PARTNERSHIP OPPORTUNITIES

ANSWER THE CALL. BECOME A SPONSOR.

CALL FOR CODE IS PROUD TO WORK WITH THE UN TO CELEBRATE THEIR 75TH ANNIVERSARY

WWW.CALLFORCODE.ORG
Now in its third year, the Call for Code Global Initiative is the largest technical challenge of its kind.

The 2020 Call for Code Global Challenge asks the world's developers to build solutions for COVID-19 and climate change. The world is facing unprecedented, interconnected challenges and we believe technology can help.

This is tech for good done right, with the winning solutions deployed through IBM Code and Response.
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?
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.

As part of the United Nations’ 75th anniversary, the UN has initiated a global conversation on the role of global cooperation in building the future we want, tackling issues that are essential to achieve the Sustainable Development Goals, including Climate Change.
Answer the call. Build solutions that fight back.

**COVID-19**: In a very short period of time, COVID-19 has revealed the limits of the systems we take for granted. This challenge looks for solutions that address three main areas: crisis communication during an emergency, ways to improve remote learning, and how to inspire cooperative local communities.

**Climate Change**: The 2020 Call for Code Global Challenge asks developers, data scientists, and other subject matter experts to create solutions that help halt and reverse the effects of climate change in our world. This includes solutions that concentrate on water sustainability, energy sustainability, and disaster resiliency.
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

In 2018, Project Owl won the inaugural Call for Code Global Challenge. 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 halt and reverse the effects of climate change, and mitigate the community impact of COVID-19

• Contribute your technology or data sets

• 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 halt and reverse the effects of climate change, and mitigate the community impact of COVID-19 by mobilizing 200k developers.

Join a community of organizations from around the world united in a goal of addressing Climate Change and COVID-19 and help developers learn about cutting-edge technology.

Building on 2 years of success

210,000 Participants

165 NATIONS PARTICIPATED

625 CALL FOR CODE EVENTS

8,000 APPLICATIONS DEVELOPED

YOU CAN BE PART OF IT AND THE 75TH ANNIVERSARY OF THE UNITED NATIONS
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 both Climate Change and COVID-19.

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

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)

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
- 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

**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)
- 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)

**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

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 – Fall 2020
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

Jonas Brothers, Celine Dion, Robin Thicke & More Stars Support World Health Day (Exclusive)

AI Startup, Prometeo Wins IBM’s 2019 Call For Code

IBM’s Call For Code hackathon takes aim at California’s wildfire problem

Why Startup Prometeo Won $200K Global Prize from IBM

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.