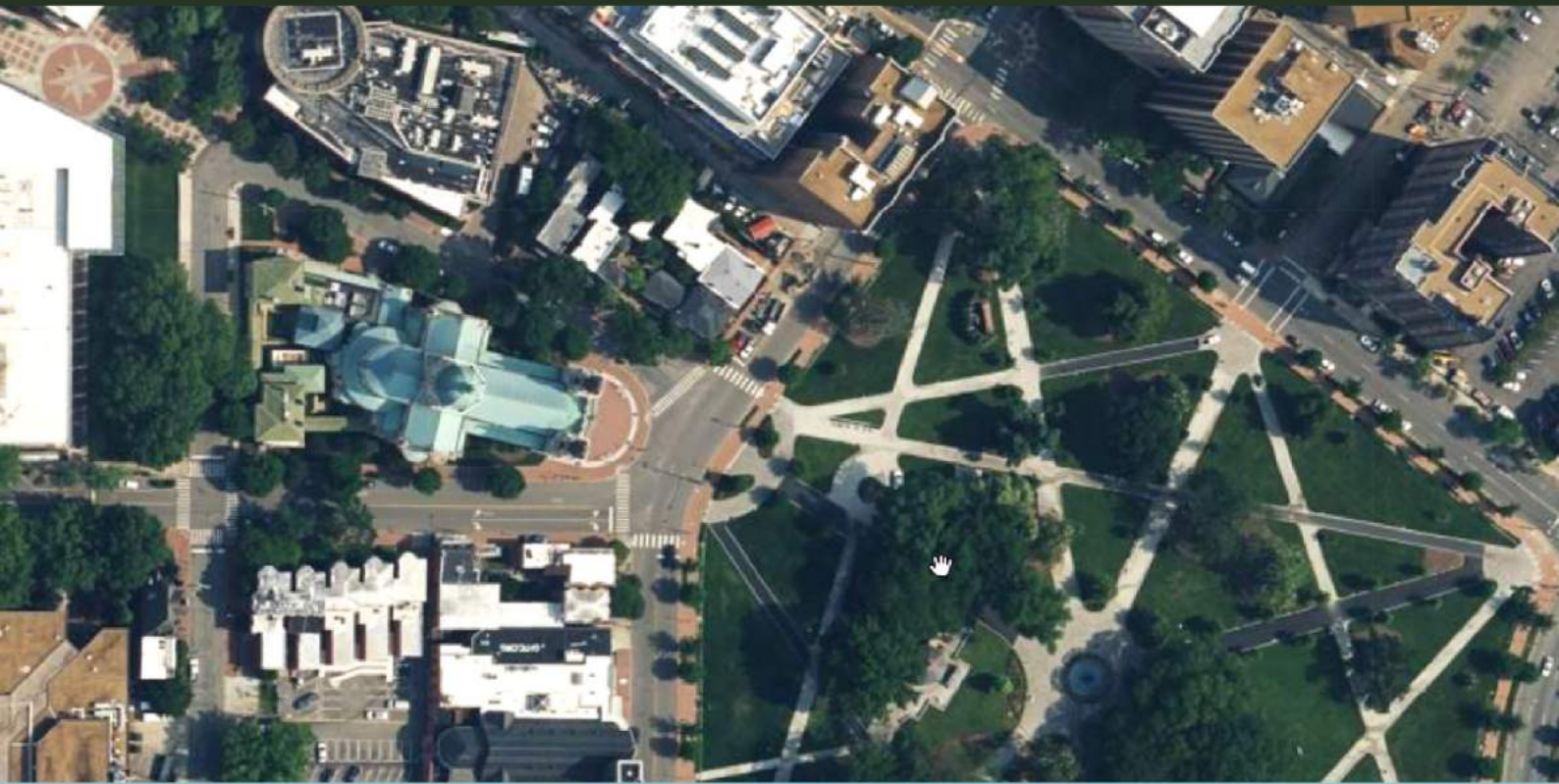


# STATE OF THE MAP US

SPONSOR PROSPECTUS  
2023



**RICHMOND, VIRGINIA**  
**JUNE 8-11, 2023**

[stateofthemap.us](http://stateofthemap.us)

# THE LARGEST GATHERING FOR OPEN MAPPING INNOVATION IN THE US

## Welcome!

The OpenStreetMap US team is excited to announce the 11th State of the Map US conference! This year's event - to be held in downtown Richmond at Virginia Commonwealth University - will bring together hundreds of people from private companies, humanitarian organizations, government agencies, academia, and the technology sector to learn new map technology and share ideas.

If you've sponsored in the past, thank you! You have shaped the future of the geo industry and we hope you consider sponsoring again. If it's your first time, welcome! All of your support makes this amazing conference a reality.  
See you in RVA!

Maggie Cawley, Executive Director  
OpenStreetMap US

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

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State of the Map US is a highly anticipated conference & fundraiser for OpenStreetMap US, a 501(c)(3) nonprofit dedicated to the growth & support of OpenStreetMap & its US community.

# GET INSPIRED, GET CONNECTED



State of the Map US is among the most significant gatherings on mapping innovation and open data. The conference draws people representing a diverse range of interests and expertise; from individual hobbyists to companies, governments and organizations contributing to OpenStreetMap.



## Join us in Richmond, Virginia for 2023

For the 11th annual State of the Map US, we will be gathering in the "River City" at the campus of Virginia Commonwealth University (VCU). From whitewater kayaking to exploring a rich history, Richmond will provide attendees with a unique experience beyond the conference.

## SPONSORSHIP OPPORTUNITIES

Our sponsorship packages help you reach your target audiences, network and socialize at the conference while demonstrating your commitment to open geospatial data and OpenStreetMap.

Attendance at State of the Map US has grown over the last 10 years. With this year's accessible location, we are looking to attract even more attendees. With your sponsorship, you'll be part of this growing ecosystem.

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- 2022 ~ Tucson, AZ
- 2019 ~ Minneapolis, MN
- 2018 ~ Detroit, MI
- 2017 ~ Boulder, CO
- 2016 ~ Seattle, WA
- 2015 ~ New York, NY
- 2014 ~ Washington DC
- 2013 ~ San Francisco, CA
- 2012 ~ Portland, OR
- 2010 ~ Atlanta, GA

RICHMOND, VIRGINIA

# STATE OF THE MAP US

JUNE 8-11, 2023

## SPONSOR A PROGRAM TRACK!

Sponsors can now support one of our five conference tracks! In addition to other tier perks, Track sponsors will be acknowledged under the chosen Track on the SOTMUS 2023 website and before each block of talks with that focus.

### CIVIC TECH

Open data and community participation are critical components of our society. Support for this track also shows your investment in OSM US initiatives like the Public Domain Map & Mapping for Impact.

### EQUITY & INCLUSION

From disaster response to social justice, OpenStreetMap has been a critical tool for advocacy and representation around the world. As a track sponsor, your support contributes to our DEI initiatives including TeachOSM.

### GENERAL

Don't want to sponsor a specific track? No worries! Your sponsorship will support all of the General Track talks.

**Tiers start at \$2,000!**

**Sponsor prospectus available at  
[2023.stateofthemap.us/sponsorship](https://2023.stateofthemap.us/sponsorship)**

### TOOLS & DATA

Innovative tools and technology empower users to contribute impactful data to the map. Support for this track also invests in OSM US support of charter projects such as OpenHistoricalMap, OSMCha, & MapRoulette.

### RECREATION

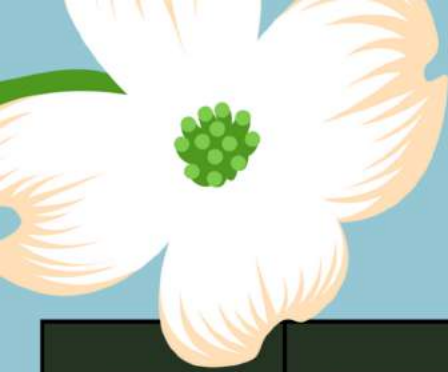
OpenStreetMap data drives recreation across the US, from bike routes to trail navigation. Support for this track also helps drive OSM US programs like the Trails Stewardship Initiative.

#### PAST SPONSORS & PARTICIPANTS INCLUDE:

American Red Cross, AWS, All Trails, ESRI, Locana, Mapbox, MAXAR, Meta, Outside, TomTom, & the US Department of Transportation!

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Learn more at: [OpenStreetMap.us](https://OpenStreetMap.us)



# SPONSORSHIPS

## AT A GLANCE

BENEFITS (ALL TRACKS)	PLATINUM \$27,000	GOLD \$17,000	SILVER \$12,000	BRONZE \$6,500	SUPPORTER \$2,000	DOGWOOD \$2,500
TICKETS	12	6	4	2	1	2
NETWORK EVENT PASSES	12	6	4			
THANK YOUS	On stage & all emails	On stage, 1 email	1 email			
EXHIBIT SPACE	Double Table	Single Table	Single Table			Shared Table
SPONSOR EVENT PASSES	6	3	2	1		1
SOCIAL MEDIA MENTIONS	6	3	2	1		1
PROGRAM	Double Page	Full Page	Half Page	Quarter Page	Mention	Dogwood Page Mention
YOUR LOGO	Website, on campus, & event signage (prominent)	Website & event signage (large)	Website & event signage (medium)	Website & event signage (small)	Company name on website (small)	Website & event signage (small)

Are you an OpenStreetMap US Organizational Member? Your membership includes a discount to the sponsorship tiers above. Contact us at [sponsors@stateofthemap.us](mailto:sponsors@stateofthemap.us) to confirm your membership discount or if you would like to become a member.

# SPONSORSHIP PACKAGES



## PLATINUM SPONSORSHIP \$27,000

- Twelve complimentary conference registrations
- Twelve tickets to a professional networking event with OSM US members. Additional passes available for purchase.
- Double-sized exhibit table prominently positioned in exhibit space
- Six tickets to a sponsor event with OSM US leadership. Additional passes available for purchase.
- Logo on promotional material around the VCU campus
- Prominent logo display on event banner and signage
- Double-page in conference program
- Verbal thank you during opening address by OSM US leadership
- Recognition in pre-conference email marketing and dedicated email announcing sponsorship
- Six social media mentions from State of the Map US on Twitter, Facebook, Instagram, & LinkedIn
- Logo & link to your URL on State of the Map US website



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 our fall virtual event, Mapping USA
- Logo and link to your URL on the OSM US website

# SPONSORSHIP PACKAGES



## GOLD SPONSORSHIP \$17,000

- Six complimentary conference registrations
- Six tickets to a professional networking event with OSM US members\*
- Single-size table centrally located in the exhibit space
- Three tickets to a sponsor event with OpenStreetMap US leadership\*
- Large logo display on signage in event space
- Full page in conference program
- Verbal thank you during opening address by OSM US leadership
- Recognition in pre-conference email marketing (dedicated email announcing sponsorship)
- Three social media mentions from State of the Map US on Twitter, Facebook, Instagram, & LinkedIn
- Logo & link to your URL on State of the Map US website

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## SILVER SPONSORSHIP \$12,000

- Four complimentary conference registrations
- Four tickets to a professional networking event with OSM US members\*
- Single size table in the exhibit space
- Two tickets to a sponsor event with OpenStreetMap US leadership\*
- Half page in conference program
- Recognition in pre-conference email marketing (dedicated email announcing sponsorship)
- Two social media mentions from State of the Map US on Twitter, Facebook, Instagram, & LinkedIn
- Logo & link to your URL on State of the Map US website

\*Additional passes available for purchase.

# SPONSORSHIP PACKAGES



## BRONZE SPONSORSHIP \$6,500

- Two complimentary conference registrations
- One ticket to a sponsor event with OSM US leadership. \*Additional passes available for purchase.
- Quarter page in the conference program
- One social media mention from State of the Map US
- Logo & link to your URL on State of the Map US website

## SUPPORTER SPONSORSHIP \$2,000

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

## DOGWOOD SPONSORSHIP \$2,500 (for Virginia small businesses only)

- Two complimentary conference registrations
- One ticket to a sponsor event with OpenStreetMap US leadership
- Use of shared Dogwood table in exhibit space
- Logo in conference program
- One social media mention from State of the Map US
- Logo & link to your URL on State of the Map US website





# THANK YOU!



## AUDIENCE SNAPSHOT

The diversity of the OpenStreetMap community is reflected at State of the Map US. During the event, you will meet:

### MAPPING EXPERTS

from established organizations like Craigslist, Meta, Maxar, AWS, Microsoft, and TomTom

### MAPPING ENTHUSIASTS

and volunteer contributors to the OpenStreetMap project

### LEADERS AND STARTUPS

in the geospatial industry like Mapbox, ESRI, AllTrails, Kaart & Development Seed

### GOVERNMENT AGENCIES

such as US DOT, FEMA, Federal Railroad Agency, USGS, NPS, and state and local government representatives.

### ORGANIZATIONS

such as The World Bank and the American Red Cross as well as leadership from the Humanitarian OpenStreetMap Team

## 2022 SPONSORS

TomTom

Meta

aws

AllTrails  
your guide to the outdoors

Locana  
EVERYTHING LOCATION

esri  
THE SCIENCE OF WHERE

GrabMaps



next  
billion.ai

mapbox

Microsoft

Kaart

MAXAR

elastic

youth mappers

Outside

CART

MIL  
GEOSPATIAL LLC

Google

Questions? Contact us at [sponsors@stateofthemap.us](mailto:sponsors@stateofthemap.us)



# OPENSTREETMAP US

OpenStreetMap US is a US-based 501c3 nonprofit working in the United States to support and grow OpenStreetMap, the free, open-source map of the world created by volunteers all over the globe. OpenStreetMap US is an official local chapter of the global OSM 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 provides a framework for long term stewardship that supports projects that align with our mission. Current projects include OpenHistoricalMap and OSMCha.

