Greater & Greener
JUNE 18 - 21, 2022

SPONSORSHIP INVITATION

PRESENTED BY CITYPARKS ALLIANCE
greatergreener.org
A unique conference.
For more than a decade, Greater & Greener has been the leading international conference where park professionals from across North America and around the world gather to explore how urban parks can be designed, developed, programmed, funded, and sustained to meet the challenges facing 21st-century cities.

What sets Greater & Greener apart from other park conferences? In addition to peer-reviewed breakout sessions, keynotes, and plenary presentations, Greater & Greener takes attendees outdoors showcasing dozens of downtown and neighborhood parks, playgrounds, recreation centers, and public spaces through specially curated tours, hands-on learning mobile workshops, peer-to-peer networking, and special events across the Philadelphia region. It’s the ONE conference that city park professionals tell us they can’t miss!

A vibrant city.
Birthplace of America and a city of firsts, Philadelphia embodies founder William Penn’s vision for a “green country town.” Its 10,200 acres of parkland include seven large watershed parks and more than 300 neighborhood parks, playgrounds, recreation centers, and public spaces that have played central roles in its development and resurgence. In recent years, Philadelphia has pioneered creative solutions for the modern urban park system, making it the perfect backdrop for Greater & Greener. We’ll see how the city built equity in seam neighborhoods, adapted historic sites for modern use, repurposed and revitalized underused civic spaces, and established and leveraged public-private partnerships, using parks as community and economic drivers.


“We’re really pleased to be a sponsor. I can just see the energy that people have towards improving their own park systems and improving their communities.” —Rick Olson, President and CEO, The Toro Company

CONFERENCE PRESENTER HOST CITY LEAD PARTNERS

CITY PARKS ALLIANCE PHILADELPHIA PARKS & RECREATION FAIRMONT PARK CONSERVANCY
Sponsor & Exhibitor opportunities.

Sponsorship opportunities include dedicated promotional space before, during, and after the event through signage, collateral, and email communications on location, on our website, and on social media.

For exhibitors, Greater & Greener 2022 offers you less competition than other trade shows with only 25 exhibitor spaces available and multiple opportunities to connect one-on-one with 750+ attendees. Exhibitors enjoy unparalleled access to decision-makers across city sectors with networking events inside and outside the exhibit hall. For detailed exhibitor opportunities and benefits, visit greatergreener.org/exhibitors.

The program.

Greater & Greener 2022 conference tracks tackle the most pressing issues facing cities around the world: social and racial equity, cross-agency and cross-sector partnerships, new and innovative funding models, and replicable solutions for parks.

Resilient Cities
Parks and open spaces must be at the center of strategies to help cities mitigate stresses on our ecosystems, our infrastructure and economy, and our residents.

Safe, Healthy, Inclusive Communities
Healthy cities depend on a public realm that is connected, accessible, engaging, playful, and safe.

Co-Creating Civic Life
Authentic and inclusive design, programming, and management for and by diverse populations has the power to showcase local cultures and to support civic participation.

Equitable Economic and Community Development
Parks have the power to drive equitable economic and community development for surrounding areas.

“This is a marvelous conference. [It brings] people in from other sectors besides park managers so the conversation is both broad and deep.

—Mami Hara
General Manager and CEO, Seattle Public Utilities

Attending Greater & Greener with a cohort from Memphis allowed me to strengthen our relationships with other park advocates and park leaders.

—Jared Myers, Executive Director Heights CDC

“The sessions, events and field trips were both thought-provoking and validating. I returned to San Francisco with new ideas and the comforting knowledge that our own challenges are not unique. Many of my colleagues and their agencies share similar resource and political constraints.”

—Phil Ginsburg, General Manager, San Francisco Recreation and Park Department
**SPONSORSHIP OPPORTUNITIES**

**Presenting Sponsor**  Exclusive recognition benefits, custom sponsorship package

**Opening Reception Sponsor**  Exclusive recognition signage at opening and opportunity to make welcome remarks

**Custom Sponsorship Package**  Exclusive recognition opportunities for package of selected events

**Keynote/Plenary Sponsor Day 1**  Recognition during full session and opportunity for remarks; includes recognition in virtual event platform

**Keynote/Mayor’s Forum Plenary Sponsor Day 2**  Recognition during full session and opportunity for remarks; includes recognition in virtual event platform

**Scholarship Sponsor**  Support local, national, and international participation at Greater & Greener--custom programs available with recognition benefits

**Program Track Sponsor**  Exclusive recognition across selected track program marketing on site and during virtual event presentation

**Happy Hour Reception Sponsor**  Exclusive recognition signage during Monday evening exhibit hall event

**Volunteer Service Day Lead or Supporting Sponsor**  Recognition signage and speaking opportunity at event, primary or secondary logo placement on event t-shirt --One lead and two supporting opportunities available

**Mobile App Sponsor**  Featured recognition on app used by attendees before and during the conference

**Weekend Tour Sponsor Day 1 or Day 2**  Website and onsite recognition for dynamic park tours—by foot, bike, and boat--showcasing Philadelphia’s finest outdoor experiences

**Peer-to-Peer Sessions Sponsor**  Recognition on site and virtually at topical networking sessions held during the conference

**Water Station Sponsor**  Recognition at onsite water refill stations

**Health & Safety Sponsor**  Recognition at sanitizing stations

**Young Leaders Registration Rate Sponsor**  Help make possible the reduced rate for emerging park leaders; website and onsite recognition

**Ice Cream Social Sponsor**  Recognition signage during popular afternoon ice cream break in exhibit hall

**Name Badge Sponsor**  Your company logo prominently displayed on all attendee badges

![Sponsorship Opportunities Chart]

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[greatergreener.org](http://greatergreener.org)
SPONSORSHIP BENEFITS

Exclusive recognition signage onsite
Featured sponsor recognition on GreaterGreener.org
Exclusive social media recognition announcement
Recognition in conference press announcements and marketing materials
Greatergreener.org website homepage recognition
Logo placement in on-site conference signage
Logo placement in Greater & Greener e-communications to City Parks Alliance's 12,000+ network
Recognition on greatergreener.org sponsors page
Recognition in City Parks View e-newsletter
Tickets to sponsors-only VIP reception with national and regional leaders
Complimentary registration
Recognition in conference program
Discount on on site exhibit space
15% discount on up to 10 additional conference registrations

RESERVE YOUR SPOT
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