



CODE *for* AMERICA

# SUMMIT

**May 30 - June 1, 2018**

**Oakland Marriott City Center**

CODE *for*  
AMERICA

# MEET US AT THE **FOREFRONT** OF INNOVATION, GOVERNMENT, AND TECHNOLOGY

## MUCH HAS CHANGED SINCE THE LAST CODE FOR AMERICA SUMMIT.

When we met in 2016, cities were creating digital service units and states had started moving to agile procurements for services instead of large, monolithic solutions.

In 2017, a new Federal administration and Congress has brought its own take on the role of technology and innovation in government. At all levels of government, the pressure to do more with less continues to increase. And as if there were any doubt before, 2017 has made it clear that our governments cannot be separated from technology.

Despite the year's events and the distraction of the latest buzzwords, of artificial intelligence and deep learning promising the quick fixes, what's fundamental to delivering government that works in the 21st century is still the same: understanding our users and quickly, constantly iterating to meet their needs better.

The best news is this: we're winning. More governments, companies, and individuals are changing attitudes, cooperating and doing the hard work to deliver the inseparable combination of 21st century government and technology that works.

The three days of every Code for America summit are a catalyst. The right people, together, in the right place, at the right time. Join us, and be part of the community that graduates from tilting at windmills to storming them.



**JENNIFER PAHLKA** is the founder and executive director of Code for America. In 2014 she served as the U.S. Deputy Chief Technology Officer in the White House Office of Science and Technology Policy, where she co-founded the United States Digital Service.



**TIM HARTMAN** is the CEO of Government Executive Media Group, a leading B-to-B media company. He led the transformation of GEMG to a digital-first enterprise, launching numerous digital brands including the most recent, *Route Fifty*, expanding Government Executive into the State & Local market.



**DAN HON** is co-chair of the 2018 Code for America Summit and former editorial director of Code for America. In 2015, Dan worked with the State of California to transform a traditional procurement into the state's first digital service for child welfare.

# WHAT PEOPLE ARE SAYING

“Microsoft is proud to support Code for America and the Code for America Summit as they **EMPOWER CITIES, TECHNOLOGISTS AND GOVERNMENTS**, to use technology to tackle tough community challenges.”

**SCOTT MAUVAIS**

Director, Technology & Civic Innovation  
Microsoft

“I love the #cfasummit for the **FEELING OF MOMENTUM.**

Each year less like a “crazy idea” and more like “of course.”

**EMILY WRIGHT**

Digital Service Expert  
U.S. Department of Veterans Affairs

“If you care about changing the way government works, the CfA Summit is **THE MOST IMPORTANT EVENT OF THE YEAR.**”

**JOHN LYMAN**

Partner  
Google Ventures



# JOIN THE MOST IMPORTANT CONVERSATIONS



**LIBBY SCHAAF**

Mayor of Oakland, CA



**JOHN HAGEL**

Co-Chairman, Deloitte  
LLP Center for the Edge



**REID HOFFMAN**

Co-Founder and Executive  
Chairman of LinkedIn,  
Partner at Greylock Partners



**TOM LOOSEMORE**

Co-Founder, UK Government  
Digital Services (GDS)



**MARINA MARTIN**

Former Chief Technology  
Officer, U.S. Department  
of Veterans Affairs



**CECILIA MUÑOZ**

Former Assistant to the  
President and Director  
of the Domestic Policy  
Council, White House



**DJ PATIL**

Former Chief Data Scientist of  
the United States Office of  
Science and Technology Policy



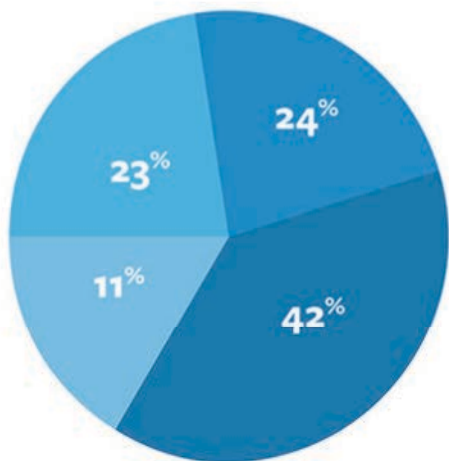
**MARYBEL BATJER**

Secretary, California  
Government  
Operations Agency



# WHO ATTENDS: Audience Breakdown

## AUDIENCE BREAKDOWN



- 42% = Government
- 24% = Companies
- 23% = Thought leaders and network
- 11% = Civic technologists

## DEEP DIVE INTO GOVERNMENT ATTENDEES:

19% = Federal, 53% = City, 16% = State, 12% = County

OVER **1200** PEOPLE REGISTERED IN 2016

**97%** SHOW RATE - 1197 ATTENDED



# WHO ATTENDS: Purchase Authority

## \$1.7 BILLION

### TECHNOLOGY SPEND IN THE ROOM

**Chief Innovation Officer  
Co-Captain**  
Anchorage

**CTO**  
Mexico City

**Chief Information Officer**  
City of Boston

**Chief Data Officer**  
City and County of San Francisco

**Chief Innovation Officer**  
City and County of San Francisco

**Mayor of Long Beach**  
City of Long Beach

**Chief Data Officer**  
City of Syracuse

**Director of Technology and  
Innovation**  
City of Long Beach

**Executive Director**  
City of Oakland Workforce  
Development Board

**VP/COO**  
National Association of Workforce  
Boards

**Chief Technology Officer**  
U.S. Department of Veterans Affairs

**Chief Data Officer**  
City of Kansas City, Mo.

**Executive Director**  
San Francisco Human Services Agency

**CIO**  
Office of Statewide Health Planning and  
Development

**CIO/IT Director**  
City of Bloomington, IN

**Chief Digital Officer**  
MassIT, Commonwealth of Massachusetts

**Chief Innovation Officer**  
Mayor's Office, San Jose, CA

**Chief Data Scientist**  
White House

**Director of the Domestic  
Policy Council**  
The White House

**Chief Digital Officer**  
City of Boston

**Chief Resilience Officer**  
City of Oakland

**Secretary**  
Government Operations Agency

**Chief of Civic Innovation**  
Louisville Metro Government

**U.S. Chief Information Officer**  
The White House

**Director for Data Transparency**  
US Treasury Department

**Chief Accessibility Officer**  
Microsoft

**City of Philadelphia**  
Lead Content Designer

**City and County of San Francisco**  
Sr. UX Designer

**NYC Mayor's Office of Operations**  
Director, Innovation and Design

**City of Austin**  
Sr. Advisor for Design & Technology

**US Digital Services**  
Designer

*\*According to city budgets of 2016 Code for America Summit attendees*



# PREVIOUS SUPPORTERS



# SPONSORSHIP AT A GLANCE:

## Thought Leadership

	Capstone \$100k	Platinum \$50k	Gold \$25k	Silver \$10k
Company Rep on Mainstage	10-minute speech	2-minute remarks	1-2 minute video shown during main stage breaks	
Breakout Session	✓	✓		
Feature on CfA Blog	✓	✓		
Commercial Content between Livestream	✓	✓	✓	
Promotional Literature Distribution at Registration	✓	✓		

\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans





# SPONSORSHIP AT A GLANCE:

## Brand Awareness & Elevation

	Capstone \$100k	Platinum \$50k	Gold \$25k	Silver \$10k
Email blast to 40k combined CfA + Route Fifty List	✓	✓		
Mention in Summit Press Materials	✓	✓	✓	
Thank You Tweets & Verbal from Mainstage	✓	✓	✓	✓
2 Standing Signs	✓	✓	✓	
Logo included on Summit hanging banner (1)	✓	✓	✓	
Logo, link, company description on all website Summit materials & promotion	✓	✓	✓	✓



\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# SPONSORSHIP AT A GLANCE:

## Additional Value

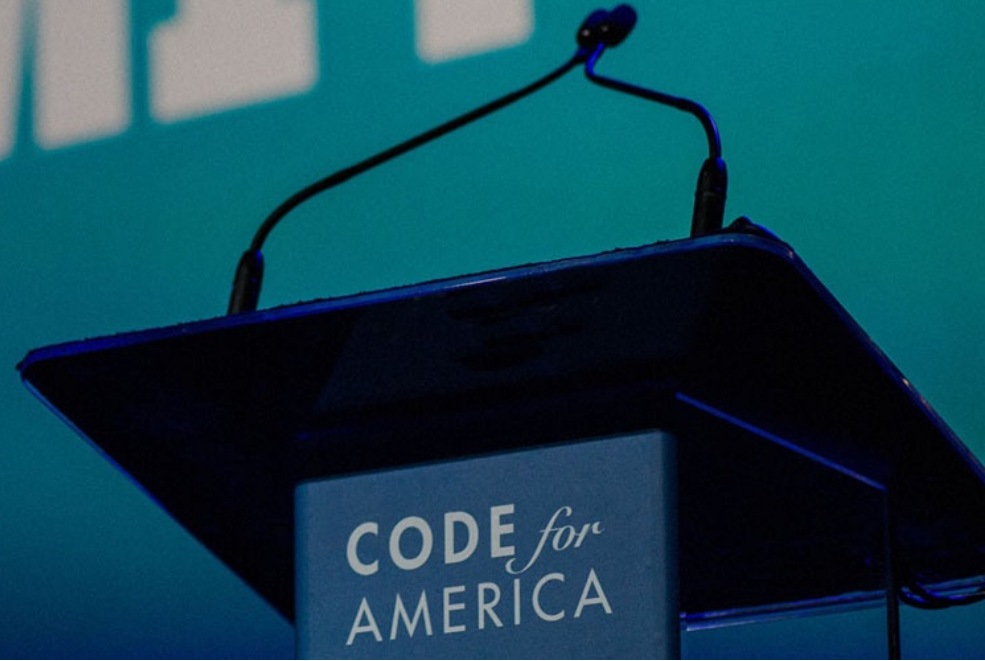
	<b>Capstone</b> \$100k	<b>Platinum</b> \$50k	<b>Gold</b> \$25k	<b>Silver</b> \$10k
Conference Passes	12 passes	6 passes	4 passes	2 passes
Sponsorship of Attendee Lounge	√			
Tech Fair Booth	10x20	10x10	6x10	6x10
Run-of-Site across RouteFifty.com and Govexec.com	100,000 ROS	50,000 ROS		
Route Fifty Today eNewsletters	4	2		
Additional Promotion of CfA Blog Feature on Route Fifty	√	√		



\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# Capstone Sponsorship

**\$100,000** (2 available)



## Exclusive Benefits

- 10-minute mainstage remarks & 60-minute breakout session
- Guest feature in Code for America blog
- Email blast to combined 40k list of Code for America + Route Fifty list (before or after event) and mention in Summit press materials
- Commercial content between segments during the mainstage livestream
- Thank you tweets and a verbal thank you from mainstage
- 12 conference passes
- Opportunity to bring 2 standing signs
- Logo included on the summit website, hanging banner, and opportunity to sponsor the attendee lounge
- Tech fair booth – size 10x20
- Logo, link, company description on all Summit website materials and promotion (pre-, during, and post-event); logo also included in mainstage housekeeping slides

## Benefits Continued:

- Promotional items or literature at registration and in the speaker lounge
- Participation in the Summit exhibitor passport program: *The exhibiting company provides a gift of \$100 in value to be given away to an awarded attendee at Summit (gift to be shipped to GEMG in advance of event).*

## Added Value: Route Fifty Benefits:

- 50,000 ROS impressions on RouteFifty.com and GovExec.com
- (2) Route Fifty exclusive newsletter sponsorships
- Additional promotion of CfA blog guest feature across Route Fifty

\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# Platinum Sponsorship

**\$50,000** (5 available)



## Exclusive Benefits

- 2-minute mainstage remarks & 60-minute breakout session
- Guest feature in Code for America blog
- Email blast to combined 40k list of Code for America + Route Fifty list (before or after event) and mention in Summit press materials
- Commercial content between segments during the mainstage livestream
- Thank you tweets and a verbal thank you from mainstage
- 6 conference passes
- Opportunity to bring 2 standing signs
- Logo included on the summit website and hanging banner
- Tech fair booth - size 10x10
- Logo, link, company description on all Summit website materials and promotion (pre-, during, and post-event); logo included on mainstage housekeeping slides

## Benefits Continued:

- Participation in the Summit exhibitor passport program:  
*The exhibiting company provides a gift of \$100 in value to be given away to an awarded attendee at Summit (gift to be shipped to GEMG in advance of event).*

## Added Value: Route Fifty Benefits:

- 50,000 ROS impressions on RouteFifty.com and GovExec.com
- (2) Route Fifty exclusive newsletter sponsorships
- Additional promotion of CfA blog guest feature across Route Fifty

\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# Gold Sponsorship

**\$25,000** (8 available)



## Exclusive Benefits

- 1-2 minute video shown during main stage breaks/transitions
- Mention in CfA Summit press materials
- Commercial content between segments during the mainstage livestream
- Thank you tweets
- Verbal thanks from mainstage
- 4 conference passes
- Opportunity to bring 1 standing sign
- Logo included on the summit website and hanging banner
- Tech fair booth – size 6x10

## Benefits Continued:

- Logo, link, company description on all Summit website materials and promotion (pre-, during, and post-event)
- Logo included on mainstage housekeeping slides
- Participation in the Summit exhibitor passport program:  
*The exhibiting company provides a gift of \$100 in value to be given away to an awarded attendee at Summit (gift to be shipped to GEMG in advance of event).*

\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# Silver Sponsorship

**\$10,000** (16 available)



## Exclusive Benefits

- Thank you tweets
- Verbal thanks from mainstage
- 2 conference passes
- Tech fair booth - size 6x10
- Logo, link, company description on all Summit website materials and promotion (pre-, during, and post-event)
- Logo included on mainstage housekeeping slides
- Participation in the Summit exhibitor passport program:  
*The exhibiting company provides a gift of \$100 in value to be given away to an awarded attendee at Summit (gift to be shipped to GEMG in advance of event).*

\*Summit sponsorships can be bundled into client's 2018  
State & Local marketing plans

# Incremental Sponsorship Opportunities



## Event App

- In-stream ad units on the official Code for America Summit app
- Native content opportunities
- Logo recognition across all in-house app promotions
- Branding on all event signage, marketing, and promotions
- 2 conference passes

**\$20,000 (1 available)**

## Additional Opportunities

- Alignment with Underwriter's choice of one of the following event assets (includes associated signage & branding)
  - Charging Station
  - Social Media Screens
  - WiFi
  - Water Stations
- 2 conference passes

**\$10,000 (4 available)**

\*Summit sponsorships can be bundled into client's 2018 State & Local marketing plans

# CONTACT US

**RADELL PEISCHLER**

Director of Programming, GEMG

[rpeischler@govexec.com](mailto:rpeischler@govexec.com)

202.266.7341

