

Sponsorship Opportunities and Benefits



presented by

Local Government Commission
Leaders for Livable Communities

New
Partners
2017

16th Annual New Partners for Smart Growth

Practical Tools & Innovative Strategies for Creating Great Communities

February 2-4, 2017 ■ St. Louis

Marriott St. Louis Grand Hotel

The 2017 New Partners Conference is heading back to the Midwest – to St. Louis, the Gateway City. The nation's largest smart growth and sustainability event, the theme for New Partners 2017 is "Practical Tools and Innovative Strategies for Creating Great Communities," underscoring this year's stronger emphasis on implementation tools, strategies and new technologies that will help communities become more resilient NOW.

A significant factor in this event's tremendous success is its appeal to so many different disciplines. The conference draws a national audience of:

- + Local policymakers and city/county staff
- + State and federal agency leaders
- + Professionals in planning, transportation, landscape architecture, architecture, housing, parks and recreation, public health, public works, engineering, crime prevention and the arts
- + Realtors, developers, builders and bankers
- + Advocates for equity and environmental justice, youth, older adults, and walking and biking
- + Labor representatives
- + School leaders and staff
- + Environmentalists

1,300+
Expected Attendance

This event will bring together a diverse, multi-disciplinary audience from across the country.

Attendance at recent venues:

Attendance of all four of the previous New Partners conferences – in Portland, Baltimore, Denver and Kansas City – have exceeded 1,200 participants.

In St. Louis, we expect participants will represent:

- + 80% public sector and nonprofits
- + 20% private sector
- + 30% from Eastern U.S.
- + 40% from Midwest and Southern U.S.
- + 30% from Western U.S.

Partnership Levels

We are looking for New Partners – agencies, organizations, foundations and companies – that are leading the way in smart growth implementation, technology, tools and education across the country. These high-profile sponsorship opportunities offer many ways to interact with conference participants and underscore your commitment to smart growth and sustainable communities.



Conference Sponsor **\$20,000 and above**

- + Eight (8) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Prominent logo placement on conference home page
- + Name/logo on all promotional materials, website and printed program booklet
- + Participation in National Planning Committee
- + Mentioned in press releases
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

Contributor **\$15,000**

- + Six (6) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Name/logo on all promotional materials, website and printed program booklet
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

Reserve your sponsorship today!

NewPartners.org

*To become a New Partners sponsor
or for additional information:*

Michele Warren, Associate Director
Local Government Commission
(916) 448-1198 x308 | mkwarren@lgc.org

Benefactor **\$10,000**

- + Four (4) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Name/logo on all promotional materials, website and printed program booklet
- + Logo projected on screen during plenary sessions
- + Invitation to Special Reception for all sponsors

Patron **\$5,000**

- + Two (2) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Name/logo on website and printed program booklet
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

Supporter **\$2,500**

- + One (1) full conference registration
- + Name/logo on website and printed program booklet
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

“We have found this conference to be a great venue for sharing information about how real estate is responding to the demand for smart growth. And our members who attend find it extremely enlightening to hear the viewpoints of the diverse presenters.”

– Joseph R. Molinaro, AICP, LEED Green Associate, CNU-A, Managing Director,
Community and Political Affairs, National Association of REALTORS®

Exclusive Event Opportunities



The following options are available to one sponsor only (with the exception of the Scholarship Fund), with each providing a unique opportunity for a sponsor to gain high visibility and “stand out in a crowd.” These sponsorships will cover the cost of exciting new on-site features and interactive activities that will enhance the conference experience for all and allow a sponsor to make a lasting impression.

Each of these sponsorships includes: recognition in the printed program booklet; acknowledgement in conference promotional materials and website; name listed on conference electronic newsletters; your logo projected on screen during plenary sessions; an invitation to the Special Reception for all sponsors; and strategic logo and name placement related to specific options outlined below.

Unique event sponsorship opportunities include:

- + **Kickoff Reception Sponsor (\$15,000).** This sponsorship includes making a few remarks and welcoming participants at the reception. Your name and logo will be associated with all printed and online materials referencing the reception.
- + **Scholarship Fund Sponsors (\$1,000-\$10,000).** Provide much needed support to cover registration fees for representatives from small nonprofits and grassroots organizations who won't otherwise be able to attend.
- + **WiFi Sponsor (\$7,500).** Provide high-speed Internet access for all attendees in the Grand and Plaza Ballroom Foyers throughout the event. Your name and logo will be associated with all printed and online materials promoting the WiFi access, both before and during the conference.
- + **Premier Tour Sponsor (\$5,000).** This option covers the costs of transportation for planned tours of local model projects. Your name and logo will be associated with all printed and online materials referencing the tours, both before and during the conference.
- + **Conference Video Sponsor (\$5,000).** This option covers the cost of providing FREE video recordings of each of the four conference plenaries. Your name, logo and web address will appear at the opening of each video, and be associated with all printed and online materials, both before and during the conference.
- + **Conference Audio-Recording Sponsor (\$5,000).** This option covers the costs with audio-recording all of the conference sessions and providing them for FREE to all conference participants. Your name and logo will be associated with all the recordings, and the promotion of their availability, both before and during the conference.



“AARP chooses to be a Smart Growth Conference sponsor because of the event’s importance, the wide range of participants it attracts and the quality of the conference’s presentations and informational sessions, which address the many topics and issue areas we encounter in our community work nationwide.”

— Jeanne Anthony, Project Advisor, AARP Livable Communities

“We are a conference sponsor [since 2007] and send staff to the conference each year because this event is the premier conference to learn the latest information about smart growth and network with other agencies and communities who are leading the nation in projects and programs using smart growth principles. Each year I am amazed by what we learn from the conference and encouraged by the great stories and examples we are able to take back and apply to our communities.”

— Larry Greene, Executive Director/APCO
Sacramento Metropolitan Air Quality Management District

For more information

Contact Michele Warren at the LGC for more details about these partnership opportunities for sponsoring the conference.

■ mkwarren@lgc.org | 916-448-1198 x308 | newpartners.org



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Please note that sponsorships and advertising opportunities are offered solely by the Local Government Commission. No federal agencies are involved in fundraising, nor do they endorse specific products or services.