

Smart Growth America's

Equity Summit

March 26-27, 2025



Smart Growth
A M E R I C A

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



“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

DAY ONE: THURSDAY

Moving within this moment: Strategies for overcoming structural barriers

Equity Summit



Shantel Abotio
Vice President of Housing and Community Development, National Fair Housing Alliance

Toccara Nicole Thomas, AARP
Director of Legal Bar and Departmental Support Services, AARP

Wanda Gibbons
President and Executive Director, United Way of Greater Washington

Kathy Flanagan-Payne
President and CEO, World Community Foundation

Ayasha Hoffman
CEO, A Place For All

Cooperating Sponsor: [www.aarp.org](#)

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Equity Summit 2024



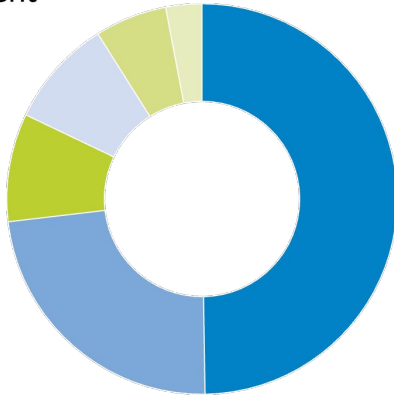
Smart Growth America's
**Equity
Summit**

**What does *equity*
mean to you?**

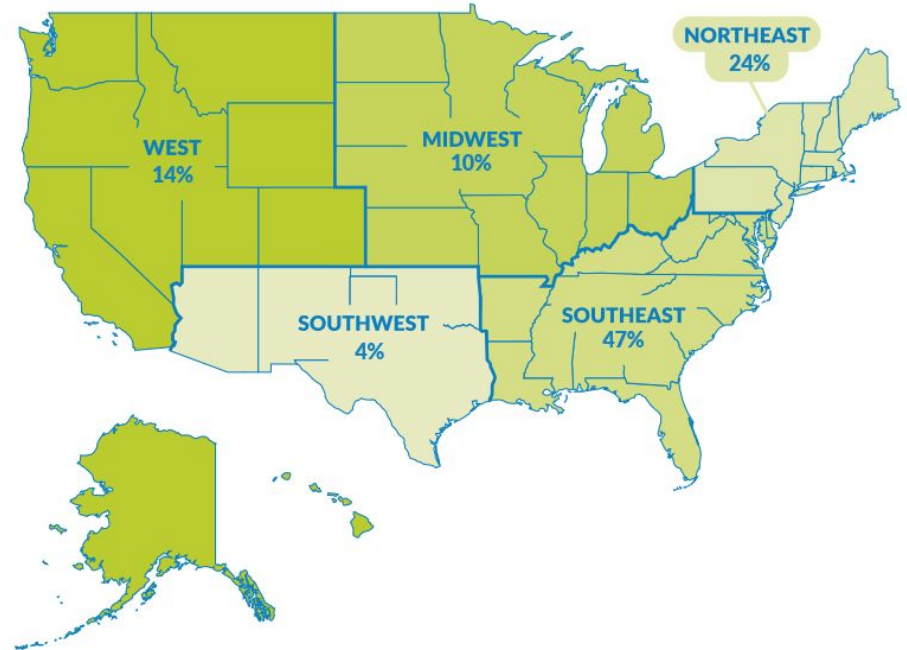
Share your experience using #SmartGrowthEquity

Attendees by profession

- 50% Non-profit/advocate
- 23.5% Local/state government
- 9% Planner
- 9% Federal government
- 6% Other
- 3% Private sector



Attendees by region



Attendee Takeaways

100% of respondents were “very satisfied” or “satisfied” with the Equity Summit

100% of respondents were “very likely” or “likely” to recommend The Equity Summit to a friend

100% of respondents were “very likely” or “likely” to share content or things I learned from the Summit with my colleagues or networks.

96% of respondents were “very satisfied” with the Keynotes (100% very satisfied or satisfied)

What is one thing you're taking with you from the Equity Summit?



The way I'm going to rethink community engagement and cultural displacement.

A commitment to more dedicated community outreach for local buy-in on proposed development.

A better sense of how our organization / region's work fits into national context

this work is intersectional

Calvin's "urban rescrewal" and April's call for all of us to get in there and make solutions

About the 2025 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 is held in-person in Washington, D.C.

When: Wednesday & Thursday, March 26–27, 2025

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

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.

2025 Equity Summit

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Equity
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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 keynote speakers, 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 program 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.

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.

100k



Subscribers to
SGA's email lists

30k



Website visits per
month

120k



Followers on X,
Facebook, LinkedIn,
and YouTube

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)	✓+	✓	✓		
Speaking opportunity at the Equity Summit	✓+	✓	✓		
Dedicated sponsor table at the Equity Summit	✓+	✓	✓		
Sponsored subevent(s) at the Equity Summit	✓+	✓			
Opening remarks	✓+				
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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This top-tier sponsorship represents a commitment to the long-term vision of creating sustainable, inclusive communities. A **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 events, including a networking session, coffee break, or tour that 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 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.



Smart Growth America

Improving lives by improving communities



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