

# STATE OF THE MAP US

## SPONSOR PROSPECTUS



**STATE OF THE MAP US  
IS A HIGHLY ANTICIPATED  
CONFERENCE &  
FUNDRAISER OF  
OPENSTREETMAP US,  
A 501(C)(3) NONPROFIT  
DEDICATED TO THE  
GROWTH AND SUPPORT  
OF OPENSTREETMAP AND  
ITS US COMMUNITY.**

### **SPONSORSHIP OPPORTUNITIES**

We are thrilled to be able to host an in-person event after such a long hiatus due to COVID-19!

Our sponsorship packages help you reach diverse audiences, increase brand awareness and media coverage, and demonstrate your commitment to open data.

We look forward to working with new and returning sponsors who are looking to support State of the Map US, OpenStreetMap US, and receive important brand exposure.

[2022.stateofthemap.us](https://2022.stateofthemap.us)

# BE PART OF A DYNAMIC MAPPING CONFERENCE!

**State of the Map US** unites people around OpenStreetMap, the most detailed map of the world, powered entirely by open data.

**Our conference** draws people representing an incredibly broad range of interests. From the individual hobbyist to major companies contributing to OpenStreetMap, State of the Map US is among the most significant gatherings on mapping innovation and promise. In 2022 we will celebrate 10 years of gathering together at State of the Map US, a meaningful milestone for our organization and audience.



**The next conference in 2022** will be held at the University of Arizona campus in Tucson, AZ. It will bring together hundreds of OpenStreetMap enthusiasts from private companies, humanitarian organizations, government agencies, academia, and the technology sector to learn new map technology and share ideas.

**APRIL 1-3, 2022**  
**Tucson, Arizona**

**STATE OF THE MAP**  
**US 2022**

[2022.stateofthemap.us](https://2022.stateofthemap.us)



# AUDIENCE SNAPSHOT

The diversity of the OpenStreetMap community is reflected at **State of the Map US**.



During the event you will meet and be welcomed by:

- ★ **Mapping enthusiasts & contributors** to the OpenStreetMap project
- ★ **Forward-thinking mapping experts** from established companies and corporations like Craigslist, Facebook, Maxar, Amazon, Microsoft, and Google
- ★ **Leaders and startups** in the geospatial industry like Mapbox, ESRI, Mapillary, Development Seed, Telenav and Navmii
- ★ **Organizations** like The World Bank, the American Red Cross and the Humanitarian OpenStreetMap Team
- ★ **Leading geo and open data proponents** from federal, state, and local government agencies
- ★ **Students** seeking a career in mapping technologies
- ★ **Professionals** looking for new job opportunities



# SPONSORSHIP PACKAGES

## 10TH ANNIVERSARY SPONSORSHIP

\$25,000

**10TH ANNIVERSARY  
SPONSORS WILL HELP US  
PLAN A MEMORABLE  
CONFERENCE AND SUPPORT  
THE FUTURE GROWTH OF  
OPENSTREETMAP US.  
SPONSORS WILL BE  
RECOGNIZED THROUGHOUT  
2022 ON OUR WEBSITE,  
SOCIAL MEDIA, PROGRAMS  
AND MORE!**

*All sponsorships and donations  
are tax deductible.*



- ★ Double-sized exhibit table prominently positioned in the Grand Ballroom
- ★ Logo on event banner in the Canyon, a prominent University of Arizona walkway, for at least 4 weeks prior to the event.
- ★ Twelve (12) complimentary conference registrations
- ★ Double-page in conference program
- ★ Verbal acknowledgement during opening address by OSM US leadership
- ★ Recognition in pre-conference email marketing and dedicated email announcing sponsorship
- ★ Prominent logo display on signage in public space
- ★ Six (6) social media mentions from State of the Map US on Twitter, Facebook, Instagram, & LinkedIn
- ★ Logo & link to your URL on SOTM US website
- ★ Attendance at a sponsor event with OpenStreetMap leaders and board members

### **Beyond the conference, your investment uniquely includes:**

- ★ Recognition as a sustaining supporter on OSM US website, social media, & program materials all 2022
- ★ Top tier sponsorship of fall virtual event Mapping USA
- ★ Logo and link to your URL on OSM US website

**APRIL 1-3, 2022**

**TUCSON, AZ**



# SPONSORSHIP PACKAGES

## GOLD SPONSORSHIP

\$15,000



- ★ Single size exhibit space centrally located in the Grand Ballroom
- ★ Prominent logo display on signage in public space
- ★ Verbal acknowledgement during opening address by OSM US leadership
- ★ Recognition in pre-conference email marketing (dedicated email announcing sponsorship)
- ★ Three (3) social media mentions from State of the Map US on Twitter, Facebook, Instagram, & LinkedIn
- ★ Logo & link to your URL on SOTM US website
- ★ Six (6) complimentary conference registrations
- ★ Full page in conference program
- ★ Attendance at a sponsor event with OpenStreetMap leaders and board members

*All sponsorships and donations are tax deductible.*



APRIL 1-3, 2022

TUCSON, AZ

# SPONSORSHIP PACKAGES

## SILVER SPONSORSHIP

\$10,000



- ★ Exhibit space in the Grand Ballroom
- ★ Recognition in pre-conference email marketing (dedicated email announcing sponsorship)
- ★ Two (2) social media mentions from State of the Map US
- ★ Logo & link to your URL on SOTM US website
- ★ Four (4) complimentary conference registrations
- ★ Half page in conference program
- ★ Attendance at a sponsor event with OpenStreetMap leaders and board members



*All sponsorships and donations are tax deductible.*

APRIL 1-3, 2022

TUCSON, AZ



# SPONSORSHIP PACKAGES

## BRONZE SPONSORSHIP

\$5,000



*All sponsorships and donations are tax deductible.*

- ★ Two (2) complimentary conference registrations
- ★ Quarter page in conference program
- ★ Attendance at a sponsor event with OpenStreetMap leaders and board members
- ★ One social media mention from State of the Map US
- ★ Logo & link to your URL on State of the Map US website

## SCHOLARSHIP FUND DONATION

Give our scholarship budget a boost! Support those who are underrepresented or who otherwise would not be able to afford the experience.

Donate to the scholarship fund and help us raise enough to provide at least 15 scholarships! It costs OSM US \$1,500 per scholarship.



APRIL 1-3, 2022

TUCSON, AZ

# SPONSORSHIP PACKAGES

## TURQUOISE TIER (ONLY AVAILABLE TO ARIZONA BUSINESSES)

\$2,000



- ★ Two (2) complimentary conference registrations
- ★ Logo in conference program
- ★ Attendance at a sponsor event with OpenStreetMap leaders and board members
- ★ Use of shared Turquoise Table in the Grand Ballroom
- ★ One social media mention from State of the Map US
- ★ Logo & link to your URL on State of the Map US website

Please note this tier is only available for Arizona businesses.

*All sponsorships and donations are tax deductible.*



## SUPPORTER SPONSORSHIP

\$1,500

- ★ One (1) complimentary conference registration
- ★ Mention in conference program
- ★ Sponsor name on State of the Map US website

APRIL 1-3, 2022

TUCSON, AZ



# THANK YOU FOR YOUR SUPPORT!

Thanks to our past sponsors who helped make State of the Map US a reality. We hope you'll join us in Tucson in 2022!

If it's your first time sponsoring, we'd like to welcome you on board! Your support makes this amazing conference a reality.

Don't see what you want?  
Contact us at  
[sponsors@stateofthemap.us](mailto:sponsors@stateofthemap.us).

We want to work with you to design the sponsorship package that will fulfill your business needs.



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Miller

## PAST SPONSORS

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### COVID-19 SAFETY MEASURES

The safety and health of our community is our highest priority. We are working with our hosts to design an event that allows for virtual participation, social distancing, outdoor venues and follow all University of Arizona policies.

# OPENSTREETMAP US



OpenStreetMap US is a US-based 501c3 nonprofit working to support and grow OpenStreetMap, the free, open-source map of the world created by volunteers all over the globe, in the United States. OpenStreetMap US is an official local chapter of the global OpenStreetMap Foundation.

Founded in 2010, our mission is to support the OpenStreetMap project in the United States through education, fostering awareness, ensuring broad availability of data, continuous quality improvement, and an active community. Here is a snapshot of our programs:

- ★ **TeachOSM** is an educational program that assists educators at all levels to introduce open source mapping and OpenStreetMap in the classroom.
- ★ **Mapping for Impact** is a new program that partners with civic, social and environmental organizations in the US to leverage OpenStreetMap data for their mission.
- ★ **Mappy Hours** are virtual hangouts that are both educational and social. We often feature guest speakers and offer meaningful opportunities to meet fellow mappers and talk about OpenStreetMap.
- ★ Our **Charter Project** program supports projects that align with our mission. OpenHistoricalMap, our first charter project, has the daunting mission of building the world's most universal, detailed, and out-of-date map.



Group Photo at State of the Map US 2018 in Detroit, MI.