

Join the OpenStreetMap community at State of the Map 2016

There is only one community big and passionate enough to map the whole world and we are fully committed to its continued growth and success. That's why we're working tirelessly to bring the annual OpenStreetMap conference – State of the Map – to Belgium in September 2016. Today we invite you to join the OpenStreetMap journey.

Founded in 2004, OpenStreetMap enables millions to contribute up to date information about their neighbourhood and locations. By making this geospatial information available for free under an open licence, OpenStreetMap has revolutionized the way we see, use and sell map data and services.

The State of the Map conference enables you to keep up to date with the changing geospatial industry. It provides a fantastic opportunity to meet the wide community of software developers, volunteers, and users. By bringing these groups together in one place the future of OpenStreetMap is strengthened.

Your sponsorship helps keep State of the Map affordable and accessible to the widest possible audience. It provides you exposure to the OpenStreetMap community and a platform in which to present your organisation to those who continue to change the geospatial industry.

Don't see what you want? Contact us anytime; we are flexible and willing to work with you to design the sponsorship package that will fulfil your business needs.

<pictures from previous SotMs>

*flickr for "SotM" is a good place to look.
If struggling drop the team a note and
I'm sure they can find some great
photos :-)*

About State of the Map 2016

State of the Map is the annual conference of the OpenStreetMap project. Since 2004 the registered community has grown to 2.5 million, with many thousands contributing on a daily basis. Our **data contributors** are passionate about map data with many recognising the benefit maps bring to society.

As our contributor base has grown so has the quantity and quality of our data. With all this data available at your fingertips it's no surprise that the geospatial industry has undergone a revolution! State of the Map is the perfect opportunity to hear first hand how **data users** are benefiting from OpenStreetMap. Each year we are amazed by the new and exciting ways our data is shaping start-up and established businesses, government and the third sector.

Joining the data contributors and users will be the OpenStreetMap **software developers**. Their devotion to improving our core tools – be they server, desktop or mobile based – continues to unlock the potential of OpenStreetMap for both the data contributors and users alike. If you have technical questions about the systems underpinning our data, the software developers will be able to help. And of course they will be joined by many experienced developers from the the data user group.

Each year we are delighted to be able to bring these groups together to celebrate the achievements and look forward to the future. The conversations that happen at State of the Map 2016, will further revolutionize open data and the geospatial sector. As a sponsor you will be at the heart of these conversations and gain the knowledge to take your business forward into the future.

Sponsorship packages

Platinum (EUR 25,000)

- Up to 3 slides to be shown in a rolling presentation during the breaks.
- Prominent exhibition space in the main hall.
- Your logo on the State of the Map website (given highest priority).
- Your logo given highest priority on a banner placed on the conference stage alongside the speaker lectern.
- Your company profile on stateofthemap.org.
- Naming rights on a social event.
- Double page spread in the conference guidebook.
- A verbal thank you in the opening address (usually by a board member of the OpenStreetMap Foundation).
- A written thank you and your logo in an email sent to State of the Map newsletter subscribers.
- Tweet from @sotm in the week leading up to the conference and following the conference.
- Placement of job offers on a job board at the conference.
- 12 conference passes.

Gold (EUR 14,000)

- Up to 2 slides to be shown in a rolling presentation during the breaks.
- Exhibition space in the main hall.
- Your logo on the State of the Map website (given a high priority).
- Your logo featured on a banner placed the conference stage alongside the speaker lectern.
- Full page in the conference guidebook.
- A verbal thank you in the opening address by a board member of the OpenStreetMap Foundation.
- Placement of job offers on a job board at the conference.
- Tweet from @sotm in the week leading up to the conference.
- 7 conference passes.

Silver (EUR 7,500)

- Up to 1 slide to be shown in a rolling presentation during the breaks.
- Your logo on the State of the Map website (given a high priority)
- Your logo featured on a banner during the conference.
- Full page in the conference guidebook.
- Placement of job offers on a job board at the conference.
- 4 conference passes.

Bronze (EUR 3000)

- Your logo on the State of the Map website.
- Half page in the conference guidebook.

- Placement of job offers on a job board at the conference.
- 2 conference passes.

Supporter (EUR 700)

- Company name on the State of the Map website.
- Company name listed in the conference guidebook.
- Placement of job offers on a job board at the conference.

Exhibition (EUR 1000)

State of the Map 2016 will provide a space for exhibition stands. This is perfect for showing off your services and providing a visible place to start conversations with delegates.

As a Platinum or Gold sponsor, an exhibition space is included in your package. For other sponsors we offer an exhibition upgrade for EUR 1000. Please contact us if you are interested in making use of this opportunity.

Sponsor scholarships (EUR 5000)

Help bring talented people to the conference who otherwise couldn't afford the trip. To ensure an accessible and diverse conference we provide scholarships to professionals, researchers, students and accomplished community members world wide.

You can add a scholarship sponsorship to any sponsorship tier (Platinum, Gold, Silver, Bronze, Supporter).

- Sponsor in packages of EUR 5000 for 5 participants.
- Access to bios of all scholars.
- Introduction to scholars upon request.
- Your logo on scholarship relevant pages on stateofthemap.org.
- Your company name mentioned in the scholarship winner announcement.

Past sponsors The OpenStreetMap Foundation is delighted to have worked with these sponsors and more since 2007.	<logos of past sponsors>
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	see https://github.com/osmbe/sotm2016/issues/10
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Notes - Not part of sponsorship pack

A review of the sponsorship packs from SotM US 2015, SotM EU 2014, and SotM 2013 has identified the following topics:

- What is OpenStreetMap - history, community, use cases, awards
- What is SotM - the bringing together of members/people with an interest in OSM, and a way of strengthening the OpenStreetMap project and ecosystem
- Why sponsor - What your money supports, overview of opportunities
- Detailed sponsorship packages
- Scholarship program
- Audience - characteristics, size, growth
- Past sponsors
- Theme of each day of the conference, draft programme overview
- Exhibition stands, “swag” for delegates (gifts for delegate bags)

Our next step is to filter these - what are our “key messages” that we **really** want to get across.

- Rob: For me it is (1) Why we feel OSM is so great and why you should also be passionate about it, (2) What is SotM all about/what is our aim (the “how we measure success”), (3) What your sponsorship money means for OpenStreetMap & SotM.
- Randy: Sponsors do this because they think it’s valuable to them, not out of pure altruism (although there may be some altruism). We need to be clear about what they get out of the deal. The value of open mapping data in a time of turbulent change in the mapping industry is a big one. Maybe they’re trying to hire developers and want to raise their profile in the space. Maybe they use OpenStreetMap in their business already and see this as a way to give back for that.
- PJ: I agree with Randy that we should focus on the sponsor packages and why sponsoring is important (where is the win-win) for both parties. Also the USP or added value should be clear. There are so many conferences and events happening these days, how do we stand out?

Other observations:

- Rob: I felt that SotM 2013 wrote too much about OpenStreetMap, whilst SotM US 2015 wrote too little. SotM EU was between the two and seemed more appropriate. Perhaps one paragraph (two max) on OpenStreetMap.
- Rob: In my opinion we do not have to provide the theme of each day as was done in SotM 2013 pack. Similarly the “draft programme” is not needed.
 - Greg: The theme will be OpenStreetMap in some way, as far as sponsors are concerned.
- Rob: If we are doing exhibition/booth space this year then this does not need a separate section about it. It just needs listing in the sponsorship packages.
- Greg: Should sponsors be told what the community/audience expects from them, and how they can get the most of it? I.e. it would be great if company staff attend and

learn more about OpenStreetMap and hang out at the socials with others. Sponsored talks are not (usually) included/acceptable, but you are welcome to submit a talk as an individual or an official representative of the company. I'm wording this in a slightly devil's advocate - put them off - way, perhaps better to discuss in a positive way with specific sponsors & not written in the package.

- Randy: I see no need for sponsored talks. It's much better to draw strict lines around this. I haven't seen demand from other sponsors for it either. Also, this document doesn't need to be seen as a "complete package." When a potential sponsor gets this, it will be by a direct email from someone who is writing a paragraph or two targeted directly at them. So I'd focus on keeping the doc short and factual. I sponsor a lot of conferences & when I get one of these I don't read any of the text -- I already know what it is and if I'm interested, and I skip straight to the sponsorship tiers and start thinking about my budget. Anyone who buys a sponsorship will do it by social pressure, and not reading something like this fresh.
 - Alyssa: if a package is short and designed nicely it goes a long way. I think the two most important things are the summary matrix and the audience. I also think the list of past sponsors will be great peer pressure. 😊
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Sponsor pack options:

Product display/exhibition tables (include from silver up, else charge 1000), ,

Excluded as it will make it sound too much like one company "owns" SotM:

- Name on any "schwag" and/or listed as event sponsor on tickets and name badges,
- Banners on conference floor (company specific)

Excluded until we know we can achieve it:

- company credited in videos
- reception with prominent people (e.g. board)

Still to discuss:

- Session introductions with a one or two minute pitch

Available to all:

can put free gifts/flyers in the delegate "schwag" bag (admin fee may be charged if this gets too crazy)