



## Sponsorship Proposal for At-Large Summit II

### What is At-Large?

"At-Large" is the name for the community of individual Internet users who voluntarily participate in the policy development work of ICANN (Internet Corporation for Assigned Names and Numbers), the organization that coordinates the Internet's global system of identifiers [primarily Domain Names and Internet Protocol (IP) addresses]. Today, more than 160 At-Large Structure (ALS) organizations exist throughout the world. This community selects 10 members of the the 15 member committee which makes up the "At-Large Advisory Committee (ALAC), with the remaining 5 being appointed by the ICANN Nominating Committee.



### What is the At-Large Summit?

The ICANN At-Large Advisory Committee (ALAC) along with the At-Large community will hold a second At-Large Summit (ATLAS II) at the June 2014 ICANN Meeting in London on the theme of "Global Internet: The User Perspective". ATLAS II will build upon the successful activities of the At-Large community since [the first At-Large Summit](#) (ATLAS) was held alongside the ICANN Meeting in Mexico in March 2009 – an event of fundamental importance since it became the foundation stone to the involvement of many of our At-Large Structures (ALSes) in ICANN. In June 2014, the ATLAS II will welcome the representatives of over 160 ALSes around the globe to participate in its events.



## Why?

The purpose of holding the ATLAS II is fourfold:

- 1) Debate on the key issues of interest for ICANN, both policy and process, and provide the opinion of the At-Large community physically present in the meeting about those issues;
- 2) Strengthen the bottom up structure of the volunteer At-Large community by building capacity and awareness of At-Large policies and processes of the 160+ At-Large Structures;
- 3) Further develop the At-Large Community's capacity for engagement with all members of the ICANN community by increasing its knowledge and understanding of the key issues confronting ICANN and ICANN's roles and responsibilities and plan for the next stage of the ALAC/At-Large community's development;
- 4) Allow ICANN to fair a key component of its bottom-up multi-stakeholder environment to the rest of the world at a time pivotal to ICANN as an Internet multi-stakeholder organization.

## Where?

The location and timing for the ATLAS II will be the June 2014 ICANN Meeting scheduled for 22-26 June 2014 in London. This will be ICANN's 50<sup>th</sup> meeting – a milestone meeting dubbed "ICANN 50".

London will allow ICANN staff and the current ALAC Chair to use their networks to promote the ATLAS II and reap maximum benefits for the image of ICANN and ATLAS II sponsors with a return on investment catalyzed by optimized exposure.

The venue is the Hilton London Metropole Hotel. With enough space in the Hotel's Conference centre, it is a great advantage to showcase the activities of the At-Large community. This will allow maximum interchange between ATLAS II participants and the ICANN community - maximum impact with all meeting participants. With the number of participants to an ICANN meeting forecast to be 1200 to 1600, the figure for ICANN 50 is likely to exceed historical figures.

In addition, the ATLAS II meetings will include sessions in which other members of the ICANN community will be invited to participate. Having the ATLAS II be in the same venue will allow for much greater participation by all members of the ICANN community in At-Large Summit activities and vice-versa.

## When?

- Saturday, 21 June 2014 and Sunday, 22 June 2014: Plenary sessions and parallel workshops
- Afternoon of Monday 23 June 2014: Policy Roundtable, At-Large Fair and Reception
- Monday, 23 June and Wednesday, 25 June 2014: Working Groups and the Regional At-Large Organizations (RALOs), which are the umbrella organizations for the At-Large Structures (ALSes), hold their General Assemblies
- Thursday, 26 June 2014: the final plenary session approves a final Declaration

All ALS representatives will also be encouraged to be active participants in the work and activities at the ICANN Meeting, including other ICANN Advisory Committees and Supporting Organizations.

## Did you mention an “At-Large Fair”?

Indeed - a vital part of any volunteer organization is the recognition of the individuals making up that community.

The At-Large Fair, an expanded version of the At-Large Showcase that has been held at every ICANN Meeting since 2010, is a celebration. As any celebration, it usually starts with entertainment reflecting the culture of the host country.

The At-Large Fair is usually structured around a short set of keynote speeches from the ICANN CEO, the ICANN Chair and an invited prestigious guest. Over the years, keynote speeches have been given by Vint Cerf (Google), Patrick Ryan (Google), Philip Grabensee (Afilias), Prof. Nii Quaynor (Ghana), Prof. Ang Peng Hwa (National Technical University of Singapore), Byron Holland (Canadian Internet Registration Authority) and many more.



During the ATLAS II, a key focus of the Fair will be an exhibition of the fabulous work of our At-Large Structures, some of which is literally a world away from the work their volunteer representatives perform at ICANN. This is essentially a small window of opportunity into ICANN opening its skylight and taking its telescope to look outside its walls and see what volunteers do in communities

worldwide to promote an open Internet. The At-Large Fair really is a celebration of diversity, a celebration of how the world's people, how different they may be back home, can really come together and work on common issues related to the Internet. There is a certain magic to this part of the event.

All of the ALS activities are made possible thanks to the Internet - and an open Internet is made possible, in part, to the At-Large community being active within ICANN and the Internet eco-system.

Our ALSes are incredibly diverse. As a mix of for and not for profit organizations, some ALSes bring computing facilities and Internet services to deprived communities; some support computer literacy programs in developing countries; some bring the Internet to life for senior citizens, thus bridging the digital divide. From supporting the multi-stakeholder model in very challenging political environments, to advising governments on ICT matters; from supporting access to the Internet by disabled people to supporting means for effective community engagement, the At-Large community members work not only on ICANN-related issues but also for the openness of the Internet. The At-Large community is active on a Local, National, Regional and Global level, extending its influence, thought leadership and decision making power worldwide – within administrations; within corporations; within the ranks of decision makers.

The main requirement for an organization to become an At-Large Structure is to have a direct interaction with Internet End Users – in order to act as a bi-directional channel for the flow of information to/from these end users relating to ICANN's development.

ICANN London 2014 will be both similar and different: similar by the incredible diversity of people coming to join us in person in the room; different by the sheer magnitude of the gathering. Over 160 people from around the world; 5 continents; 72 countries: this is tomorrow's world meeting face-to-face, enabled by the Internet.

### **A historical moment**

At this historical moment, a pivotal moment in the future of the Internet, the future of democracy and by extension the future of the world's peoples, the ATLAS II is a hitherto unequalled opportunity to show the ability of the multi-stakeholder model to actively support, develop, and provide guidance to govern the Internet, independently of geography, politics, race or religion. The ATLAS II is all about people – a direct reflection that the Internet is all about people.

## VALUE PROPOSAL

You now have an exciting and unique opportunity to show your organization's understanding and support for this fully working bottom-up multi-stakeholder model. As the organizer for the Summit, ICANN is spending in excess of US \$700K to bring one representative of each ALS around the world to London to participate in the ATLAS II and work on specific issues related to the user perspective of the global Internet. Whilst this covers flights and lodging, this does not cover the Fair budget nor the various lunches and dinners which representatives will take part in. Sponsorship is required to support their cause.

There are opportunities for every size of sponsorship budget – with several packages specially designed to showcase your organization in a very special way in the best light as a supporter of the multi-stakeholder model.

### **Diamond Package – US \$20K – Luncheon – single sponsor (Sunday 22 June 2014)**

This package is perfect for a targeted interaction with our At-Large Structures. The sum covers a 90 minute lunch for our 160 At-Large Structure representatives to take place at the venue. This can include one reserved priority table for up to 10 guests who can interact directly with the community and allow for a keynote speaker as chosen by the sponsor to address patrons. Suggested topics include Internet Governance Matters related to the end user perspective; the Future of the Internet; new Generic Top Level Domains; permissionless innovation etc.

#### **Package details:**

- Status as the luncheon host;
- Your brand advertised on your banners and leaflets throughout the lunch room;
- Your brand and logo mentioned on the At-Large schedule website;
- The opportunity to deliver a keynote speech (10 minutes);
- A captive global audience (an Internet microcosm) with a direct possibility to interact;
- The opportunity to play a key role in selection of the topics for discussion at the event.

### **Emerald Package – US \$40K - Evening Dinner – single sponsor (Saturday 21 June 2014)**

This package allows for a more extensive targeted interaction with our At-Large Structures. The sum covers a 120-minute dinner for our 160 At-Large Structure representatives to take place either at the venue or nearby. As with a lunch, the Sponsor may bring up to 10 guests to interact directly with the community and allow for one or more keynote speakers to address diners. Suggested topics tend to be more abstract in nature, looking at the big picture. The Governance of the Internet having reached a crossroads, examples of “big picture” keynotes abound. This audience has a worldwide footprint and an appetite for multi-stakeholder governance.

#### **Package details:**

- Status as the dinner host;

- Your brand advertised on your banners, leaflets and other promotional material throughout the dinner room;
- Your brand and logo mentioned on the At-Large schedule website;
- Backdrop photo area with your company's branding. Photographer included;
- The opportunity to deliver a keynote speech (15 minutes);
- A captive global audience (an Internet microcosm) with a direct possibility to interact;
- The opportunity to play a key role in selection of the topics for discussion at the event;
- Opportunity to play a video message during the event (provided by Sponsor).

**Ruby Package – US \$50K – At-Large Fair + 1 speaker slot (multiple sponsors) + cocktail.**

The At-Large Fair will be a key component of the At-Large Community's week and as a high profile event. Thus it is an ideal and unique opportunity for a sponsor (or sponsors) to advertise their brand. This event will take place on Monday 23 June 2014 late afternoon.

In order to have at least two keynote speakers the Fair has traditionally been co-sponsored. The programme lasting 2 hours starts with exclusive and exciting entertainment, such as a music and dance group. Speeches by the ICANN President and CEO and ICANN Board Chair open the way to our distinguished guests' keynote speeches of the evening. The At-Large Fair is well advertised throughout the ICANN venue thus attracting a cross-community audience. Staff, Board members and volunteers embrace the theme of the night. Plenty of opportunities for branding are present, from banners to the use of promotional material as well as the setting of a photo area with a backdrop for promotional pictures to be taken with community members. The Press will be invited to attend to "meet the community: ordinary people with extraordinary lives".

The At-Large Fair will include an exhibition of the activities of the 160+ ALSes, including their work with local internet communities. On display will be educational material, promotional items and cultural items from around the world.

The At-Large Fair is framed within a Cocktail spanning the whole event. This is an informal event to get to know the local member organizations of ICANN's At-Large community. The representatives of Regional At-Large user organizations will introduce themselves, their organizations and their current projects.

**Package details:**

- Inclusion of your brand/logo in any promotional material related to the Fair (cards, video, online etc.) throughout the ICANN Conference Centre; (promotional items to be provided by the sponsor(s) );
- Inclusion of your brand/logo on the ICANN Schedule and the At-Large schedule website;
- Ability to greet participants at the entrance of the Event;

- Backdrop photo area with your company's branding. Photographer included;
  - Possibility of interviews / promotion / press calls etc.;
  - Enjoy the possibility of meeting face to face with people from one of ICANN's most vibrant and diverse communities;
- Your brand advertised on your banners and leaflets throughout the fair room;
  - Possibility to exhibit any new products or services at the venue for the use of our distinguished members and guests. This type of "product sampling" can ensure maximum promotional exposure and feedback within the venue layout, by allowing all end users the opportunity to experience the products/services at their own leisure; a coupon give-away is possible too!
  - Opportunity to deliver a keynote speech (15 minutes) by your chosen distinguished speaker;
  - A captive global audience (an Internet microcosm) with a direct possibility to interact;
  - Opportunity to play a video message during the event (provided by Sponsor);
  - Other promotional ideas will be positively considered;
  - Minimum share of sponsorship: US \$25K.

### Call to Action

The above packages are flexible and negotiable. It would therefore be possible to part-sponsor the Fair, for example, as well as sponsor a luncheon or dinner. The deadline for accepting sponsorship applications is 31 March 2014. Applications from potential sponsors will be considered on a first come first served basis and we already have strong interest from several firms to take part, so an early decision about this unique opportunity is advisable.

This Second At-Large Summit (ATLAS II) is historical in a year that is likely to be decisive about the Future of the Internet model. We hope you will be able to join us celebrating its uniqueness.

