

# Letter to Partners & Sponsors

GUT-C X – THE GRASSROOTS USE OF TECHNOLOGY CONFERENCE

*This is an invitation to connect with grassroots activists and change makers!*

*It is also an opportunity to share your perspectives with a dynamic community of practitioners.*

*As we build the conversation through the conference on October 16 and 17, 2009, we want your participation!*

The Grassroots Use of Technology Conference (GUT-C) brings together community organizers and technology innovators. The goal is straightforward: To help build progressive social change by:

- bringing hundreds of organizers together
- connecting them to each others' skills and experience
- thinking critically about the state-of-the-art tech tools
- prioritizing economic and racial justice

As you know, for 10 years, grassroots activists and change makers have come together with technology geeks for this exciting conference! Now is an opportunity for you and your members to be key partners in creating this exciting conversation with a cutting edge community of critical thinkers and tech practitioners.

A broad collaborative of non-profits, academic, and community activist organizations has come together with the Organizers' Collaborative to make this happen.

The first conference held at MIT identified the need for an effective, easy-to-use, but powerful and free database. The result was the Organizers' Database (ODB)! Now, 10,000 downloads later, hundreds of organizers use the database while developers see it as an essential reference as they build new ones.

By the fifth edition, the conference brought together campaigners inspired by the insurgent 2003/2004 Dean campaign to rethink grassroots fundraising and organizing in the Web 2.0 world then in its early stages.

The eighth and ninth editions embodied the convergence of media and technology in the lives of organizers while paying close attention to the community building and antiwar challenges of our era.

## Organizing Team

Now celebrating its 10<sup>th</sup> anniversary, the Organizers' Collaborative is anchoring the conference organizing in close cooperation with the John O'Bryant African American Institute (Northeastern University), Boston Neighborhood Network, Massachusetts Global Action and the National Writers' Union.

The tenth edition takes the promise and challenge of the new media seriously! But it does so in a time of crisis and hope:

- there is deep economic and social pain across our communities
- young and old yearn for opportunities and dream of a new green economy
- in big cities and small towns organizers and community folk battle to keep people in their homes
- around the globe development and security challenges test peacemakers and social changemakers
- everywhere activists are grasping at the new tech tools to get their work done

All of these facts are realities for society as a whole; our challenge is to ensure that our technology choices and development is both enabling and relevant. GUT-C brings all these issues and technologies together in both practical, hands-on and visionary ways!

*Your organization can help make all this happen as a conference Partner or Sponsor.*

## 1. Project Partners:

### Commitments:

- Commits \$5,000 (Platinum Partner), \$2,500 (Gold Partners), \$1,000 (Partners) plus to event as well as in-kind support from staff
- Covers travel/lodging/meals for major presenter/speaker
- Notifies members, supporters and allies in hard copy and electronic newsletters
- Links from organization website to conference website
- Participates in planning conference calls and receives weekly updates electronically

### Benefits:

- A conference plenary presentation/lecture will be named after each partner and advertised as such in conference program: e.g. “The Suffolk Computer Science Department Lecture” or “The Privacy Community Project Lecture”
- Website banner advert (and links) from conference website back to organizational home page (Platinum partner logos are fixed, “above-the-fold” and do not rotate with each page view)
- Organizational logo to appear on conference website and program book
- Organizational name to be listed on all promotional materials and in all media releases
- Organizational representative is set up for media interviews ahead of event and during the event
- Tabling at event (Platinum Partners receive a booth)

- 10 free conference registrations (Platinum Partners receive an additional 10 registrations and 10 discounted registrations [at \$35 each]; Gold Partners receive 5 additional registrations and 5 discounted registrations [at \$35 each])

## 2. Co-sponsoring Organizations:

### Commitments:

- Provides \$500 (Conference Builders), \$200 (Conference Supporters), \$100 (Conference Endorsers)
- Member notification in hard copy and electronic newsletters
- Puts a link from organization website to conference website
- Covers travel/lodging/meals for major presenter/speaker

### Benefits:

- Website link from conference website back to organizational home page
- Organizational name to be listed on all promotional materials and in all media releases
- Tabling at event
- Conference Builders receive 3 free conference registrations, Supporters receive 1 free registration and 1 discounted registration (at \$35), Endorsers receive 2 discounted registrations (at \$35 each)

## 3. Special Conference Sponsorship Opportunities

- Scholarships - \$1250, supports 30 low-income scholarships (2 opportunities)
- Book Bazaar - in-kind donation of books, sponsorship level based on value
- Breakfast - \$1,500, benefits equivalent to Partner-level sponsorship (3 opportunities)
- Lunch - \$2,500, benefits equivalent to Gold Partner sponsorship (2 opportunities)
- Entertainment - \$500, benefits equivalent to Conference Builder sponsorship (6 opportunities)
- Printing - \$1250, benefits equivalent to Partner-level sponsorship, program book ad
- ASL signing for Hearing Impaired - \$500, benefits equivalent to Conference Builder sponsorship (4 opportunities)