# #
RADICAL & REMOTE GLOBAL COLLABORATION

As the world faces a global lockdown in light of covid-19, we are doubling down on our capacity to host a virtual environment for scalable remote collaboration.

We believe these are times to strengthen global connections around a common cause as we feel now —more than ever— that we are all part of a single planetary family.

Your support will help unlock the opportunities of the virtual collaboration space and provide you with broad brand exposure amongst our many networks throughout our digital channels.

open climate
COLLABATHON

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The Open Climate Collabathon is an open event mobilizing a global network of Universities, civic tech groups, startups and youth to crowd-develop an integrated climate accounting platform, designed to help the world track and achieve the goals of the Paris climate agreement by leveraging state-of-the-art digital technologies.

Following a successful global launch in 2019 to test this unique collaborative hackathon model, the 2020 events will seek to scale the movement and deliver tangible digital solutions, culminating at the UN Climate Change Conference where the first Nationally Determined Contributions (NDCs) revisions and informal global Paris stock take will take place.

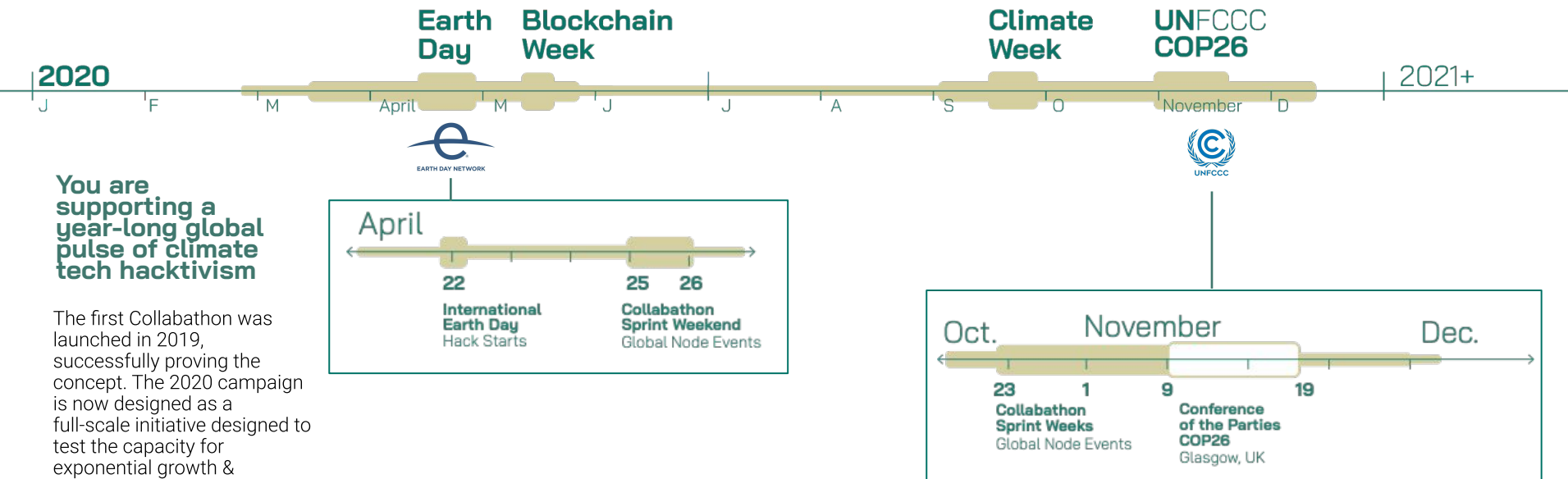*Join us to to develop open source Earth technology for climate accountability.*

2020 CO-ORGANIZERS:

Yale   openlab.   CODE for AMERICA   HACK FOR LA

ESMT BERLIN   NET IMPACT   ESMT Berlin   CoMAKERY   SENSORICA open value networks

2020

J | F | M | | April | M | | J | J | A | S | O | November | D

Earth Day

Blockchain Week

Climate Week

UNFCCC COP26

2021+

EARTH DAY NETWORK

UNFCCC

You are supporting a year-long global pulse of climate tech hacktivism

The first Collabathon was launched in 2019, successfully proving the concept. The 2020 campaign is now designed as a full-scale initiative designed to test the capacity for exponential growth & self-organization.

The Collabathon's event sprints, or 'pulses,' will follow the most important international Earth & climate events of the year.

April

22
International Earth Day
Hack Starts

25   26
Collabathon Sprint Weekend
Global Node Events

Oct.   November   Dec.

23   1   9   19
Collabathon Sprint Weeks
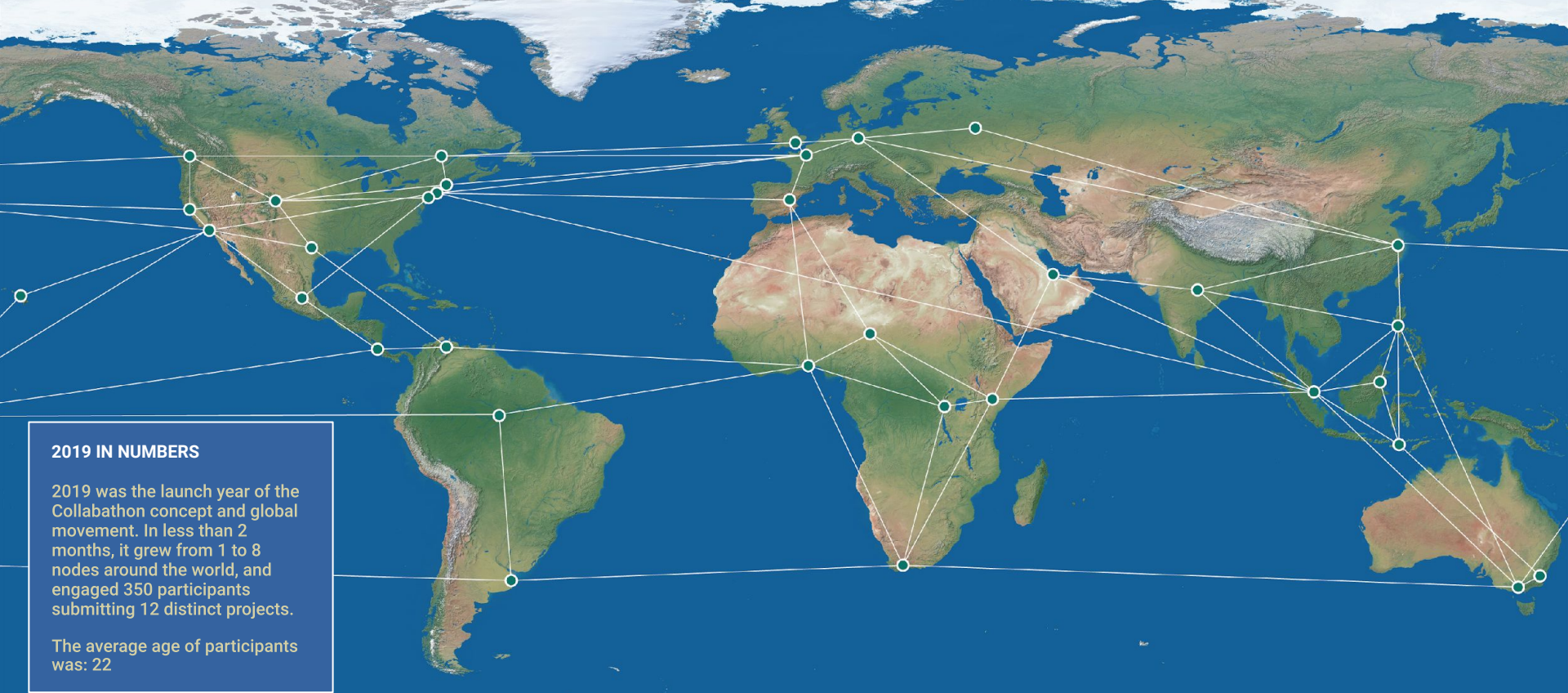Global Node Events

Conference of the Parties COP26
Glasgow, UK

Key Event Dates:

Sprint 1:
April 22-26

Sprint 2:
May 11-13
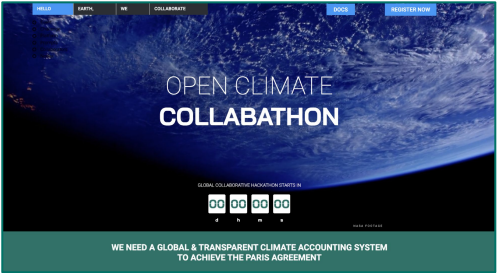
Main Sprint:
Oct 23 - Nov 9

2020 CAMPAIGN TIMELINE

2019 IN NUMBERS

2019 was the launch year of the Collabathon concept and global movement. In less than 2 months, it grew from 1 to 8 nodes around the world, and engaged 350 participants submitting 12 distinct projects.

The average age of participants was: 22

2020
ENGAGEMENT GOALS

30 nodes activated

50 prompts & projects

5'000 participants engaged

BENEFITS	Platinum	Gold	Silver	Earth
	$30,000	**$15,000**	**$5,000**	**$1+**
‣ Logo placement on the Open Climate Collabathon website	Large	Medium	Small	Typed Name
‣ Inclusion in the Blockchain record of participants and partners	✔	✔	✔	✔
‣ Sponsor page link at event online signup	✔	✔	✔	✔
‣ Recognition in final email communication of sprints to all participants	✔	✔	✔	-
‣ Logo placement on the Open Climate Collabathon Document Brief	✔	✔	✔	-
‣ Social Media mentions by node Universities	✔	✔	✔	
‣ Logo placement on the livestream and recorded video as an introduction speech for the Collabathon 2020	✔	✔	-	-
‣ Yale channels social media mentions - before and after event	✔	✔	-	-
‣ Special recognition in event launch videos	✔	✔	-	-
‣ ESMT channels social media exposure - official channels + ESMT staff mentions	✔	-	-	-
‣ Press Mention	✔	-	-	-
‣ COP26 presentation oral mention with visual logo on the slide	✔	-	-	-

SPONSORSHIP TIERS & BENEFITS
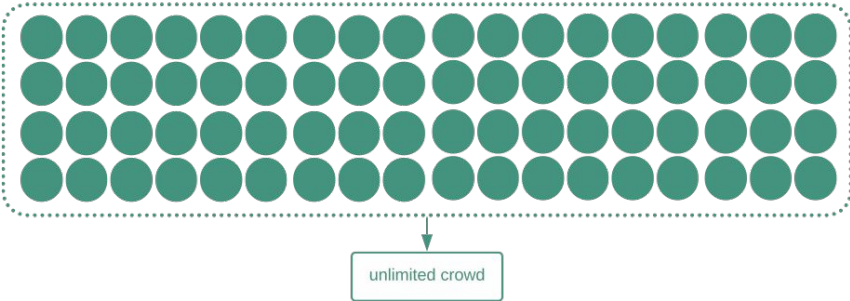
Proportional Logo Size in Main Collabathon's Website

Platinum

$30'000 $30'000 $30'000

Gold

$15'000 $15'000 $15'000 $15'000 $15'000 $15'000

Silver

$5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000
$5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000 $5'000

Earth

unlimited crowd
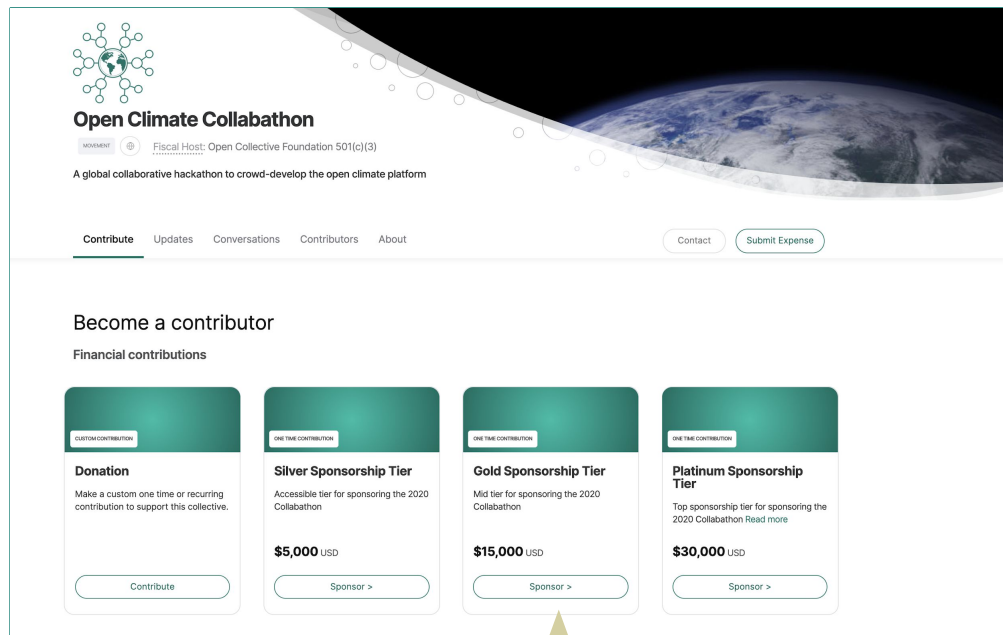
BRAND EXPOSURE

open collective

The 2020 Open Climate Collabathon is an open collective. It is fiscally hosted by the Open Collective Foundation and its finances are transparently visible to the community.

Access: opencollective.com/open-climate-collabathon

3 easy steps to sponsor the 2020 Collabathon:

1. Review the FAQ section in this deck and **Contact us** if you have any question about the sponsorship program

2. Go to the Collabathon's page in the **Open Collective platform**, select tier and follow instructions (see right).

3. Submit the **sponsorship form** to provide details of your organization, logos and social media handlers.

Select sponsorship tier and follow online instructions.
Payment methods: PayPal, Bank Transfers, Credit Card.

HOW TO SPONSOR

PARTNERSHIP PHILOSOPHY

We see sponsors as partners that are joining us on a collective journey to do something different and meaningful.

Is the Collabathon a non-profit initiative?

YES. Sponsorship funds are used to cover event costs and no surplus is retained by individuals or organizations.

Are sponsorship funds tax exempt?

YES. Your sponsorship funds are received by the Open Collective Foundation, a California-based 501 (c)(3) charity

Do I get an invoice for my contribution?

YES. Once you submit your sponsorship funds, you will receive an invoice from the Open Collective Foundation which can be used for your accounting purposes

What are the 'Earth tier' donations used for?

These donations are used to create an experimental fund that uses decentralized governance to support community developments.

SPONSORSHIP RULES

We have adopted similar sponsorship rules as TED™.

- Sponsors are encouraged to contribute ideas, source new nodes, participants and other sponsors, and provide subject-matter expertise when applicable.
- Sponsors, however, have no editorial control or veto power over the collabathon program and prompts.
- Sponsors have no control over the publishing open source licenses of the crowd-developed work.
- Sponsors have no direct control on the use of proceeds.
- Sponsor's unrelated products/services may not be promoted directly on collabathon's social media, only be recognized for their support.
- Sponsor logos may only be shown at either the start and end of each official video for a maximum of 3 seconds.
- Sponsor logos or names should appear on a dedicated website page to sponsors.
- Sponsor businesses cannot fall under the following industries: Adult-oriented products/services, Tobacco/cigarettes, Weapons, ammunitions and defense.

SPONSORSHIP FAQ

THANK YOU TO OUR
2019 PARTNERS

Kroon Hall, Yale School of Forestry
& Environmental Studies
New Haven, CT United States.

UNFCCC COP26 Press Conference.
Madrid, Spain

Prompt Hosts

Democracy Earth

LYDION

energy web

swytch

REGEN NETWORK

DATA DRIVEN ENVIROLAB

IDDRI

VERSES

Pachama

Yale openlab.

CoMakery

Sensorica

Sustainable Digital Finance Alliance

ADAPTATION LEDGER

Event sponsors

TSAI CENTER for INNOVATIVE THINKING at YALE

Yale Center for Business and the Environment

SOCIAL ALPHA FOUNDATION

Global Node Partners

DATA DRIVEN ENVIROLAB

YaleNUSCollege

NET IMPACT ESMT Berlin

上海交通大学 SHANGHAI JIAO TONG UNIVERSITY

HEC DATA MINDS

HEC PARIS

THE UNIVERSITY OF MELBOURNE

ASIAN INSTITUTE of MANAGEMENT

HACK FOR LA

Sensorica

2019 Collabathon Organizer: Yale openlab.

REACH OUT

We are excited about collaborating with you!

Reach out to us to brainstorm how you can best partner with this global open source project.

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