The 2015 New Partners Conference is coming back to the East Coast — Baltimore and the surrounding Washington-Chesapeake region. The nation’s largest smart growth and sustainability event, the theme for New Partners 2015 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 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, architecture, landscape architecture, housing, parks and recreation, public works, public health and crime prevention
+ 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

This event will bring together a diverse, multidisciplinary audience from across the country.

**Attendance at recent venues:**
- 1,200 in Denver, CO (2014)
- 1,200 in Kansas City, MO (2013)
- 1,400 in San Diego, CA (2012)
- 1,400 in Charlotte, NC (2011)
- 1,700 in Seattle, WA (2010)
- 1,350 in Washington, DC (2008)

**In Baltimore, we expect participants will represent:**
- 80% public sector and nonprofits
- 20% private sector
- 35% from Eastern U.S.
- 30% from Midwest and Southern U.S.
- 35% from Western U.S.
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

**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.

— Joe Molinaro, Managing Director, Smart Growth Program
National Association of REALTORS®

To become a New Partners sponsor or for additional information:
Michele Warren, Associate Director
Local Government Commission
(916) 448-1198 x308 | mkwarren@lgc.org

NewPartners.org

New Partners 2015
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:**

- **Scholarship Fund Sponsor ($1,000-$10,000; unlimited).**
  Provide much needed support to cover conference registration fees for representatives of small nonprofits and grassroots organizations.

- **WiFi Sponsor ($7,500; one).**
  Provide access to high-speed Internet access in key public areas around the conference venue.

- **Premier Tour Sponsor ($5,000; one).**
  This option will cover the transportation costs for all tours of local model projects.

- **Conference Video Sponsor ($7,500; one).**
  This option covers the cost of providing video recording of all of the conference’s plenary sessions. Your logo will appear in the opening of each video.

- **Massage Lounge Sponsor ($5,000; one).**
  This option covers costs for the Massage Lounge, staffed by professional massage therapists to help attendees feel more refreshed, alert and energized. Sponsor will provide tickets from their booth and therapists will wear shirts with sponsor name and logo on them.

**For more information**

Contact Michele Kelso Warren at the Local Government Commission for more details about these partnership opportunities for supporting the conference, and their associated benefits. The LGC is also willing to discuss other customized sponsorship opportunities.

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

Reserve your sponsorship today!

“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

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.