

Smart Growth America's

Equity Summit

| *Meeting the Moment*

March 27-28, 2024



Smart Growth America
Improving lives by improving communities

“We know that racial equity, economic inclusion, and restorative justice are not the default options of the system. We have to affirmatively fight for them if we are going to get to them.”



Calvin Gladney, LEED AP

President and CEO, Smart Growth America



Smart Growth America
Improving lives by improving communities

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



National Complete
Streets Coalition



State
Smart Transportation
Initiative



Transportation
for America

About the 2024 Equity Summit

Smart Growth America's

**Equity
Summit**

The Equity Summit gathers housing, transportation, and community development advocates and leaders to learn from one another and identify tools to advance racial equity through smart growth. *The dynamic two-day program will be held in person for the first time.*

When: Wednesday-Thursday, March 27-28, 2024

Where: Martin Luther King Jr. Memorial Library,
901 G St NW, Washington, DC

Tickets*: \$115 | Student
\$325 | Nonprofit & Government
\$575 | Private Sector

*early bird tickets available in December

The Equity Summit will uplift strategies to advance racial equity in smart growth amidst growing political uncertainty in 2024 and beyond, as well as a shift away from explicit equity initiatives by elected officials, state agencies, and the private sector.

2024 Equity Summit

Smart Growth America's

Equity
Summit

Meeting the Moment: Advancing smart growth in the face of resistance

Smart growth practitioners must proactively integrate strategies to advance racial equity into their planning, transportation, and land use work, especially at the current moment. Over the last several years there has been increased attention and investment targeted at inequitable planning systems, but to date, these efforts have fallen short of our stated goals. In the face of capacity concerns, surface-level interventions to systemic challenges, and the recent Supreme Court decision effectively ending affirmative action, our movement is at a critical inflection moment.

What to expect

The Equity Summit aims to connect movement leaders, identify key needs within the field, and build a community of mutual support and encouragement among practitioners who may be discouraged by resistance to meaningful progress. At the Equity Summit, we'll present keynotes, panel discussions, small group sessions, and local organization tours. These activities will allow participants to gain insights into the successes and challenges of racial equity projects in the smart growth space, emphasizing cultural organizing, lived experience integration, and inclusive wealth building.

Unlocking opportunity

To ensure that the Equity Summit continues to reach and empower a diverse range of attendees, we have established a ticket sponsorship that grants access to students, community advocates, and community based organizations free of charge. Learn more about our commitment to operationalizing equity on an upcoming page.

Sponsor Levels

	Visionary Sponsor	Sustainability Champion	Innovation Leader	Community Builder	Equity Advocate
	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
Acknowledgement in signage and printed materials at event (logo)	✓+	✓+	✓	✓	✓
Recognition on Equity Summit website, with all applicable size notes from signage (logo)	✓+	✓	✓	✓	✓
Recognition in social and email marketing	✓+	✓	✓	✓	✓
Standalone social media post(s)	✓+	✓	✓		
Branded swag materials at event	✓+	✓	✓		
Sponsored subevent(s) at the Equity Summit	✓+	✓	✓		
Opening remarks recognition	✓+				
Event registrations included	15	10	5	2	0
Event registrations donated in sponsor's name to students and nonprofit partners	10	6	5	2	0
Number of speaker honorariums sponsored	8	5	3	2	2

Visionary Sponsor

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Summit

This top-tier sponsorship represents a commitment to the long-term vision of creating sustainable, inclusive communities. The **Visionary Sponsor** receives all listed benefits, including top recognition at the Equity Summit opening session.

This sponsorship also provides the opportunity for the sponsor to be highlighted during several Equity Summit subevents, including a networking session, coffee break, or tour or and the option to highlight the sponsor's work in the smart growth space.

This sponsorship also includes 10 event registrations for the sponsor to use and 10 registrations that will be donated to students and nonprofit partners for whom registration would be cost prohibitive. The Visionary Sponsorship also supports honorariums and speaker fees for up to 8 Equity Summit speakers.

Visionary Sponsor | \$100,000

Sustainability Champion

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This tier highlights the sponsor's dedication to sustainability and smart growth principles. The **Sustainability Champion** sponsorship also provides the opportunity for the sponsor to be highlighted during an Equity Summit subevent, including a networking session or event tour.

This sponsorship also includes 10 event registrations for the sponsor to use and 6 registrations that will be donated to students and nonprofit partners for whom registration would be cost prohibitive.

The Sustainability Champion sponsorship also supports honorariums and speaker fees for up to 5 Equity Summit speakers.

Sustainability Champion | \$50,000

Equitable Honorariums for All Speakers and Panelists

We are excited to present a unique and transformative opportunity for your organization to become a prominent partner in Smart Growth America's 2024 Equity Summit. The Equity Summit is more than just a conference; it is a platform that fosters meaningful conversations and action to ensure that racial equity is centered in any smart growth approach.

Why sponsor speaker honorariums? We believe it is our responsibility as champions of equity to use our platform to support and elevate the voices of historically underrepresented community members. Black, Brown, and female speakers are often paid less than other speakers, or not paid at all for their time. Improving racial disparities is at the core of a smart growth approach. We invite all sponsors to support us in this work. By prioritizing equity, your sponsorship places value on every voice to build thriving communities. Each sponsorship level includes support for equitable honorariums.

Event Tickets for students, community organizers, and nonprofit partners

The Smart Growth America's Equity Summit is an event like no other, focused on convening experts and advocates to turn ideas into action. To ensure that the Equity Summit continues to reach and empower a diverse range of attendees, we have established a ticket sponsorship that grants access to three groups:

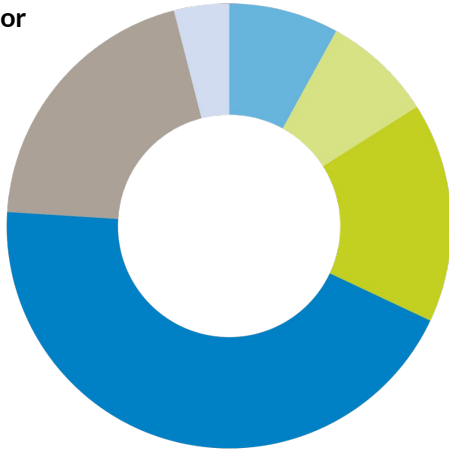
- **Students:** Investing in the future is a core component of the summit. By underwriting student tickets, you engage the next generation of leaders who will drive progress in the field of racial equity and smart growth. These students are eager to learn and be part of the solution, but often face financial barriers that restrict their participation.
- **Community Advocates:** The grassroots efforts of community organizers are the lifeblood of change within our neighborhoods. By providing them with access to the summit, you'll support those who are actively working on the ground to create a more just and equitable society.
- **Community Based Organizations:** Nonprofit organizations play a crucial role in advocating for racial equity and smart growth, both at a local and national level. By providing their staff and volunteers the opportunity to attend the summit, you empower organizations to gain valuable insights and forge strategic partnerships that drive this impactful work.

Equity Summit 2023 attendees

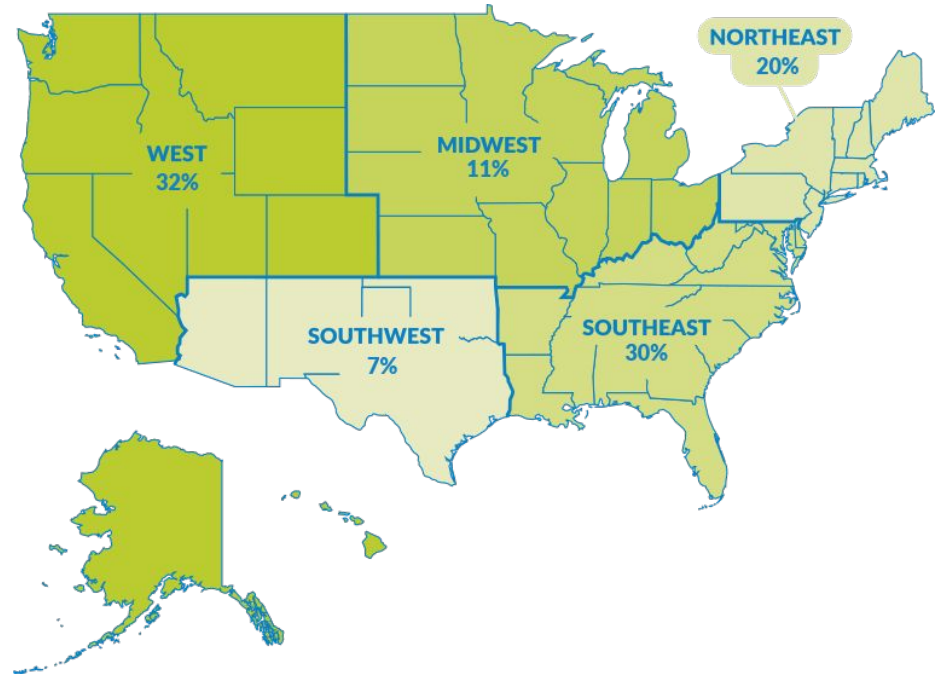
Smart Growth America's

Equity Summit

- 8% - Urban/Community/Regional Planner
- 8% - Federal Government
- 16% - Activist
- 44% - Nonprofit
- 20% - Local/State Gov't
- 4% - Private Sector



Attendees came from 42 States.
Here's their regional breakdown:



2023 Attendee Takeaways

Smart Growth America's

Equity
Summit

100% of respondents
“agree” or “strongly
agree” that they are
likely to share content
or things I learned with
my colleagues or
networks.

90% of respondents
were “satisfied” or
“very satisfied” with
the panels

92% of respondents
“agree” or “strongly
agree” that they felt
challenged to think in
new ways.

98% of respondents
were “satisfied” or
“very satisfied” with
the Keynotes and
 Fireside Chat

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 who partner with us on advocacy and thought leadership work, as well as a roundtable of Smart Growth CEOs who represent over 20 states and regions from across the country.

100,000+



Subscribers to
SGA's email lists

35,000+



Website visits per
month

80,000+



Followers on X,
Facebook, LinkedIn,
and YouTube



Smart Growth America

Improving lives by improving communities

FBCI Form-Based
Codes Institute

LOCUS
Responsible Real Estate
Developers & Investors



National Complete
Streets Coalition



State
Smart Transportation
Initiative



Transportation
for America

If you are interested in sponsoring the Equity Summit, please reach out to us at development@smartgrowthamerica.org