

# GREATER & GREENER 2019

## EXPLORING NATURAL CONNECTIONS

JULY 20-24, 2019 DENVER, COLORADO  
PRESENTED BY CITY PARKS ALLIANCE

**GREATER & GREENER** is the leading international conference for urban park leaders, city planning and design professionals, public officials, advocates, funders, and innovators to explore the issues, challenges, and opportunities facing today's urban parks.

### WHO ATTENDS:

City, State, and National Park Agency Leaders • Nonprofit Organizations • Mayors and Public Officials • Landscape and Design Professionals • Green Infrastructure and Sustainable Development Consultants • City Planners • Grantmakers • Real Estate Developers • Community Health and Development Organizations • Downtown Business Organizations • Neighborhood Advocates

### BY THE NUMBERS:

- 1000+ Attendees
- 200+ Cities Represented
- 100+ Sessions, Tours, Field Trips and Events

### PREVIOUS KEYNOTE SPEAKERS INCLUDE:

Mayor Michael Bloomberg (NY) • Interior Secretary Ken Salazar • Glenn Harris, Race Forward • Lieutenant Governor Gavin Newsom (CA) • Carol Coletta, CEOs for Cities • Bruce Katz, Brookings Institution • Lykke Leonardsen, City of Copenhagen (Denmark) • David Escobar-Arango, Interactuar (Colombia)



Volunteers pause for a picture during the 2017 Greater & Greener Volunteer Service Day. Service Day Lead Sponsor: Landscape Structures.

### GREATER & GREENER PROGRAM TRACKS:

**Equity** – principles and tactics for building equity in park funding, workforce, and user engagement.

**Funding** – new approaches for park development and maintenance including business improvement districts, tax levies, and cross-agency partnerships.

**Urban Greening and Biodiversity** – strategies for developing, stewarding, and measuring efforts, with a focus on building biodiversity and resilience.

**Parks as Infrastructure** – strategies for funding, building, and managing parks for water management, transportation, and connectivity.

**Activating Urban Parks through Recreation** – promoting active, healthy lifestyles, boosting activation through programming and design, and making urban cores more livable and family-friendly.

**City Park Essentials** – our popular, interactive “How To” track with strategies to establish, grow, and sustain multi-sector partnerships.

CONFERENCE PRESENTER



HOST CITY LEAD PARTNER



RESERVE YOUR SPOT!

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Sponsorship Opportunities & Benefits	\$200,000 Presenting	\$100,000 Platinum	\$50,000 Gold	\$25,000 Silver	\$10,000 Bronze	\$5,000 Partner
<b>Presenting Sponsor</b> Exclusive recognition benefits and co-branding; custom sponsorship package of selected events						
<b>Opening Reception Sponsor</b> Exclusive recognition signage at opening and opportunity to make welcome remarks		SOLD				
<b>Closing Reception Sponsor</b> Exclusive recognition and opportunity for remarks during closing event			SOLD			
<b>Keynote Day 1 or Keynote/Plenary Day 2 Sponsor</b> Exclusive or shared recognition during full session						
<b>Program Track Sponsor</b> Exclusive recognition in selected track signage, presentation materials, and marketing				3 AVAIL.		
<b>Happy Hour Reception Sponsor</b> Recognition signage and opportunity for remarks during Monday evening exhibit hall event				SOLD		
<b>Mayors Forum Plenary</b> Recognition and welcome remarks preceding plenary panel discussion with mayors				SOLD		
<b>Scholarship Sponsor</b> Support local, national, and international participation at <i>Greater &amp; Greener</i> --custom programs available						
<b>Volunteer Service Day Lead or Supporting Sponsor</b> Recognition and speaking opportunity at event; logo on event t-shirt				LEAD: SOLD	SUPPORTING: SOLD	
<b>International Forum Sponsor</b> Recognition at July 24 special session of international programming						
<b>Mobile App Sponsor</b> Featured recognition on app used by attendees before and during the conference					SOLD	
<b>Weekend Tour Sponsor Day 2 Sponsor</b> dynamic park tours showcasing Denver's finest outdoor experiences						
<b>Peer-to-Peer Sessions Sponsor</b> Recognition signage at topical networking sessions held during the conference					SOLD	
<b>Young Leader Registration Sponsor</b> Enable reduced registration for young professionals to attend <i>Greater &amp; Greener</i>					SOLD	
<b>Ice Cream Social Sponsor</b> Recognition signage during popular afternoon ice cream break in exhibit hall					SOLD	
<b>Name Badge Sponsor</b> Your company logo prominently displayed on all attendee badges					SOLD	
Exclusive recognition signage onsite						
Exclusive e-blast recognition to 7,000+ urban parks network						
Exclusive Twitter/Facebook recognition announcement						
Recognition in conference marketing materials						
Logo featured on conference tote bag issued to all attendees						
Company item added to tote bag issued to all attendees						
Website homepage recognition						
Logo placement on digital and pop-up conference signage						
Logo placement in Greater & Greener e-communications						
Recognition on website sponsors page						
Recognition in City Parks View e-newsletter						
Tickets to sponsors-only VIP reception	8	6	4	2	2	2
Complimentary registration with tickets to special events	8	6	4	2	1	
Recognition in conference program	Full Page	Full Page	Half Page	Logo	Logo	Name
Discount on exhibit space	100%	100%	50%	25%	10%	10%
15% discount on up to 10 additional conference registrations						