PARTNERSHIP OPPORTUNITIES

CALL FOR CODE

ANSWER THE CALL.
BECOME A SPONSOR.

CALL FOR CODE INSPIRES DEVELOPERS AROUND THE WORLD TO BUILD SOLUTIONS FOR SOCIAL CHALLENGES

UNIVERSAL HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER
DEVELOPERS who create and shape technology HAVE THE POWER TO CHANGE OUR WORLD.

Supported by United Nations, iconic individuals, organizations and global celebrities, Call for Code has become the largest engagement of developers in History.

CALL FOR CODE inspires developers to solve pressing global problems with sustainable open source software solutions, delivering on their vast potential to do good.

400,000+ DEVELOPERS
179 NATIONS
15,000+ APPLICATIONS
2.3 billion SOCIAL VOICE
120+ CELEBRITY SUPPORTERS

ABOUT

From mitigating the devastating impacts of natural disasters to reversing the effects of climate change on our globe to helping communities respond and emerge stronger from the COVID-19 pandemic, technology has the power to drive action.

Now in its fourth year, Call for Code will be broadening its capabilities to address a greater scope of world challenges and making it a year-round, always on tech for good initiative. The initiative will still feature an annual Call for Code Global Challenge addressing Climate Change but has also further expanded to include Call for Code for Racial Justice as well as Spot Challenges to address unexpected world challenges.

https://developer.ibm.com/callforcode/
CALL FOR CODE IS PROUD TO HAVE THE SUPPORT OF THE UNITED NATIONS VIA UNITED NATIONS HUMAN RIGHTS

Call for Code is guided by and aligns its efforts with the United Nations’ Sustainable Development Goals (SDGs).

As our Global Partner, UN Human Rights provides year-round guidance and consultation on the positive role technology can play in helping to promote and protect human rights.

Each year in Geneva, UN Human Rights hosts a special strategy session for an elite group of developers and human rights experts to design inspirational kits and resources that guide developers participating in The Call for Code Global Challenge.

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Build solutions that fight back.

2021 Climate Change: In 2021, we will continue to focus the Global Challenge on Climate Change and ask developers, data scientists, and other subject matter experts to create solutions that combat the effects of climate change around the world.

2020 Climate Change: Having previously focused on the effects of climate change in past years, in 2020 we asked developers, data scientists, and other subject matter experts to go after the cause, by creating 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.

2020 COVID-19: In a very short period of time, COVID-19 revealed the limits of the systems we take for granted. This challenge looked for solutions that address three main areas: crisis communication during an emergency, ways to improve remote learning, and how to inspire cooperative local communities.

2019 focused on Natural Disasters, with an emphasis on the health and well-being of individuals and communities.

2018 Natural Disasters: This global challenge looked to build solutions that significantly improve preparedness for natural disasters and accelerate relief when they hit.

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2021 & Beyond: Call for Code Is Always On & Expanding!

We are excited to announce Call for Code will be expanding its capabilities and broadening our scope for greater impact and becoming a truly year-round, always on initiative.

In 2021, Call for Code will:

- Feature the annual Call for Code Global Challenge focused on Climate Change
- Include the additions of Spot Challenges addressing unexpected world challenges
- Expand Call for Code For Racial Justice
- Offer our Sponsors even greater promotional, engagement, and collaboration opportunities as well as the ability to participate in the deployment of solutions while aligning their organization with issues that mean the most to them

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CALL FOR CODE Global Prize Winners

2020 Winner: AGROLLY
Connects and supports small farmers around the world, especially in emerging countries, where crop yields have been reduced by climate change

TECHNOLOGY:
IBM Cloud Object Storage, IBM Watson Studio, IBM Watson Assistant, The Weather Company

Currently being tested in Mongolia, with Brazil starting shortly.

2019 Winner: PROMETEO
Provides real-time and predictive analysis of what firefighters are exposed to in order to improve health outcomes

TECHNOLOGY:
The IoT solution integrates IBM Watson Studio, Kubernetes, Node-RED, and Cloud and on the IBM Cloud

Deployment underway in Barcelona, Spain and Australia.

2018 Winner: PROJECT OWL
Keeps first responders and victims connected in a natural disaster

TECHNOLOGY:
The IoT solution integrates IBM Watson Studio, Watson Cloud APIs, and Weather Company APIs on the IBM Cloud

Deployments in Puerto Rico, Australia, and more.
To make the greatest impact – Technology must be more than just a dream.

Open EEW: Notify communities quickly with Grillo’s simple earthquake early-warning system. A low-cost IoT sensor measures expected shaking, giving local governments and first responders faster and better earthquake alerts.

ISAC-SIMO: An intelligent supervision assistant for construction. This solution is a system to validate that the intervention work being done for homeowners has been done correctly and safely.

Liquid Prep: Help small farmers optimize water usage. This end-to-end solution, originally developed by a team inside of IBM, can help small farmers understand how much water they are using.

Safe Queue: Enhanced social distancing with app-based virtual lines. This simple app requires no login, and works using QR codes and your location to hold your place in line while you wait nearby.

DroneAID: Aerial scout for first responders. This solution uses machine learning to detect calls for help on the ground placed by those in need.

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CALL FOR CODE Awards Celebrations

2020 Awards Celebration

Date: October 2020
Location: Virtual Livestream

Hosted by Van Jones and included special presentations by UN Human Rights, IBM CEO Arvind Krishna, Call for Code Creator David Clark, Chelsea Clinton and many others.

The event named Agrolly as the 2020 Global Prize winner, announced the launch of Call for Code for Racial Justice and included special performances by The Soweto Gospel Choir.

https://developer.ibm.com/callforcode/

2019 Awards Celebration

Date: October 2019
Location: United Nations NYC

Hosted by the United Nations and included special presentations from United Nations Human Rights, United Nations Office for Disaster Risk Reduction, The Linux Foundation, Founding Partner IBM, Creator David Clark Cause, the American Red Cross and many others.

The event named Prometeo the 2019 Global Prize Winner.

2018 Awards Celebration

Date: October 2018
Location: Regency Ballroom, San Francisco

Hosted by Kait Parker from the Weather Channel and included special presentations from United Nations Human Rights, The Linux Foundation, Founding Partner IBM, Creator David Clark Cause, the American Red Cross and first responders.

The event named Project OWL the 2018 Global Prize Winner and included a special performance by Local Natives.
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, mitigate the community impact of COVID-19, help racial injustice, and a host of other issues
- 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
- IBM can help you create your own internal contest challenge and host a turnkey hackathon or live coding event for your organization

https://developer.ibm.com/callforcode/
BUSINESS/TECHNICAL BENEFITS

• Cohost a dedicated Call for Code Spot Challenge working with IBM (Additional cost of prizes necessary)
• Opportunity to submit APIs/SDKs or datasets for the Call for Code Global Challenge
  - Provide technical documentation aligned to use case, mentors to actively engage developers in sponsors technology.
  - Identify SME(s) for developer focused opportunities (hackathons, Twitch demos, etc.)
• IBM-provided developer advocate support to run a Call for Code Day/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
• Participate in Call for Code community/university activities

DEPLOYMENT

• Opportunity for a developer from your organization to participate in the deployment of a winning team’s solution
• Opportunity to provide technology or other resources in support of the deployment of a winning team’s solution

BRAND BUILDING/HOSPITALITY OPPORTUNITIES

• 20 Invitations to the Call for Code Global Prize Celebration – where the 2021 Call for Code winner will be announced – Fall 2021
• Provide spokesperson to be featured in various marketing/communications opportunities
• Call for Code Sponsor badge to promote through communication and social channels
• Call for Code Marks and Logo
• Work with Call for Code team to create customized social media plan to promote sponsor’s support
• Call for Code PR team will work to take advantage of PR opportunities as they arise
• Create a Call for Code Blog - authored by sponsor

LOGO PLACEMENT

• Call for Code Website
• Celebrity Cause Flash social media landing page (last year’s social voice reached over 940 million people and 40+ celebrities participated)
• Featured on a Call for Code slide shown at 2021 Call for Code Global Events (when possible)
• Step and Repeat at Call for Code Celebration, where the 2021 Call for Code Global Prize winner will be announced

VISIONARY SPONSORSHIP $200,000

https://developer.ibm.com/callforcode/
VALUE TO YOUR BRAND

BUSINESS/TECHNICAL BENEFITS

- Opportunity to submit APIs/SDKs or datasets for the Call for Code Global Challenge
  - Provide technical documentation aligned to use case, mentors to actively engage developers in sponsors technology
  - Identify SME(s) for developer focused opportunities (hackathons, Twitch demos, etc.)
- IBM-provided developer advocate support to run a Call for Code Day/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
- Participate in Call for Code community/university activities

DEPLOYMENT

- Opportunity for a developer from your organization to participate in the deployment of a winning team's solution
- Opportunity to provide technology or other resources in support of the deployment of a winning team's solution

BRAND BUILDING/HOSPITALITY OPPORTUNITIES

- 10 Invitations to the Call for Code Global Prize Celebration – where the 2021 Call for Code winner will be announced – Fall 2021
- Provide spokesperson to be featured in various marketing/communications opportunities
- Call for Code Sponsor badge to promote through communication and social channels
- Call for Code Marks and Logo
- Call for Code team will provide regular social media content and amplify sponsor’s support
- Call for Code PR team will work to take advantage of PR opportunities as they arise
- Create a Call for Code Blog – authored by sponsor

LOGO PLACEMENT

- Call for Code Website
- Celebrity Cause Flash social media landing page (last year’s social voice reached over 940 millions people and 40+ celebrities participated)
- Featured on a Call for Code slide shown at 2021 Call for Code Global Events (when possible)
- Step and Repeat at Call for Code Celebration, where the 2021 Call for Code Global Prize winner will be announced
VALUE TO YOUR BRAND

BUSINESS/TECHNICAL BENEFITS

• Opportunity to submit APIs/SDKs or datasets for the Call for Code Global Challenge
  - Provide technical documentation aligned to use case, mentors to actively engage developers in sponsors technology
  - Identify SME(s) for developer focused opportunities (hackathons, Twitch demos, etc.).
• IBM-provided developer advocate support to run a Call for Code Day / ongoing developer advocate support via a dedicated Slack channel

BRAND BUILDING/HOSPITALITY OPPORTUNITIES

• 4 Invitations to the Call for Code Global Prize Celebration – where the 2021 Call for Code winner will be announced – Fall 2021
• Provide spokesperson to be featured in various marketing/communications opportunities
• Call for Code Sponsor badge to promote through communication and social channels
• Call for Code Marks and Logo
• Call for Code team will provide regular social media content and amplify sponsor’s support
• Create a Call for Code Blog – authored by sponsor

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)

CATALYST SPONSORSHIP $25,000

https://developer.ibm.com/callforcode/
Call for Code launched a Celebrity-driven Cause Flash social media campaign on May 27th – Call for Code Day.

50+ Celebrity Supporters

940+ Million Social Voice

Call for Code sponsors were acknowledged and promoted from Call for Code channels throughout the day and their logos listed on the campaign landing page.

https://developer.ibm.com/callforcode/
CALL FOR CODE 2020 Press Highlights

33+ Million Total Coverage

https://developer.ibm.com/callforcode/