



# Greater & Greener

JUNE 18 - 21, 2022

## SPONSORSHIP INVITATION



PRESENTED BY **CITY PARKS**  
ALLIANCE



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



JUNE 18-21, 2022 PHILADELPHIA, PENNSYLVANIA

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## 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!

An exciting blend of **indoor** sessions and **outdoor** experiences that bring the power of parks to life.

No other park conference reaches **so many cross-sector city park and recreation decision makers and influencers.**

## An exclusive audience.

Urban park leaders. Conservancies. City planners. Agency heads. Mayors. Architects. Developers. Advocates.

As a *Greater & Greener* 2022 sponsor or exhibitor, you'll reach our exceptional audience of 750+ cross-sector leaders and decision makers, drawn from 200+ cities from across the nation and around the world.

## 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



PHILADELPHIA  
PARKS &  
RECREATION

FAIRMOUNT PARK  
CONSERVANCY





## Sponsor & Exhibitor opportunities.

*"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*

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](https://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.

*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

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

**Keynote/Mayors 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

**Sunday Seminar Sponsor** Exclusive recognition opportunity for special session on the opportunities and challenges of developing downtown urban parks

**City Park Lab** Exclusive recognition benefits at this curated learning opportunity

**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

	\$200,000+ PRESENTING	\$100,000 PLATINUM	\$50,000 GOLD	\$30,000 SILVER	\$12,500 BRONZE	\$5,000 PARK PARTNER
<b>Presenting Sponsor</b>	SOLD					
<b>Opening Reception Sponsor</b>		SOLD				
<b>Keynote/Plenary Sponsor Day 1</b>						
<b>Keynote/Mayors Forum Plenary Sponsor Day 2</b>			SOLD			
<b>Scholarship Sponsor</b>						
<b>Program Track Sponsor</b>				2 AVAIL.		
<b>Happy Hour Reception Sponsor</b>				SOLD		
<b>Volunteer Service Day Lead or Supporting Sponsor</b>				SOLD	2 AVAIL.	
<b>Mobile App Sponsor</b>						
<b>Sunday Seminar Sponsor</b>						
<b>City Park Lab</b>						
<b>Weekend Tour Sponsor Day 1 or Day 2</b>					1 AVAIL.	
<b>Peer-to-Peer Sessions Sponsor</b>					SOLD	
<b>Water Station Sponsor</b>						
<b>Health &amp; Safety Sponsor</b>					SOLD	
<b>Young Leaders Registration Rate Sponsor</b>						
<b>Ice Cream Social Sponsor</b>						
<b>Name Badge Sponsor</b>						



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100%	100%	50%	25%	10%	10%
15%	15%	15%	15%	15%	15%



**RESERVE YOUR SPOT**  
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