CIVICAPPS FOR GREATER PORTLAND is a new annual Application Design Event to showcase regional open data and promote collaboration with citizens in creating "apps" that address civic issues for the benefit of the Greater Portland community. Beginning in March 2010, CivicApps for Greater Portland will bring together the best and brightest the community has to offer, both in terms of citizen ideas and application developers to utilize this data in interesting and informative ways.

Powered by the efforts of regional government data owners to release their high value data sets to the public domain, the City of Portland, Metro, Multnomah County, TriMet and others expect making various sets of public data freely available in electronic form will result in creative solutions on multiple platforms, including various iPhone apps, Google maps, widgets, websites, and integrations with Facebook and/or Twitter; each providing a unique social value proposition for the community to consider, access and use.

Essential to the success of this event is broad-based support from the community and business in the form of participation and sponsorships in recognition of the best-in-class ideas and applications resulting from this annual event. Following is information specific to the features, prize awards, and sponsorship opportunities for the event.

Event Features

For the Community, by the Community
CivicApps for Greater Portland is planned and organized by a community-based group of business leaders, group organizers, developers, and other representatives working with the City of Portland to promote open data and open standards in achieving innovative solutions to community needs.

Inclusive Event Format
Two separate phases facilitating Idea Gathering and Application Development are structured to maximize participation among the community and citizen developers. Support of online voting for the best ideas and best applications by the public and event participants, combined with Sponsor awards and a community-based judging panel for separate awards will result in many opportunities to win or be recognized for participating.

Regional Datasets
The diversity and richness of approximately 100 regional datasets will allow for a broader range of development alternatives over a wider range of citizenry needs. A regionally branded open data portal hosted by Open Source Lab of Oregon State University will contain listings of the various dataset offerings that are hyperlinked back to the data owners location for download of the data and associated documentation.

Added Value of Supporting Events
Adding benefit to your sponsorship of CivicApps for Greater Portland, you can choose to take part in one or more planned supporting events, including two separate "Dev Day" events, an all day "unconference" styled event designed to promote esprit de corps and collaboration among event participants, sponsors and organizers. Also featured will be two separate Sponsor "Best of Show" award ceremonies that will invite "blue ribbon" winning participants to demonstrate their apps prior to announcing these top awards.

Event Prize Awards

Sponsored prize awards will support the "county fair" model, including "blue ribbon" for great ideas and applications, "red ribbon" for good ideas and applications, and "Best of Show" for the best of "blue ribbon" winning applications each round. Prize award categories will support separate judging criteria in addition to "Civic Choice" (public voting) and "Participant Choice" (participant peer voting). Discretionary awards as deemed by the judges to recognize exceptional work beyond that of the anticipated award categories will be additional awards.

Planned prize award levels are $1000 for "blue ribbon" awards, $100 for "red ribbon" awards, and a $3000 top prize award for "Best of Show". Additional awards planned are $1000 each for top vote-getting "Civic Choice" and "Participant Choice" awards, and numerous $100 value discretionary awards.

Event Sponsorship Opportunities

All sponsors will have their corporate logo proportionately displayed on all event-related signage including the CivicApps for Greater Portland website, based on three levels of contribution:

- $5000 or more – Large corporate logo, including priority placement and link with a 150 word biography on event website

- $2500 – Medium corporate logo, including placement and link with a 100 word biography on event website

- $1000 – Small corporate logo, including placement and link with a 50 word biography on event website

Specific named sponsorship opportunities are offered in contribution "bundles", providing multiple opportunities for attribution and gratitude across the event.

- "Best of Show" Awards Bundle – $5000 each (two available); includes 1 "Best of Show", 1 "Best Idea", and 1 "Blue Ribbon" awards

- "Blue Ribbon" Awards Bundle – $2500 each (seven available); includes 2 "Blue Ribbon", and 5 "Discretionary" awards

- "Red Ribbon" Awards Bundle – $1000 each (seven available); includes 10 "Red Ribbon" awards

Other opportunities for sponsorship include:

- Various In-kind Awards – $100 valued gift cards, training credits, event door prizes, etc
- Event Services (in-kind) – auditing submissions for compliance to Open Source licensing
- Event Facilities (in-kind) – including venue, food and supplies for two separate coding "Dev Day" events and/or Best of Show award ceremonies