

Smart Growth America's Equity Summit 2022

Sponsorship invitation

SMART
GROWTH
AMERICA'S
EQUITY
SUMMIT

2022



About Smart Growth America



Smart Growth America envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient. We empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity.



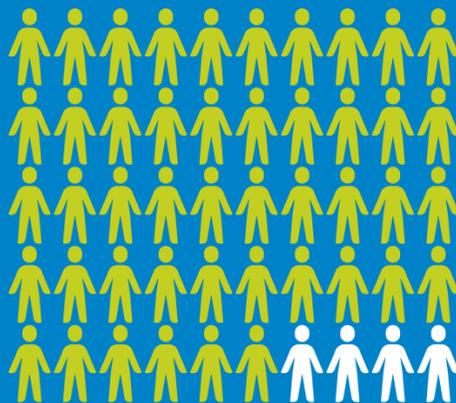
Smart Growth America
Improving lives by improving communities

Last year's summit summary:

Over 3,000 people from across the country were able to hear from thought leaders and practitioners, ask questions, and continue learning at our first-ever Equity Summit. After the inaugural summit, we asked attendees their thoughts. Here's what they said:

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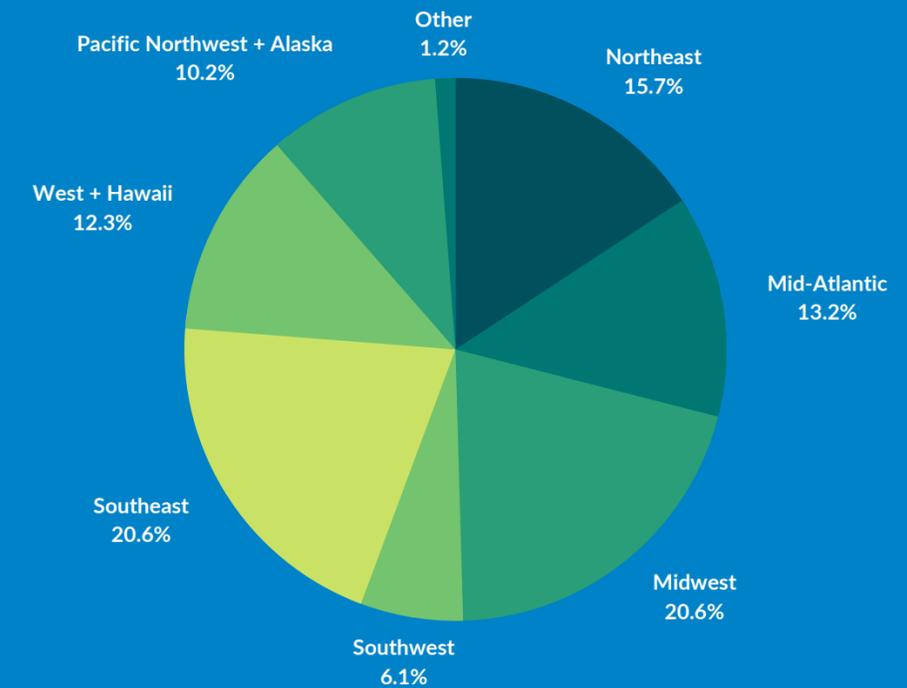


over 90%

of responses agreed or strongly agreed that they got practical and usable advice for incorporating equity into their work at Smart Growth America's Equity Summit

The top three reasons people attended Smart Growth America's Equity Summit:

- 1 To get practical advice for making equity central to their work
- 2 Curious about the nexus of smart growth and racial equity
- 3 Generally curious about the topics



99% of responses said they would attend another summit hosted by Smart Growth America

Be an Equity Summit sponsor!

Becoming a sponsor for Smart Growth America's Equity Summit not only gives your organization an opportunity to be a part of the three days of thought leadership, but allows your mission to be amplified through the online network as well.

86,000+



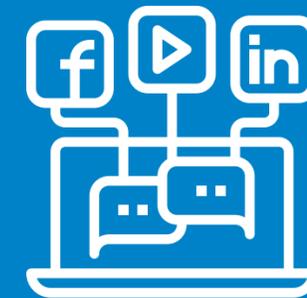
subscribers to
Smart Growth America
email lists

45,000+



website visits
per month

80,000+



followers on Twitter,
Facebook, and LinkedIn

Sponsorship benefits

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	Supporter	Bronze	Silver	Gold	Presenting sponsor	Event sponsor
Recognition on Summit webpage	Name only	Logo	Logo	Logo	Logo+	Logo+
Recognition in social media		Name only	Logo	Logo	Logo+	Logo+
Recognition in email marketing			Name only	Logo	Logo+	Logo+
Recognition on SGA virtual backgrounds					Logo+	Logo+
Presenting sponsor recognition					Logo+	Logo+
Stand-alone email and social media blast						Logo+
Recognition in session						Logo+
Free event registrations	1	1	2	5	10	20
	\$750	\$2,500	\$5,000	\$7,500	\$15,000	see next pg.

Additional opportunity: \$7,500 Closed Captioning sponsor

This is an exclusive sponsorship—only (1) is available. Promotional materials will read "Closed captioning for this summit presented by _____."

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 beginning of each Summit session, as well as within the closed captioning itself. The Closed-Captioning Sponsorship also includes all the benefits of the Gold Sponsorship package.

- Recognition on Summit webpage
- Recognition in video posted after Summit
- Recognition in social media
- Recognition in email marketing

Closed captioning sponsorship can be paired with other sponsorship levels.

Event sponsor

Interested in providing support as an Event Sponsor? We will work with you to ensure special recognition and benefits including the opportunity to be one of potentially only two Event Sponsors.

This is an exclusive sponsorship—only (2) are available. Promotional materials will read Smart Growth America's Equity Summit presented by _____.

Other benefits include:

- Logo and name on Summit webpage
- Logo and name in video posted after Summit
- Logo and name in social media
- Logo and name in email marketing
- Logo and name on SGA virtual backgrounds
- Event sponsor recognition
- (20) Free event registration promos

Presenting sponsor

This is an exclusive sponsorship—only (5) are available.

Presenting Sponsors will have the option of:

- **Presenting Sponsor (Session)** (3 available) — recognized on one day as the sole sponsor of an entire session day with recognition multiple times on the sponsored day*, or
- **Presenting Sponsor (General)** (2 available) — recognized as a Presenting Sponsor each day, including being noted as helping to cover the costs of free tickets to attendees.

*Presenting Sponsor (Session) includes sole sponsorship of one entire day of the Summit which is focused on a particular area of importance to the achievement of greater racial equity and restorative justice, and sponsorship of any keynote speaker and core panel hosted on that day.

"Equity is stimulus. If you want to improve the economy, support equity"

— Dr. Andre Perry,
keynote speaker at
2021 Equity Summit

Fellow at the Brookings Institution Metropolitan Policy Program, scholar-in residence at American University, and author of Know Your Price: Valuing Black Lives and Property in America's Black Cities.

Please note that after November 30th, some sponsorship opportunities may not be available.

If you are interested in sponsorship,
please contact Michelle Brock at mbrock@smartgrowthamerica.org

Learn more about SGA at smartgrowthamerica.org



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