

The Smart Growth Summit has become the premier event for promoting quality planning and design in Louisiana—and it is made possible through sponsor support.

Over 800 participants took part over the course of the 2010 summit. Over 30 elected officials from around the state joined in our special lunch with Tom Murphy, former Mayor of Pittsburgh and 39 of our Louisiana Speaks Champions came in for the keynote event. Attendees represented 34 parishes, plus we welcomed guests from Mississippi, Texas, Georgia, Pennsylvania, Arizona, Colorado, Oregon, Washington DC, and even Canada (we're international!). Also, over 30 cyclists joined in for the Baton Rouge Advocates for Safe Streets bike ride on Friday evening.

As for media coverage, we located 25 published articles, many from Baton Rouge publications but also from other Louisiana locales such as New Orleans, Lafayette, Alexandria and Opelousas—and Smart Growth America posted two of our blogs to their site for a national audience. Tack on 3 radio appearances in Baton Rouge and Lafayette and a couple of local TV spots, and we think visibility for the summit has stepped up to a whole new level. Let's hope that translates into our witnessing of a paradigm shift in the way our communities think about growth in Louisiana.

While we are still planning themes and topics for the 2011 summit, we will definitely address many of the critical issues in Louisiana today: transportation and connectivity, coastal living, healthy communities, sustainable design, crime, innovative school system solutions and much more. We hope you'll join us!

Questions? Contact us:

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AARP believes strongly in improving the lives of our ever-increasing aging populations. The Smart Growth Summit helps raise awareness and invoke action around access to support services, healthy lifestyles for all Louisianians, and the economic and job growth initiatives that make Louisiana communities wonderful places to live. We are proud to sponsor and attach our name to this great event.

- Nancy McPherson, Louisiana State Director



2011 LOUISIANA SMART GROWTH SUMMIT

Wednesday, August 17 to Friday, August 19

Manship Theatre at the Shaw Center for the Arts
Downtown Baton Rouge

summit.cpex.org

Sponsorship Opportunities

Show your passion for Louisiana communities.

a project of
 Center for
Planning Excellence
cpex.org

2011 LOUISIANA General Sponsorship

Levels

Benefits

	Supporter - \$250	Bronze - \$500	Silver - \$1,000 	Gold - \$2,500	Platinum - \$5,000	Premium - \$10,000+
Waived registration fees	2	5	8	10	15	20
Credit on summit website with link to organization's website	name	name	logo	logo	logo	logo
Credit on summit program back cover	name	name	logo	logo	logo	logo
Credit on signage at event		name	logo	logo	logo	logo
Name mentioned in e-mail notices and on invitations (mailed and e-mailed).						
Session sponsorship: opportunity for representative to introduce session speakers and logo featured on opening slide				1 session	2 sessions	3 sessions
Logo included on pre-event print collateral						
Signage with logo prominently placed in all session theaters and at keynote reception						
Ad in summit program					1/2 page	full page
Name included in all press releases						
Logo included in email marketing campaign to thousands of recipients						
Opportunity for company representative to introduce major speaker/presenter						
Name mentioned in all pre-event promotional radio, television and print appearances						

 - Most Popular

Item-Specific Sponsorship

Limited! Please contact us for availability.

Refreshments - \$750 2 available

- Logo displayed at refreshments table for a day
- Name listed in summit program
- Name listed on summit website with link to organization's website
- 5 waived registration fees

Breakfast - \$2,000 2 available

- Logo displayed at breakfast table for one day
- Logo included in summit program
- Name mentioned in email notices and on invitations (mailed and e-mailed)
- Logo displayed on summit website with link to organization's website
- 10 waived registration fees

Lunch Sessions - \$2,500 4 available

- Logo on sign and opening slide for one session
- Logo included in summit program
- Name mentioned in email notices and on invitations (mailed and e-mailed)
- Logo displayed on summit website with link to organization's website
- Opportunity to introduce lunch session speakers
- 10 waived registration fees

Reception - \$3,500 1 available

- Logo displayed on signage at reception
- Opportunity for company representative to introduce reception speaker/presenter
- Reception event is free and open to the public
- Logo included in summit program
- Name mentioned in email notices and on invitations (mailed and e-mailed)
- Logo displayed on summit website with link to organization's website
- 10 waived registration fees