



Sponsorship for RightsCon Online

July 27-31 2020

With an exciting virtual platform and dozens of sessions across one week of programming, reaching thousands of experts and influencers across the world, we are pleased to provide **opportunities for sponsors** to invest in [RightsCon Online](#).

Confirmed sponsors for RightsCon Online in 2020 already include:

Sida
Microsoft
Global Affairs Canada
Twitter
Luminate
Ford Foundation
Facebook
Mozilla
Cloudflare
Humanity United
NordVPN
Cisco
AT&T
BT (British Telecom)
Automattic
Amazon
Reddit
Verisign

We encourage others to support and engage with RightsCon Online for the following reasons:

In this uncertain context, sponsorship demonstrates a continued commitment to and leadership on issues of shared importance. In addition to supporting a global community of civil society and other actors, and enabling vital conversations on issues of global importance, sponsorship also enables sponsors to communicate as such clearly, directly, and to great effect, to the world's leading decision makers, lawyers, policy makers, researchers, technologists, and human rights defenders.

Alternative RightsCon programming offers new opportunities for brand visibility and other sponsorship benefits. While sponsorship tiers and benefits have changed in order to reflect those opportunities that are available through online-only programming, they have not significantly impacted opportunities for sponsors to demonstrate leadership and increase brand visibility. In fact, virtual programming creates new opportunities for significant engagement and visibility with the RightsCon community, such as, for example, the delivery of a dedicated mailer to the RightsCon community thanking sponsors for their support.

In the context of isolation thanks to COVID-19, it is more important than ever to create and hold space for civil society and other key stakeholders across all sectors to gather. The spread of COVID-19 has meant that many other events and meetups have been postponed or otherwise cancelled, and as governments issue orders for communities to stay at home or maintain social distancing, other physical spaces for convening, collaboration, and coordination have been eliminated. RightsCon will provide that crucial platform for the community to meet and move forward their work.

The spread of COVID-19 has highlighted, exacerbated, and/or accelerated many existing problems at the heart of the RightsCon agenda. As outlined on Access Now's [website](#), the spread of COVID-19 and the global response to the pandemic has materially impacted policies and practices around data protection, surveillance, access to information, freedom of expression, disinformation, and so much more around the world, often for the worse. Support from sponsors is vital to ensuring continued engagement from our global community on issues that have become significantly more dangerous.

JOIN US ONLINE!

Below are the sponsorship tiers and benefits for RightsCon Online. Please note that as details for RightsCon Online are finalized, additional opportunities for sponsorship branding and support may arise.

RightsCon Online Sponsorship Benefits	Leading 100k	Platform 50k	Neworked 25k	Friends 10k
Visibility across the RightsCon Online ecosystem, including the website and our online summit platform website (such as chosen video conferencing)	✓	✓	✓	✓
Acknowledgement during key moments of RightsCon Online (such as plenaries, openings and closing events)	✓	✓	✓	✓
Visibility on virtual RightsCon materials, eg outcomes report, scheduling platforms etc	✓	✓	✓	
Acknowledgement on the RightsCon Rundown	✓	✓	✓	
Promotion on social media accounts including Twitter, Facebook, etc.	✓	✓		
Targeted support in connecting with the global RightsCon community	✓	✓		
Tailored support to ensure maximum visibility and support across all channels and platforms	✓			

For more information, please contact **Melissa Kim**, Development Director, at melissa@accessnow.org.

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