

2018 PARTNERSHIP OPPORTUNITY



JUNE 25-28, 2018
KANSAS CITY
PLEXPOD WESTPORT COMMONS

GIGABIT
CITY SUMMIT

The Gigabit City Summit is Designed to be Different.

The Gigabit City Summit is not your standard broadband or Smart City conference and it offers sponsors a different opportunity as well.

Different Programming

The program is custom designed to provide long-term participants and sponsors value. The agenda is a purposeful combination of strategic vision along with the reality of the people getting the work done. Attendees get a combination of the vision of where they will be in five or ten years alongside practical answers they can use immediately.

Different Venues

Rather than windowless hotel ballrooms or conventions centers, we use intriguing spaces that foster involvement. This year our main venue is the one of the world's largest co-working spaces, Plexpod Westport Commons. We will also continue our popular community exhibits and tech tours.

Different Interactions

Not being restricted to pipe and drape exhibit halls, we build in organic opportunities for delegates to interact with each other and our sponsors. This year we will pilot an interactive workshop approach to allow delegates and sponsors to problem-solve in a non-selling, collaborative environment.

The Gigabit City Summit is also different in that we restrict the number of sponsors. That allows us assign staff to each sponsor to ensure that your investment is fully activated.

For More Information About Partnership Opportunities, Contact:

Aaron Deacon, Gigabit City Summit
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Who Attends?

Summit attendance has grown significantly over the history of the event and with an even stronger program this year, we expect that to continue. Delegates from more than 75 communities attended in 2017, they included:

- Leaders From Current and Future Gigabit Cities
- Economic Development Specialists
- Information Technology Professionals
- Mayors, City Managers & Elected Officials
- City Department Leaders
- Technology Innovators
- Community Champions
- Entrepreneurs

The Delegation Advantage

In past Summits, we've found communities with multiple attendees get the most benefit, so we encourage Metro Delegations. Being able to cover multiple tracks, expand networks, and discuss experiences in real-time enhances the impact for participants. We also encourage delegations not be restricted to city officials and staff, but also include important stakeholders in the community. The Delegation Advantage affords sponsors further opportunity to interact and engage in problem-solving discussions.

City Leaders

Mayor, city manager, council member or department head

Chief Innovation Officer

Or whoever carries that banner, if not title

Community Builder

Connector at the heart of tech advocacy in your community

Technologists

Those developing gigabit use cases in the private or public sector



Economic Development Official

Chamber of commerce, EDC, technology council



Digital Equity Champion

Librarian, community activist, or other nonprofit digital inclusion advocate

Suburban and Exurban Partners

Because gigabit cities need regional participation

City-Vendor Connect with Next Century Cities Provides Added Sponsor Benefit

Again this year, Next Century Cities will hold its City-Vendor Connect event in conjunction with the Gigabit City Summit.

At the inaugural session in 2017, more than 20 cities and more than 20 vendors participated in the day-long interactive “speed-dating” opportunity. Response to the event was overwhelmingly positive from both cities and vendors.

This year’s event will be Monday, June 25, the day before the start of the full Summit at Plexpod Westport Commons.

Gigabit City Summit Sponsors at the Bronze level and above will be **guaranteed** opportunities to participate in the event. Other level sponsors will be included if spaces are available.

THE EVENT WILL BE LIMITED TO 30 CITIES AND 30 VENDORS.

Prior to the event, cities and vendors are “matched” based on their stated interests by the Next Century Cities staff. Cities and vendors with a match have scheduled times to sit down together to explore mutual interests. The event is also structured with sufficient free time—including breakfast, lunch, and a wrap up reception—to allow for additional exploration of vendor offerings and capabilities by city representatives. Vendors get booth space and venue signage.

City-Vendor Connect is an innovative way for vendors to have in-depth, meaningful discussions with qualified prospects that is time and cost-efficient. We are extremely pleased to work with Next Century Cities in making this part of our partnership offering. We hope you can take advantage of this opportunity.



Sponsorship Assets

While different sponsorship levels entitle sponsors to specific elements, all sponsors receive the benefit of these collateral and onsite assets:

Marketing Collateral

Your partnership receives recognition and integration into all of the Summit's marketing and communications materials:

- E-blasts
- News Releases
- Social Media
- Invitations
- Digital Integration
(including the Gigabit City Summit Website)

Onsite Assets

- Program – Full-color ads with prominent placement. Our program doubles as a workbook so attendees will refer to it long past the end of the Summit.
- Logo inclusion – on signage, event totes, name badges, and lanyards.
- Signage
- Display Space – Right to display space in prominent location at the Summit.
- Complimentary Registrations – Depending upon level, these allow you to ensure that your staff and customers—and potential customers—can take advantage of the Summit.
- Attendee Contact List – We will make the contact information for each attendee available to you.
- Event Experiences – We will shape your sponsorship to ensure that you can interact with delegates in a useful and meaningful way.



Are you interested in collaborating with decision makers?
This partnership opportunity is for you!



Branded Elements

Depending upon level, sponsors may choose to have be identified as the exclusive sponsor of one or more of the following Summit elements:

- Opening reception
- Conference meals (two breakfasts, two lunches, and a hosted dinner)
- Refreshments breaks (four total)
- Event transportation (Delegates receive complimentary transportation to/from the conference hotel to the Westport Commons venue)
- KC Tours
- Venue Wi-Fi
- Event Archive

Current and Previous Supporters Include:

Google fiber

BHC RHODES
Civil Engineering • Surveying • Utilities



	PLATINUM	GOLD	SILVER	BRONZE	PARTICIPATING
GENERAL	\$50,000	\$25,000	\$12,500	\$6,250	\$2,500
Complimentary Registration(s)	30 (additional at \$449)	10 (additional at \$499)	3 (additional at \$549)	2 (additional at \$549)	1 (additional at \$549)
Participation in Next Century Cities City - Vendor Connect Event	Preferred position	Preferred position	●	●	If available
Attendee Contact List (pre- and post-conference)	●	●	●	●	
Inspiration Theater	3 Slots	2 Slots	2 Slots		
Event Experience Asset* (meals, breaks, etc.)	3 (first choice)	2	1	1	
Connection Lounge (dedicated space to meet with interested delegates)	●	●	●	●	
Invitation Brochure (logo included)	●	●	●	●	●
Pre-Summit News Releases (recognition)	●	●	●	●	
Pre-Summit Emails (recognition)	●	●	●	●	
News Releases During Event (recognition)	●	●	●	●	
DIGITAL AND SOCIAL MEDIA					
Website					
Home Page (logo with hyperlink)	●	●	●		
Sponsor Page (logo with hyperlink and descriptive paragraph)	●	●	●	●	●
Facebook Page (rotating content)	●	●	●	●	●
Twitterfeed (rotating content)	●	●	●	●	
Content Archive (sponsor recognition)	●	●	●	●	
Whitepaper/Presentation Download Option	●	●	●		
COLLATERAL AND SIGNAGE					
Event Program	Full Page Ad	Full Page Ad	1/2 Page Ad	1/4Page Ad	
Registration Table	●	●	●	●	
Event Tote (logo included)	●	●	●		
Event Tote Contents	●	●	●	●	●
Name Badge (logo included)	●	●	●		
Stage and Podium Signage	●	●	●	●	
Printed Event Banners	2 Large	1 Large	2 Medium	1 Medium	
Silent Movie (60 second PowerPoint during refreshment and networking breaks)	2x/Break	2x/Break	1x/Break	1x/Break	If Available

EVENT EXPERIENCE ASSETS*

*Platinum, Gold, and Silver Level sponsors receive first choice of Event Experience Assets. After that choice, assets are available for a la carte sponsorship.

MEALS AND REFRESHMENTS*

A LA CARTE

Early Arrival Reception.....	\$5,000
Breakfast (Tu and W).....	\$2,500 Each
Lunch (Tu and W)	\$5,000 Each
Opening Day Reception (Tu)	\$7,500
Community Connection Dinner Host.....	\$4,000
Closing Happy Hour (W).....	\$5,000
Refreshment Breaks (2x Tu and 2x W).....	\$2,500 Each
Food Truck Lunch (Th)	\$4,000
After Hours Mix and Mingle (W)	\$5,000

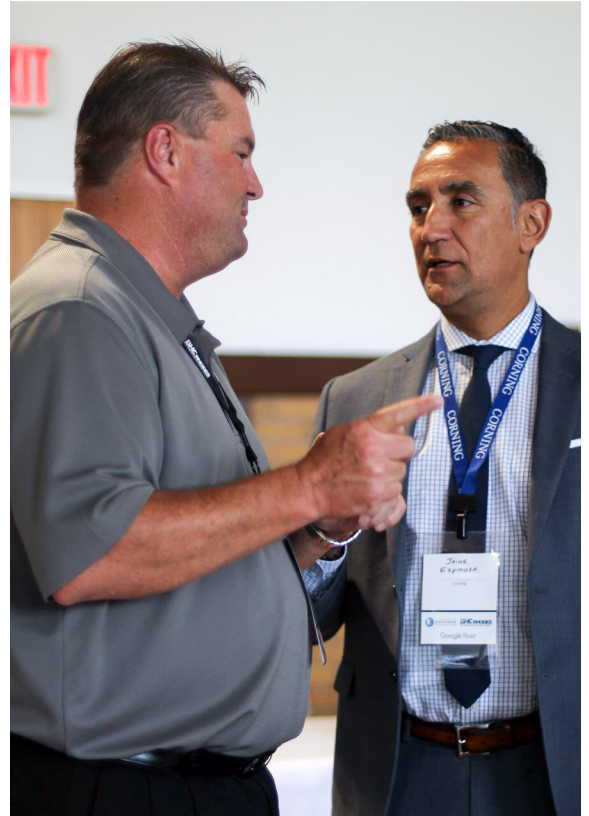
OTHER SINGLE-SPONSOR ASSETS*

A LA CARTE

Lanyard.....	\$4,000
Schedule-at-a-Glance	\$4,000
Wi-Fi.....	\$4,000
Book Giveaway (1x daily)	\$2,500
Community Tours Transportation (Th).....	\$2,500
Notepads.....	\$2,500
Transportation to Venue (Tu and W).....	\$2,500

What's In It For You?

- A meeting of targeted, engaged participants that emphasizes multidisciplinary delegations
- Programming designed to provide long-term participant and sponsor value
- Customized sponsorship activation that includes a dedicated staff person to serve as your point of contact and advocate
- A differentiated, enhanced user experience including unique venues, formal and informal networking, and specialized tours
- Opportunity to participate in collaborative, interactive problem-solving workshop



"I was very impressed with the Gigabit City Summit and wish to congratulate you and your organization. Since my return from the conference I have been touting what is happening in Kansas City and throughout the country. We have a very active group of community leaders who are committed to achieving Smart Cities status and we have made substantial progress thanks in no small part to what we have learned from organizations like the Kansas City Digital Drive."

Donald R. Selvage,
Lakeland City Commissioner, SW
Lakeland, FL



About the Organizer

KC Digital Drive is a 501c3 nonprofit dedicated to making Kansas City a digital leader to secure our economic prosperity and improve the quality of life for all people in the region. We work closely with local city governments and economic development organizations, educators, healthcare professionals, artists, makers, entrepreneurs and other civic partners looking to make the most of Kansas City's technology infrastructure.

We operate based on a strategic Playbook whose main goals are:

- Bridge the Digital Divide
- Drive Digital Innovation
- Build Kansas City's Reputation

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