2015 National LOCUS Leadership Summit:
Private Sector Solutions to the Affordability and Social Equity Crisis

Sponsorship Opportunities

June 2-3, 2015
CARNEGIE LIBRARY
WASHINGTON, DC
The 2015 National LOCUS Leadership Summit is hosted by the National LOCUS Steering Committee:
About LOCUS: Responsible Real Estate Developers and Investors

LOCUS: Responsible Real Estate Developers and Investors is a national network of real estate developers and investors who advocate for sustainable, walkable urban development in America’s metropolitan areas. LOCUS members work to create more walkable, urban places through better public policy at the federal, state and metropolitan levels.

About the 2015 LOCUS Leadership Summit

The LOCUS National Leadership Summit, hosted by the LOCUS National Steering Committee, is the premiere national conference where the cutting edge of smart growth development is taught and smart growth deals get done. The 2015 LOCUS Leadership Summit, titled “Private Sector Solutions to the Affordability and Social Equity Crisis” will bring together the country’s leading real estate developers and investors, members of Congress and thought leaders all in one place to develop actionable, private-sector-based solutions for the most controversial smart growth real estate issues facing the industry today - gentrification, affordable housing, innovative development techniques and the proper government role in real estate—many of which are not discussed at any other private sector conference.

The Summit is designed to provide participants cutting edge design, planning, finance and management ideas; leverage their collective influence to change public policy on the local, state and federal levels; and facilitate high-level networking and strategic relationship building nationally and regionally that would lead to specific smart growth development deals that create economic and social opportunities accessible for all Americans.

Who Should Become a Summit Sponsor?

Any company working in real estate development is invited to become a sponsor of the 2015 Leadership Summit.
Sponsorship opportunities

Showcase your work to the country’s leading smart growth developers and investors by becoming a sponsor of the 2015 National LOCUS Leadership Summit. Sponsorship is available at five levels.

**Contributing Sponsor**

*Under $10,000*

Contributing Sponsor level includes:

- Your organization’s logo and profile in the Summit program
- Your organization’s logo and a link to your website from the Summit web pages
- Your organization’s logo on general conference signage

You also have the option to sponsor one of the following Summit special events:

- President’s VIP reception (minimum contribution of $8,000)
- Conference lunch on Tuesday (minimum contributions of $10,000)
- Tuesday’s “The Pitch” reception (minimum contribution of $5,000)

**Bronze level sponsor**

*$10,000*

Bronze level sponsorship includes:

- Your organization’s logo and profile in the Summit program
- Your organization’s logo and a link to your website from the Summit web pages
- Your organization’s logo on general conference signage
- A public thank you during the conference sessions
- An advance copy of the conference registration list (six weeks prior to the conference)
- A list of conference attendees and their contact information (two weeks post-conference)

In addition, Bronze level sponsorship comes with one complimentary conference registration as well as one ticket to the President’s VIP reception, one ticket to the optional walking tour and one ticket to the Congressional luncheon.

**Silver level sponsor**

*$15,000*

Silver level sponsorship includes all the benefits of Bronze level sponsorship.

In addition, Silver level sponsorship comes with two complimentary conference registrations as well as two tickets to the President’s VIP reception, two tickets to the optional walking tour and two tickets to the Congressional luncheon.
**Gold level sponsor (maximum of 3 sponsors)**

$20,000

Gold level sponsorship includes all the benefits of Bronze level sponsorship as well as three complimentary conference registrations, three tickets to the President’s VIP reception, three tickets to the optional walking tour and three tickets to the Congressional luncheon.

In addition, Gold level sponsorship includes the exclusive sponsorship of your choice of one of the following events:

- President’s VIP reception
- Conference lunch on Tuesday
- Tuesday’s “The Pitch” reception
- Congressional luncheon

**Platinum level sponsor (maximum of 3 sponsors)**

$40,000

Platinum level sponsorship includes all the benefits of Bronze level sponsorship as well as four complimentary conference registrations, four tickets to the President’s VIP reception, four tickets to the optional walking tour and four tickets to the Congressional luncheon.

Platinum level sponsorship also includes the exclusive sponsorship of your choice of one of the President’s VIP reception, Conference lunch on Tuesday, Tuesday’s “The Pitch” reception or the Congressional luncheon.

In addition, Platinum level sponsors are invited to participate in formal program of the keynote speaker’s lunch.
Advertising opportunities

**Summit Program print ads**
The 2015 LOCUS Leadership Summit program is included in all conference registration packets and serves a valuable resource throughout the conference.

Both full and half-page ads are available. Complimentary layout assistance is available for full page ads.

<table>
<thead>
<tr>
<th></th>
<th>Full page ads</th>
<th>Half page ad</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Full color</strong></td>
<td><strong>Cost</strong>: $1,000</td>
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<td><strong>Cost</strong>: $1,000</td>
<td><strong>Size</strong>: 8.5&quot; x 11&quot;</td>
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<tr>
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<td><strong>Half page, b+w</strong></td>
<td><strong>Cost</strong>: $250</td>
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<td></td>
<td><strong>Cost</strong>: $250</td>
<td><strong>Size</strong>: 8.5&quot; x 5.5&quot;</td>
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<td><strong>Front or back covers, inside</strong></td>
<td><strong>Back cover, outside</strong></td>
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<td><strong>Full page, full color</strong></td>
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<td><strong>Cost</strong>: $2,000</td>
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Ad space reservations for the Summit program close on April 15, 2015. Ad artwork is also due at that time.
To become a sponsor
To become a sponsor of the 2015 LOCUS Leadership Summit, fill out the form below and mail it along with your check to: LOCUS, 1707 L St. NW Suite 250, Washington, DC 20036.

If you have any questions about your sponsorship, contact Christopher Coes at locus@smartgrowthamerica.org or (202) 207-3355 ext. 136.

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2015 LOCUS Leadership Summit sponsor information

Company name: ____________________________
Company address: ________________________________________________________
Contact name: ____________________________
Contact phone: ____________________________ Fax: ____________________________
Contact email: ____________________________

<table>
<thead>
<tr>
<th>Program advertising</th>
<th>Cost</th>
<th>Total</th>
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<tbody>
<tr>
<td>Half page ad, black and white</td>
<td>$250/each</td>
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<tr>
<td>Half page ad, full color</td>
<td>$500/each</td>
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<tr>
<td>Full page ad, full color</td>
<td>$1000/each</td>
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<tr>
<td>Inside cover</td>
<td>$2000/each</td>
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<tr>
<td>Back cover</td>
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LOCUS staff will contact you for ad artwork files as soon as your order is received.

<table>
<thead>
<tr>
<th>Sponsorship</th>
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<tr>
<td>Contributing</td>
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<td>Bronze</td>
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<td>Silver</td>
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<td>Gold</td>
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<tr>
<td>Platinum</td>
<td>$40,000</td>
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</tbody>
</table>

Total enclosed:

Thank you for your sponsorship support. LOCUS staff will contact you as soon as your order is received with more information about your selected sponsorship package.