



**OPEN DATA
CONFERENCE**

May 11-12, 2018

Barrie, Ontario

www.go-opendata.ca

GO Open Data 18 Theme: Open Data & Smart Communities

Open Data has been identified as being a foundational component of “smart communities” (cities) and leaders from all sectors will dive into today’s challenges and opportunities. This is a unique opportunity to reach a diverse community and support this grass roots event.

WHAT IS GO OPEN DATA?

GO Open Data is a community-driven annual conference by and for the Ontario Open Data community. GO Open Data 2018 (#GOOpen18) is a collaborative effort between IT professionals, bloggers, community and economic developers, city planners, civil servants and more. Now in its **sixth year**, GO Open Data 2018 will be held in **Barrie, Ontario** hosted by the City of Barrie and Open Knowledge Canada.

WHO ATTENDS GO OPEN DATA?

Each year, Go Open Data attracts a larger and more diverse crowd. The success of the Go Open Data conferences has been the bridging of diverse sectors and community stakeholders.

Go Open Data attracts participants from the public, private and non-profit sectors, citizens, academia, media, entrepreneurs, developers, municipal leaders and civil servants from a range of industries such as economic development, education, information technology, transportation, housing and more.

WHY SPONSOR GO Open Data 2018?

Open data brings together citizens, developers, public and private sector organizations, academics, students, administrators and government leaders from all levels. Our goal is to bring together this diverse audience from across Ontario and engage them in driving open data initiatives.

Key benefits of sponsorship:

- Align your organization with open data, big data and innovative technologies
- Demonstrate your organization’s role in advancing the open data and smart communities movement
- Network with open data leaders and potential prospects for business development and partnership opportunities
- Recruit new talent – GOOD attracts students, innovators and entrepreneurs from across the province and beyond
- Meet with diverse markets/audiences
- Be part of a movement to influence our future
- Engage in finding solutions to community problems





OPEN DATA CONFERENCE

May 11-12, 2018

Barrie, Ontario

www.go-opendata.ca

SPONSORSHIP OPPORTUNITIES	PLATINUM \$5,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500	COMMUNITY \$100
----------------------------------	-------------------------	---------------------	-----------------------	---------------------	------------------------

BENEFITS

Featured story on GO Open Data website	X	X			
Participation on hackathon judging team	X	X			
Speaking opportunity	X				
Complimentary registrations	5	4	3	2	1
Full sponsorship of Friday night social	X				

BRAND RECOGNITION

Sponsor recognition on all print and online marketing materials	X	X	X	X	X
Media recognition (press releases)	X	X	X	X	
Social media recognition	X	X	X	X	
Branding on livestream (if available)	X	X	X		

EVENT PRESENCE

Roll up banner in networking areas	X	X			
Exhibitor table in tradeshow	X	X	X		
Showcased in slideshow during refreshment breaks	X	X	X	X	X
Recognition in event program	X	X	X	X	X

www.go-opendata.ca

To book your sponsorship contact:

Lauren Maciborka, GO Open Data Organizing Committee
goopendata@gmail.com 705-739-4220 x5406

Participate in Ontario's premier Open Data event, where developers, educators, students, entrepreneurs, public sector practitioners, and citizens gather to share ideas, learn best practices, and discover leading tools and strategies presented by organizations like yours.

