Smart Growth America’s Equity Summit

February 7-9, 2023
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 reaches a broad audience of federal, state, and local elected officials and staff as well as agency leadership, advocates, and private-sector practitioners. Additionally, we convene coalitions of leaders from diverse smart growth sectors including, real estate, brownfields, complete streets, and transportation, as well as a roundtable of Smart Growth CEOs who represent over 20 states and regions from across the country.
**2022 Equity Summit Summary**

- **1,032** attendees
- **99%** of respondents said they would be interested in attending more Equity Summit events throughout the year

**Attendees by profession**
- 32.3% Public-sector professional
- 28.1% Planner
- 16.7% Advocate
- 13.5% Other
- 7.3% Private-sector professional
- 1% Elected official
- 1% Real-estate developer or investor
- <1% Interested citizen

**Over 90% of respondents agreed that:**
- They felt challenged to think in new ways
- They are likely to share content or things they learned with colleagues or networks
- They got practical and usable advice for incorporating a focus on equity into their work on some level

January 11-13, 2022
2022 Equity Summit Summary | January 11-13, 2022

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. Generally curious about the topics
3. Curious about the nexus of smart growth and racial equity

96% of participants said centering racial equity is vital to smart growth.

Attendees by region:

- NORTHEAST 11.5%
- WEST 34.7%
- MIDWEST 24%
- SOUTHWEST 10%
- SOUTHEAST 19.8%

Attendees by level of government profession:

- 70% Local
- 16.7% Regional
- 8.3% State
- 5% Federal
About the 2023 Equity Summit

The Equity Summit is a virtual gathering of thought leaders and practitioners who work to ensure that racial equity is a key priority in any smart growth approach.

**When:** Tuesday-Thursday, February 7-9, 2023
11 a.m. - 4 p.m. Eastern Time

**Where:** Held virtually on zoom to allow increased participation from folks across the country

**Tickets**: $35 | Student
$95 | Nonprofit/Govt
$145 | Professional

*including offering no-questions-asked free registration

By prioritizing equity, smart growth practitioners can dismantle the systems and policies that produce or exacerbate existing racial inequities, create new maps and tools to serve communities, and uplift the ideas and insights from new voices and leaders working to build thriving communities.
<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Smart Growth Allies</th>
<th>Silver</th>
<th>Gold</th>
<th>Presenting</th>
<th>Equity Champion</th>
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</thead>
<tbody>
<tr>
<td>Recognition on Equity Summit web page</td>
<td>Name Only</td>
<td>Logo</td>
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<td>Recognition on social media</td>
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<td>Recognition in marketing emails</td>
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<td>Verbal recognition in day-of-event speeches</td>
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<td>Presenting Sponsor recognition</td>
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<td>Recognition on SGA virtual event backgrounds</td>
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<td>Opportunity to present remarks at event(s)</td>
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<td>Top-billing on all year-round Equity programming materials</td>
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<td>Opportunity to provide input into Equity programming topics, speakers, etc</td>
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<tr>
<td>Free event registrations</td>
<td>2</td>
<td>5</td>
<td>10</td>
<td>20</td>
<td>Unlimited</td>
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</tbody>
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*Additional sponsor opportunities available, including Session and Accessibility Sponsorships.*
Equity Summit Presenting Sponsor

We will work with you to ensure special recognition and benefits including the opportunity to be the **exclusive Presenting Sponsor**. Promotional materials will read *Smart Growth America's Equity Summit presented by (Sponsor Name)*.

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 SPONSORSHIP | $25,000**
Equity Summit Session Sponsor

This is an exclusive sponsorship—only three are available. A session sponsorship includes sole sponsorship of one entire day of the Summit focused on a particular area of importance to the achievement of greater racial equity through smart growth.

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
- (15) Free event registration promos

Promotional materials will read...
Day 1 | Housing Equity presented by (sponsor)
Day 2 | Climate & Equity presented by (sponsor)
Day 3 | Accessibility in Transportation presented by (sponsor)

SESSION SPONSORSHIP | $12,500
Sponsorship Opportunity: Accessibility Sponsor

Allow us to share our message with a wider audience through accessibility best practices such as closed captioning, ASL interpretation, and more. Your organization will be acknowledged via verbal and written recognition at the beginning of each Summit session, as well as within the closed captioning itself.

Promotional materials will read "Accessibility Sponsor for the Equity Summit presented by <<Sponsor>> ."

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

This is an exclusive sponsorship—only one is available. The accessibility sponsorship can be paired with other sponsorship levels.

ACCESSIBILITY SPONSORSHIP | $12,500
Sponsorship Opportunity: Event Connection

While the 2023 Equity Summit will be held virtually, this sponsorship will allow those in the Washington D.C. area to get together in person to discuss the ideas that were heard at the Equity Summit. Your company will be acknowledged on all promotional materials and will receive expanded recognition at the in-person event. Details for the Event Connection sponsorship open for discussion.

- Recognition on Summit webpage
- Recognition in social media
- Recognition in email marketing
- On-site event recognition

This is an exclusive sponsorship—only one is available. The Event Connection sponsorship can be paired with other sponsorship levels. The event range is reflective of the potential for different event sizes and formats.

EVENT CONNECTION SPONSORSHIP | $25,000 - $50,000
In addition to the Equity Summit, Smart Growth America will host three additional Equity Forums in 2023 providing deep-dives into topics of Equity in Smart Growth.

If you’re interested in sponsoring and being involved in planning a full year of Smart Growth Equity programming, please reach out to Eric Cova at ecova@smartgrowthamerica.org to schedule a conversation.
#SmartGrowthEquity Programming 2022

**Equity Summit:**
*January 11-13, 2022*

1,032 attendees

**Equity Forum:**
*Equitable Brownfields Redevelopment*
*April 5, 2022*

509 attendees

**Equity Forum:**
*Upending Cultural Displacement*
*July 13, 2022*

400 attendees

**Equity Forum:**
*Equitable TOD*
*TBD, 2022*
If you are interested in sponsoring the Equity Summit, please reach out to Eric Cova at ecova@smartgrowthamerica.org