PARTNERSHIP OPPORTUNITIES

ANSWER THE CALL.
BECOME A SPONSOR.

become change agents for mitigating the effects of climate change in the 3rd annual call for code global challenge

75th anniversary of the united nations

Call for code 2020 is proud to work with the UN to celebrate this historic year
TECHNOLOGY AND THOSE WHO WIELD IT, CAN FUNDAMENTALLY CHANGE THE WORLD

HOW WOULD 24 MILLION DEVELOPERS ANSWER THE CALL TO SOLVE SOME OF THE WORLD’S GREATEST CHALLENGES?
THE ANSWER: CALL FOR CODE
A FIVE-YEAR, $30 MILLION COMMITMENT FROM IBM

Call for Code launched in 2018 with a $30 million, five-year commitment from IBM.

At stake is the Call for Code Global Prize and support from the IBM Service Corps and The Linux Foundation to make sure the winning applications can then be deployed effectively in areas of need.

It inspires developers to solve pressing global problems with sustainable software solutions through a global competition each year.

Affiliates, sponsors, and supporters ensure that the initiative reaches many ecosystems and draws experts in those communities in order to make the greatest impact.
CALL FOR CODE IS SUPPORTED BY THE UNITED NATIONS VIA UNITED NATIONS HUMAN RIGHTS

Call for Code is proud to work with the United Nations to celebrate their 75th Anniversary.

The 2020 Call for Code Global Challenge will ask developers to create technology solutions that address Climate Change.

Climate Change is a major theme of the United Nations 75th Anniversary celebration in 2020.
The 2019 Call for Code Global Prize winners and finalists were announced at an event at the United Nations Delegates Dining Room in NYC on October 12th. The event featured illustrious speakers including United Nations Human Rights, The UN Office for Disaster Risk Reduction, The Linux Foundation, Call for Code Creator David Clark Cause, Call for Code Founding Partner IBM and the American Red Cross.
2019 CALL FOR CODE
GLOBAL PRIZE WINNER:
PROMETEO

Prometeo an AI-based platform to monitor and act on firefighter health and safety in real-time and over the long-term—was unveiled as the winner of the USD $200,000 grand prize.

The team that built Prometeo, which includes developers, a firefighter, and a nurse, will receive support from IBM, The Linux Foundation, and other partners interested in scaling their solution.

As part of the program, Prometeo will also be further developed and deployed via the IBM Service Corps in communities in greatest need.
UPDATE ON THE 2018 CALL FOR CODE
GLOBAL PRIZE WINNER: PROJECT OWL

Last year, Project Owl won the Call for Code Global Challenge. Like Prometeo, Project Owl is a hardware-software solution. Project Owl's technology establishes WIFI connectivity in dead zones in the wake of natural disasters. This can mean life or death in a disaster. IBM and Project Owl conducted successful tests in Puerto Rico, where infrastructure is still damaged from Hurricane Maria.
CALL FOR CODE 2018 WAS THE LARGEST ENGAGEMENT OF DEVELOPERS IN HISTORY, AND 2019 WAS ALMOST TWICE AS LARGE, SO 2020 IS ANTICIPATED TO BE EVEN MORE IMPACTFUL.

WE NEED YOUR HELP TO GROW OUR REACH AND SAVE OUR PLANET THROUGH TECHNOLOGY.
WHY SPONSOR

Take your corporate citizenship to the next level and align your brand with one of the world’s largest and most influential developer movements.

Through Call for Code, affect change at scale in a tangible way with the creation and development of solutions that can help save our planet.

Join our Charitable Partner United Nations Human Rights in being part of this ground-breaking initiative.

HOW SPONSORSHIP BENEFITS YOU

- Be recognized as a leader in a global movement to bring to market real solutions to help mitigate the affects of climate change, and as applicable, have your technology be part of these solutions
- Attract/retain top talent and improve employee engagement by committing to social impact
- Build your developers’ skills in cloud, data, AI and blockchain
- Receive regular cadence of updated content to share with your communities
- IBM can help you create your own internal contest challenge and host a turnkey hackathon or live coding event for your organization
WHY PARTICIPATE NOW?

Join the 3rd year of Call for Code, a global movement to fundamentally change the world for the better with technology.

Become one of the first change agents in mitigating the effects of Climate Change by mobilizing 200k developers.

Join a community of organizations from around the world united in a goal of addressing Climate Change and help developers learn about cutting-edge technology.

2019 SUCCESSES

180,000+
ACTIVE DEVELOPERS

165
NATIONS PARTICIPATED

625
CALL FOR CODE EVENTS

5,000+
APPLICATIONS DEVELOPED

YOU CAN BE PART OF IT AND THE 75TH ANNIVERSARY OF THE UNITED NATIONS
VISIONARY, CHANGEMAKER & CATALYST SPONSORSHIPS

**Answer the Call.** Join the ranks of the world’s foremost thought-leaders in solving some of the most pressing challenges facing humanity.

Building on the success of the 2018 and 2019 global competitions, the 2020 Call for Code Global Challenge will ask developers to create solutions that address Climate Change. The 2020 challenge calls on developers to create practical, effective, and high-quality applications based on cloud, data, and artificial intelligence that can have both an immediate and lasting impact.
VALUE TO YOUR BRAND

Business/Technical Benefits

Garage Engagement with IBM to solve one of your toughest corporate challenges ( )

Opportunity to submit APIs/SDKs or datasets for the Call for Code Global Challenge

IBM-provided developer advocate support to run a Call for Code Day for two days

IBM-provided ongoing developer advocate support via a dedicated Slack channel

Receive introduction to all semi-finalist/finalist teams, including winner and access to their ideas

Sponsor developers able to be mentors to developer teams participating in Global Challenge

Logo Placement

CallforCode Website

Celebrity Cause Flash social media landing page (last year’s social voice reached hundreds of millions of people and 40+ Celebrities participated)

Featured on a Call for Code banner shown at 2020 Call for Code Global Events (when possible)

Step and Repeat at Code and Response Celebration, where Call for Code 2020 winner will be announced.

Brand Building/Hospitality Opportunities

18 Invitations to the Code and Response Celebration – where the 2020 Call for Code winner will be announced - Fall 2020

Provide SME to be featured in video

Call for Code Sponsor badge to promote through communication and social channels

Call for Code Marks and Logo

Opportunity to add promotional material / offers in Swag Bag at Award Event

Still photography during your Call for Code Day experience

Customized social media plan to promote sponsor’s support

Video highlighting organization’s Call for Code support with the executive or spokesperson of your choice

Call for Code PR team will work to take advantage of PR opportunities as they arise.

Visionary Sponsorship $200,000
VALUE TO YOUR BRAND

Business/Technical Benefits

Garage Engagement with IBM to solve one of your toughest corporate challenges

Opportunity to submit APIs/SDKs or datasets for the challenge

IBM-provided developer advocate support to run a Call for Code Day for two days

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Logo Placement

Call for Code Website

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Featured on a Call for Code banner shown at 2020 Call for Code Global Events (when possible)

Step and Repeat at Code and Response Celebration, where Call for Code 2020 winner will be announced.

Brand Building/Hospitality Opportunities

12 Invitations to the Code and Response Celebration – where the 2020 Call for Code winner will be announced - Fall 2020

Provide SME to be featured in video

Call for Code Sponsor badge to promote through communication and social channels

Call for Code Marks and Logo

Opportunity to add promotional material / offers in Swag Bag at Award Event

Still photography during your Call for Code Day experience

Be provided with regular content for social media

Changemaker Sponsorship $100,000
VALUE TO YOUR BRAND

**Business/Technical Benefits**

Opportunity to submit APIs/SDKs or datasets for the challenge

IBM-provided developer advocate support to run a Call for Code Day for two days

IBM-provided ongoing developer advocate support via a dedicated Slack channel

**Logo Placement**

Call for Code Website

Celebrity Cause Flash social media landing page (last year’s social voice reached hundreds of millions of people and 40+ Celebrities participated)

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**Brand Building/Hospitality Opportunities**

6 Invitations to the Code and Response Celebration – where the 2020 Call for Code winner will be announced - Fall 2020

Provide SME to be featured in video

Call for Code Sponsor badge to promote through communication and social channels

Call for Code Marks and Logo

Opportunity to add promotional material / offers in Swag Bag at Award Event

Be provided with regular content for social media

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**Catalyst Sponsorship $25,000**
CALL FOR CODE
GLOBAL PRIZE

The 2020 Call for Code Global Prize will be presented during the Code and Response Celebration at the UN in New York – Fall 2020
CALL FOR CODE SOLUTION STARTER HACKATHON AT THE UNITED NATIONS IN GENEVA

In June 2019, Call for Code Geneva, the first-ever “solution starter” hackathon, was held at the headquarters of United Nations Human Rights in Geneva at the Palais de Wilson, where the League of Nations was signed. Hosted by UN Human Rights and IBM, an elite group of developers and human rights experts were invited to participate and design inspirational kits to help jump-start developers participating in The Call for Code Global Challenge, to help build life-saving solutions.

The Premier Call for Code Geneva Hackathon in 2020 will provide starter Code for the Call for Code Global Challenge.
CALL FOR CODE 2019 WAS MADE POSSIBLE BY SO MANY PEOPLE AND OVER 50 ORGANIZATIONS INCLUDING...

callforcode.org/ecosystem
CALL FOR CODE 2019
CELEBRITY PROMOTION

In 2019, Call for Code launched two Celebrity social media campaigns that ran on United Nations’ Recognized Days of Celebrations April 7th – World Health Day and June 5th – World Environment Day.

Over 40 celebrities participated, with a social voice in the hundreds of millions, to promote United Nations Human Rights and Call for Code.

Celebrities included: Cher, Sting, Céline Dion, Morgan Freeman, LL Cool J, Jessica Biel, The Jonas Brothers, Apolo Anton Ohno.

In 2020 Call for Code will launch one celebrity driven social media campaign on UN World Environment Day – June 5, 2020.
CALL FOR CODE 2019
PRESS HIGHLIGHTS

Jessica Biel, Cher and More Stars Take the Call for Code Global Challenge on World Environment Day

Purpose At Work: How IBM Partners With Developers To Scale Impact
An excellent example of a brand deploying best practices when it comes to social impact is IBM.

Why Startup Prometeo Won $200K Global Prize from IBM
Prometeo, a system that uses IBM artificial intelligence (AI), internet of things (IoT) and cloud computing solutions and resources to monitor the safety of firefighters, is an intriguing innovation for first responders in emergencies.