

Sponsorship Opportunities and Benefits



17th Annual

np New Partners
2018 for Smart Growth™
Conference

*Practical Tools and Innovative Strategies
for Creating Great Communities*
February 1-3, 2018 | San Francisco

presented by



**Local
Government
Commission**

Leaders for Livable Communities

The New Partners Conference is returning to California in 2018. The nation's largest smart growth and sustainability event places a strong emphasis on innovative implementation tools and strategies, and new technologies that will help participants take action in their communities 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

Hilton San Francisco Union Square
333 O'Farrell St., San Francisco, CA 94102

1,200
Expected Attendance

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

In San Francisco, we expect participants will represent:

- + 80% public sector and nonprofits
- + 20% private sector
- + 30% from Eastern U.S.
- + 25% from Midwest and Southern U.S.
- + 45% 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.

Partner \$30,000 and above

- + Ten (10) full conference registrations
- + Introduction opportunity during a conference plenary
- + Participation in National Planning Committee
- + Opportunity for an ad in the Conference Mobile App
- + Name/logo on promotional materials, website, Mobile App and program
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Prominent logo placement on conference home page
- + Invitation to Special Reception for all sponsors
- + Display space (8'x 10') in Sponsor Display Area
- + Mentioned in press releases

Sponsor \$20,000

- + Eight (8) full conference registrations
- + Participation in National Planning Committee
- + Name/logo on promotional materials, website, Mobile App and program
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Prominent logo placement on conference home page
- + Invitation to Special Reception for all sponsors
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Contributor \$15,000

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



Benefactor \$10,000

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

Patron \$5,000

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

Supporter \$2,500

- + One (1) full conference registration
- + Name/logo on website, Mobile App and program
- + 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

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.”

Each of these sponsorships includes: recognition in the program; acknowledgement in conference promotional materials, website and Mobile App; your 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. Complimentary registration and display space are based on the amount provided to support these opportunities (see Partnership Levels above).

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 materials referencing the reception.
- + **New Partners’ Mobile App Sponsor (\$7,500).** Attach your name and logo to the NPSG Mobile App – the one-stop source that all participants and speakers will use for everything conference-related – in the weeks before, during and right after the conference. This sponsorship includes two opportunities to promote your organization to attendees through the App during the event.
- + **Scholarship Fund Sponsors (\$1,000-\$20,000).** Provide much needed support to cover registration fees for representatives from small nonprofits and grassroots organizations who won’t otherwise be able to attend.



“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.”

– Greg Macias, Senior Advisor, AARP

“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

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.