course of the event, along with other Sponsors.
- Final file(s) of the finished video, to use at your marketing discretion.
- Social media mentions every time Posner posts the final video across our social media networks.
- Video to appear for at least one year on Posner Center website.
- 6 complimentary tickets to the Poverty Hack kickoff Happy Hour (July 15).



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SPONSORSHIP LEVELS

COLLABORATOR \$2,500

Provide additional support for a grant for the Posner Tenant organization with the winning team, winning team members themselves.

What you get:

- Logo listed in Sponsors section of the Poverty Hack website (coming soon), alongside other sponsors.
- Logo placement on any event materials where all sponsors are listed, along with other Collaborator sponsors.
- At least one social media post mentioning our gratitude for our generous sponsors, on Facebook, Twitter, and any other relevant social media outlets used by Posner when appropriate (Instagram, etc.). An equal amount of social media mentions will be given to all Collaborator sponsors.
- 3 complimentary tickets to the Poverty Hack kickoff Happy Hour (July 15).

PARTNER \$1,000 (or in-kind equivalent)

Provide materials, refreshments, and other support needed to make Poverty Hack a success.

What you get:

- Logo listed in Sponsors section of the Poverty Hack website (coming soon), alongside other sponsors.
- Logo placement or mention on any event materials where all sponsors are listed, along with other Partner sponsors.
- 2 complimentary tickets to the Poverty Hack kickoff Happy Hour (July 15).

SPONSORS ALREADY ACQUIRED



The Posner Center is a community of nearly 60 international development-oriented businesses and organizations in a 25,000 square-foot shared space in Denver's Curtis Park neighborhood, spurring innovation by enabling groups to cross-pollinate through the exchange of ideas, the overlap of programming, and the generation of more comprehensive and lasting solutions to global poverty.

For any questions, please contact:

719-315-5093 • brandi@posnercenter.org



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FOR INTERNATIONAL DEVELOPMENT

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