

# Sponsorship Opportunities and Benefits



San Diego Convention and Visitors Bureau

New Partners  
2012

## 11th Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities

presented by



February 2-4, 2012 ■ San Diego

**1,600+**  
Expected Attendance

**T**he New Partners Conference begins its second decade by heading west, back where it started – San Diego. This year's three-day program will include a dynamic mix of over 100 sessions, special events, several networking activities, and exciting tours of local model projects.

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 elected officials 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

New Partners 2012 will bring together a diverse, multidisciplinary audience of more than 1,600 participants from all over the country.

**Recent attendance:**

- + 1,400 in Charlotte, NC (2011)
- + 1,700 in Seattle, WA (2010)
- + 1,000 in Albuquerque, NM (2009)
- + 1,350 in Washington, DC (2008)
- + 1,500 in Los Angeles, CA (2007)

**In San Diego, we expect participants will represent:**

- + 80% public sector / nonprofits
- + 20% private sector
- + 65% from Western U.S.
- + 35% from Eastern U.S. and Midwest

# Partnership Levels



**W**e 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 \$25,000 and above

- + Ten (10) 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
- + Logo featured on on-site conference signage
- + 1/4-page ad in conference 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

- + Seven (7) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Name/logo on all promotional materials, website and printed program booklet
- + Logo featured on on-site conference signage
- + 1/8-page ad in conference program booklet
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

## Benefactor \$10,000

- + Five (5) full conference registrations
- + Display space (8' x 10') in Sponsor Display Area
- + Name/logo on all promotional materials, website and printed program booklet
- + 1/8-page ad in conference program booklet
- + Logo projected on screen during plenary sessions
- + Name listed on conference electronic newsletters
- + Invitation to Special Reception for all sponsors

## Patron \$5,000

- + Three (3) 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

- + Two (2) full conference registrations
- + 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

[www.NewPartners.org](http://www.NewPartners.org)

*To become a New Partners 2012 sponsor  
or for additional information:*

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

“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®

# Exclusive Event Opportunities

New  
Partners  
2012

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. Provide much needed support to cover conference registration fees for representatives of small nonprofits and grassroots organizations.
- + Farmers’ Market Networking Luncheon Sponsor. This option would cover the cost of bringing a farmers’ market to the conference during one of the scheduled lunch breaks – providing a healthy lunch option while at the same time supporting local farmers.
- + Internet Station Sponsor. The conference amenities can feature a Wi-Fi Lounge and/or Phone Recharge Station.
- + Interactive Technology Sponsor. Designed to actively engage participants during the event, these tech options may include: mobile phone technology, electronic reader boards, keypad polling and/or live podcasts.
- + Networking Activities Sponsor. Work with conference organizers to develop/host one or more networking activities during the event.
- + Premier Tour Sponsor. This option will cover the transportation for all tours of local model projects.
- + Conference Notebook Sponsor. This option covers the cost of providing each participant with an eco-friendly note pad and/or an eco-friendly pen for taking notes during the event.

## 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](mailto:mkwarren@lgc.org) | 916-448-1198 x308

*Reserve your sponsorship today!*



*New Partners 2012: San Diego Sheraton Hotel and Marina*

“HDR has been pleased to be a Partner of this dynamic conference for the past seven years. Not only is this event worthy of our financial support, but we believe it to be the premier smart growth conference held each year – providing the best in smart growth resources, tools and strategies, best practices, and networking. Not only do we get maximum exposure to a large, national audience, but HDR staff attend in large numbers for the unparalleled education and multi-disciplinary networking opportunities.”

– David Taylor, CNU, Senior Vice President, National Director of Sustainable Transportation Solutions, HDR, Inc.

“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.