



giving everyone a voice in  
the future of the internet

2016

**SPONSORSHIP  
OPPORTUNITIES**

[www.icannwiki.com](http://www.icannwiki.com)

# ABOUT

# 2016

## SPONSORSHIP OPPORTUNITIES



giving everyone a voice in the future of the internet

ICANNWiki is the indispensable resource for the ICANN community and people interested in internet governance. As an open platform managed by the community for the community, we provide valuable, up-to-date information that can be hard to find elsewhere.

ICANNWiki is independent from ICANN. In line with traditional Wiki values, we maintain a neutral point of view in our content creation methods and site usage policies.

### ICANNWIKI FOCUSES ON:

ICANNWiki contains close to 6,000 articles, including features such as the gTLD Launch Schedule and articles on important topics such as, IANA Transition and ICANN Accountability.

*ICANNWiki is a 501(c)(3) non-profit.*

*All membership contributions are tax-deductible in the U.S.*



#### KNOWLEDGE SHARING

Since 2013, ICANNWiki's site traffic has increased by 110%.

Approximately 2,000 subscribers receive our monthly newsletter.



#### CULTURAL CONNECTIONS

In 2016, we will strengthen and develop multilingual content, specifically in Spanish and Chinese, with the intention of creating separate wikis exclusive to each language.



#### CONFERENCE PARTICIPATION

ICANNWiki's booth is amongst the most popular at ICANN conferences. Our Primer is a valuable resource highlighting key topics, acronyms, key people, the schedule, and the host city.



#### DIRECT OUTREACH

ICANNWiki strengthens stakeholder relationships through our Edit-A-Thon events, which encourage conference participants to develop content on relevant Internet Governance topics.

### 2016 GOALS

We will build a higher quantity of in-depth content for our site and Primer through independent research and attendance at multiple Internet Governance conferences. We will also focus on strengthening our outreach programs and developing partnerships with Fellows and NextGen participants. The scope of our existing work will expand to include more tutorial videos, an increase in multilingual content, and more Edit-A-thons and Receptions.

### SPONSORSHIP CONTACTS

Jackie Treiber - [jackie@icannwiki.com](mailto:jackie@icannwiki.com)

Dustin Phillips - [dustin@icannwiki.com](mailto:dustin@icannwiki.com)

# MEMBER BENEFITS

# 2016

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Help ICANNWiki reach its goal to create a complete and accurate picture of ICANN and the internet governance space! Your support of ICANNWiki helps fund our staff, travel expenses, and last but not least, our high-visibility conference giveaways.

ICANNWiki has two tiers of sponsorship available:

- > Become a **ANNUAL MEMBER** for \$6,000
- > Take advantage of **PARTNERSHIP EXCLUSIVES** for an additional \$3,000 per giveaway (see following page for full details)

## MEMBER BENEFITS

### LOGO PLACEMENT: WEBSITE

Your logo placed prominently on ICANNWiki's front page, as well as a sidebar link on every page of the site.

### LOGO PLACEMENT: NEWSLETTERS

Your logo in ICANNWiki's monthly e-mail newsletter, which has approximately 2,000 subscribers.

### LOGO PLACEMENT: ICANN MEETINGS

Your logo on ICANNWiki's booth signage, including our full-color backdrop at 2+ ICANN conferences per year.

### LOGO PLACEMENT: GIVEAWAYS

Your logo placed on our customized card decks, which are given out at ICANN conferences.

### DEDICATED SUPPORT STAFF

An ICANNWiki staff member works with you to add and edit articles associated with your organization.

## PARTNERSHIP EXCLUSIVES

Those who wish to more thoroughly support ICANNWiki can participate in one of our exclusive opportunities, at right.

(Full details on the following page.)

### SPECIAL RESEARCH PROJECTS

Potential access to ICANNWiki data for special projects. (Assessed on a per-project basis.)

### CARICATURE BADGES

Your logo on our caricature name badges, printed for ICANN attendees every ICANN meeting.

### PLAYING CARD DECKS

Your logo featured exclusively on the box and your company's input on development of the deck!

### ICANNWIKI QUICKIE

Your logo on a fun and informative magazine featuring a City Guide and ICANN Conference Primer.

### EDIT-A-THON & RECEPTION

Your logo on materials for a community event that encourages the direct growth of ICANNWiki.

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# PARTNER EXCLUSIVES

# 2016

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Our giveaways are an extremely cost-effective and memorable way to target the large and clearly defined ICANN market. In addition to the base fee of \$2,000 per meeting, Partners can support as many giveaways as they want, for \$3,000 apiece.

ICANNWiki has earned the reputation of being innovative. Partners can also work directly with ICANNWiki staff to develop special research projects which utilize data from our website. Please inquire for further details.

## ICANNWIKI QUICKIE

Custom-made for each ICANN conference, the ICANNWiki Quickie is an all-encompassing publication that includes a City Guide rundown of the host city, and a Primer of the conference, which highlights key topics, acronyms, people, and meetings that participants should know about.



## CARICATURE BADGES

Our custom-illustrated caricatures get unmatched visibility at every ICANN conference. Each caricature is printed on-demand, offering a fun alternative to generic name badges and creating a frequent source of corridor conversation! Partners receive prominent logo placement on the front of each badge.



## EDIT-A-THON

An informative event and reception which encourages direct participation from the Internet Governance community, the Edit-A-Thon addresses technical questions and teaches participants how they can build out articles on ICANNWiki and spread their unique knowledge to the wider world.



## PLAYING CARD DECKS

Unique to each conference, the playing card decks are a longstanding extension of our caricatures. Playing Card Partners have their logo exclusively featured on the card box and deck, and are given the opportunity to highlight their company and its members with special cards.



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Thanks to our current sponsors!



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