



C3Tech Sponsorship Packages

March 16, 2022

C3Tech is supported by:



About C3Tech

C3Tech aims to make navigating Windsor and Essex–County by bike safer, easier, and more enjoyable. We are using community data and open source software to build digital tools that will help realize this goal. The features and functionalities of these tools are suggested by members of the local cycling community, and will be implemented by members of the local tech community. The starting point of the project can be viewed at WindsorEssexCycling.ca.

These tools will be in active development until at least December 2022. Afterwards, they will be maintained by volunteers from Windsor Hackforge.

Over the course of the year, C3Tech will hold virtual and in–person events (local guidelines permitting) including:

- Software development tutorials
- OpenStreetMaps workshops
- Development Hackathons
- Group cycling events

C3Tech launched in February 2022 as a partnership between The City of Windsor, The County of Essex, and Parallel 42 Systems. It is managed by local tech non–profit Windsor Hackforge.

Reasons to Support C3Tech

In addition to knowing that your contribution will support and encourage green, active transportation options in Windsor–Essex, your sponsorship will:

- Expose your business to individuals and businesses across Windsor–Essex
- Improve the local cycling experience for residents and visitors
- Support local developers in all career stages
- Provide you with the opportunity to shape the outcome of the tools developed

Sponsorship Options

Sponsorship Level:	Partner	Contributor	Participant	Patron
Sponsorship Amount:	\$5,000+	\$2,500 - \$4,999	\$1,000 - \$2,499	<\$1000
Judging Position in Hackathon	✓			
Logo on WindsorEssexCycling.ca	✓			
Quoted in Press Releases	✓			
Speaking Time at Events	✓	✓		
Logo on C3Tech Physical Marketing Materials	✓	✓		
Logo on C3Tech Digital Marketing Materials	✓	✓	✓	
Link on C3Tech Webpage	✓	✓	✓	
Logo near the top of the C3Tech Webpage	✓			
Logo near the bottom of the C3Tech Webpage		✓	✓	✓
Sponsorship Announcement on Hackforge Social Media Channels	✓	✓	✓	✓

Sponsorships are accepted as dollar amounts or in-kind services.

In-Kind Service Examples

- Poster printing
- Project marketing
- Tech infrastructure

Existing Sponsors

Partners

- The City of Windsor Bicycle Committee (City of Windsor)
- The County Wide Active Transportation System (County of Essex)
- Parallel 42 Systems Inc.

How Funds Will Be Used

For sponsorships over \$1000, up to 50% of the donated amount can be used to fund specific project needs (tech infrastructure, Hackathon prize, etc.). The remainder will be used for C3Tech administration, advertising, and community engagement.

For sponsorships below \$1000, 100% of the donated amount will be used to fund specific project needs.

Regardless of the sponsorship amount, the sponsor is able to determine which needs their donation will go towards.

Hackathon Prizes

Sponsors are able to specify an app feature they would like their prize to be awarded for. Features can be chosen from the list of community-identified ideas, or can be brought forward by the sponsor.

Awards will be decided by the Hackathon judges.

Hackathon Prizes Over \$500

The maximum prize amount to be awarded at the hackathon close event is \$500. Any amount over that will not be announced publicly in advance – this is to help ensure that the funds are put to the best possible use.

After the event closes, the sponsor and judges will determine if a team/project is worthy of continued development funding. If the choice is made to grant the award, it will be offered to the team with conditions (Conditions will be decided in advance between the sponsor and C3Tech organizers). Should the team accept, the award – including the sponsor name – will be announced in event follow-up communications (press release, website, email, social media, etc.).

In the event that there is not a team/project worthy of continued funding, or if the team offered the funding declines, the funds will be left in reserve for the fall Hackathon (planned for October 2022).

Community-Identified Feature Ideas

- Integration with Garmin, Apple Watch, etc.
- Reporting of bike lane/path closures to municipalities and made public for other app users to see
- Offline use
- Carbon footprint reduction based on a specific bike route (vs. driving between start and end points)
- Money saved based on a specific bike route (vs. driving between start and end points)
- Routes between points of interest (e.g. winery/brewery routes)
- Route suggestions based on safety
- Route suggestions based on the amount of time it will take to complete