

VIRTUAL
**SMART
GROWTH
SUMMIT**

2020
Defining the New Normal



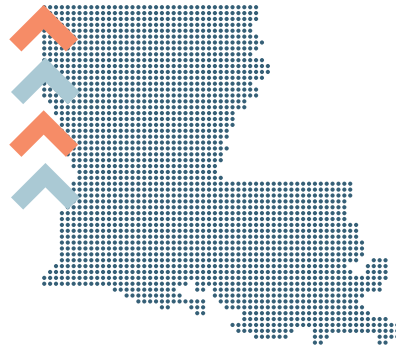
SPONSORSHIP OPPORTUNITIES



updated September 9, 2020



CENTER *for* PLANNING EXCELLENCE



VIRTUAL SMART GROWTH SUMMIT

2020

Defining the New Normal

For 15 years, Center for Planning Excellence has produced the award-winning Smart Growth Summit. This year we're excited to bring the Summit to you on a virtual platform!

CPEX invites you to take a leading role in defining the new normal as a sponsor of the 2020 Smart Growth Summit. We've polled past attendees and experts, and they all agree on one thing: the status quo won't work for our future. As we are learning to navigate our new normal, more questions arise as the ripple effects of the COVID-19 pandemic become increasingly evident. Let's pause, reset, and consider how the inequitable systems of the past can be transformed into ones that work for all. **As a sponsor of this year's Summit, your brand will be connected to the foremost thought leaders that inspire and empower participants to meet the planning challenges of the future and champion change.**

WHAT: This year's Summit will focus on planning a future within the context of COVID-19 response and recovery with an intensified focus on equity concerns. Participants will gain in-depth understanding of critical issues, best practices, and innovations for:

- ▲ The future of cities, housing, and transit as public health concerns change the way people live
- ▲ Successful community strategies for combating systemic racism through equitable planning
- ▲ Green infrastructure and nature-based approaches to water management and flood risk reduction
- ▲ Adaptive reuse, placemaking, and tactical urbanism
- ▲ Healthy community design
- ▲ Climate change mitigation and adaptation

WHEN & WHERE: Sessions begin in September and continue through Fall 2020. Details can be found at summit.cpep.org.

We invite you to **connect your organization to this innovative and exciting discourse** by sponsoring this year's Smart Growth Summit: *Defining the New Normal*.

See you this Fall!

With sincere gratitude,

Camille Manning-Broome
President & CEO

TIME TO DEFINE THE NEW NORMAL.

The award-winning
Smart Growth
Summit is a premier
planning forum.
Convening thought
leaders and change-
makers from around
the world, the Summit
fosters dialogue,
learning, and action
to collectively shape
our future.

JOIN THE SMART GROWTH BRAIN TRUST.

Engage with thought leaders and change-makers on planning, policy, implementation, and community leadership to shed light on the newest trends and notable successes.

LET'S GET TOGETHER, VIRTUALLY.

This is not your traditional lecture series. The Summit is an interactive, high-engagement event designed to advance the work of planning for resilient, prosperous communities.

EXPECTED
500+
ATTENDEES

10
SESSIONS,
PANEL DISCUSSIONS
& PRESENTATIONS

25+
SUBJECT
MATTER
EXPERTS

Sponsoring the Summit is an unparalleled
opportunity to promote your brand to design
practitioners, elected officials, policy makers,
business leaders, and engaged citizens.



SPONSORSHIP PACKAGES						
	Recognition on Summit website	Recognition in video posted after sessions	Recognition in social media	Recognition in email marketing	Recognition on virtual background	Presenting Sponsor recognition
EVENT \$10,000	▲	▲	▲	▲	▲	▲
PLATINUM \$5,000	▲	▲	▲	▲		
GOLD \$2,500	▲	▲	▲	▲		
SILVER \$1,000	▲	▲	▲			
BRONZE \$500	▲	▲				
SUPPORTER \$250	▲	▲				

▲ Name ▲ Logo

Interested in a tailored
sponsorship opportunity?
CONTACT: lmarschall@cpep.org

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

WORKSHOP SPONSOR \$10,000

1 AVAILABLE

This sponsor will be verbally recognized for their contribution at the beginning of the workshop, and their logo will be featured in the workshop presentation and virtual breakout rooms. This sponsor will also be recognized in materials provided to workshop participants.

The Workshop Sponsor opportunity also includes all the benefits of the Event Sponsorship package.

VIDEO SPONSOR \$8,000

2 AVAILABLE

As a Video Sponsor, you will receive repeated exposure in CPEX's promotional video that will be used on various platforms to increase awareness of upcoming sessions, as well as permanent visibility through a 5-second clip dedicated to your organization once sessions are uploaded to CPEX's Summit website.

The Video Sponsor opportunity also includes all the benefits of the Platinum Sponsorship package.

CLOSED CAPTIONING SPONSOR \$5,000

1 AVAILABLE

This sponsor makes it possible to share our message with a wider audience both during and after the Summit. Your organization will be acknowledged via verbal recognition at the conclusion of each Summit session, as well as in the closed captioning itself.

The Closed-Captioning Sponsor opportunity also includes all the benefits of the Platinum Sponsorship package.

SESSION SPONSOR \$3,000

5 AVAILABLE

This sponsor will be credited for bringing our extraordinary speakers to share their expertise with our audience. Brand exposure includes various media, such as session materials, opening and closing slides, and verbal acknowledgment by a CPEX facilitator.

The Session Sponsor opportunity also includes all the benefits of the Gold Sponsorship package.

ENTRY SPONSOR \$1,500

6 AVAILABLE

Feature your organization's brand in one of the most-used promotional elements of the Summit through an individualized password provided to each attendee for one of the series' sessions.

The Entry Sponsor opportunity also includes all the benefits of the Silver Sponsorship package.

COMPANY INFORMATION

COMPANY NAME (AS YOU WOULD LIKE IT TO APPEAR IN OUR MATERIALS)

CONTACT NAME

EMAIL

PHONE

SPONSORSHIP PACKAGES

- | | |
|------------------------------------|----------|
| <input type="checkbox"/> EVENT | \$10,000 |
| <input type="checkbox"/> PLATINUM | \$5,000 |
| <input type="checkbox"/> GOLD | \$2,500 |
| <input type="checkbox"/> SILVER | \$1,000 |
| <input type="checkbox"/> BRONZE | \$500 |
| <input type="checkbox"/> SUPPORTER | \$250 |

EXCLUSIVE SPONSORSHIPS*

- | | |
|--|----------|
| <input type="checkbox"/> WORKSHOP SPONSOR (1) | \$10,000 |
| <input type="checkbox"/> VIDEO SPONSOR (2) | \$8,000 |
| <input type="checkbox"/> CLOSED CAPTIONING SPONSOR (1) | \$5,000 |
| <input type="checkbox"/> SESSION SPONSOR (5) | \$3,000 |
| <input type="checkbox"/> ENTRY SPONSOR (6) | \$1,500 |

* Contact us for availability at (225) 389-7197 or lmarschall@cpex.org

PAYMENT INFORMATION

- ENCLOSED CHECK

AMOUNT (MADE PAYABLE TO CENTER FOR PLANNING EXCELLENCE)

- INVOICE

PLEDGE YOUR SPONSORSHIP COMMITMENT TODAY, GET BILLED LATER AT YOUR SPECIFIED DATE

/ /

AMOUNT

INVOICE DATE

- CREDIT CARD summit.cpex.org/sponsor



Print and return completed form and payment to:
100 LAFAYETTE STREET, BATON ROUGE, LA 70801
LOGO + PAYMENT DUE 9/18/20 FOR INCLUSION IN ALL SUMMIT MATERIALS



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2020

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New Normal*

FOR MORE INFORMATION ABOUT SUMMIT
SPONSORSHIPS, PLEASE CONTACT:

LAUREN MARSCHALL

Director of Operations

100 Lafayette Street, Baton Rouge, LA 70801
lmarschall@cpex.org
(225) 389.7197

summit.cpex.org/sponsor