



# SPONSORSHIP OPPORTUNITIES

PRESENTED BY



LOCAL HOST  
LEAD PARTNER



**Seattle**  
Parks & Recreation



# A UNIQUE CONFERENCE

For more than a decade, *Greater & Greener* — presented by City Parks Alliance — has been the leading international conference where professionals and advocates 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 of our times.

*Greater & Greener* is more than your typical conference. It is a **carefully curated, interactive experience** that sets the table for honest conversations, cross-sector dialogue, and mutual learning about leading edge topics to help leaders **tackle the most pressing issues facing cities, through the lens of parks and recreation**. The peer-reviewed sessions focus on social and racial equity, public-private partnerships, innovative funding models, inclusive programming, climate resiliency, community health and safety, planning for urban infrastructure, workforce and economic development, advocacy strategies, and so much more.

*Greater & Greener* **takes attendees outdoors** — using the local host city as the classroom — to showcase dozens of downtown, neighborhood, and regional parks and gardens, playgrounds, recreation centers, and trail systems, as well as waterfront development and public spaces, through specially crafted tours, hands-on learning mobile workshops, peer-to-peer networking, and special events. Featuring **more than 100 events** over four days, 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.

**GREEN INFRASTRUCTURE AND SUSTAINABLE DEVELOPMENT CONSULTANTS**  **CITY, STATE, AND NATIONAL PARK AGENCY LEADERS**

**REAL ESTATE DEVELOPERS** **NONPROFIT ORGANIZATIONS** **MAYORS AND PUBLIC OFFICIALS**  **ORGANIZATIONS**

**LANDSCAPE AND DESIGN PROFESSIONALS** **NEIGHBORHOOD ADVOCATES** **DOWNTOWN BUSINESS ORGANIZATIONS**

**COMMUNITY HEALTH AND DEVELOPMENT ORGANIZATIONS** 

# AN EXCLUSIVE AUDIENCE

As a *Greater & Greener* 2024 sponsor or exhibitor, you'll reach our exceptional audience of **1,000+ cross-sector leaders and decision makers**, drawn from **200+ cities** across the US and around the world.

Between now and the conference, sponsors are recognized regularly across our network of 12,000+ urban leaders, with exclusive opportunities to connect with park leadership while in Seattle.

# A VIBRANT CITY

Seattle — the Emerald City — is nestled between the Olympic and Cascade mountain ranges and surrounded by water. A crown jewel of the Pacific Northwest, Seattle is renowned for its shining park system, a vital public resource that makes it one of the world's most livable and beautiful cities.

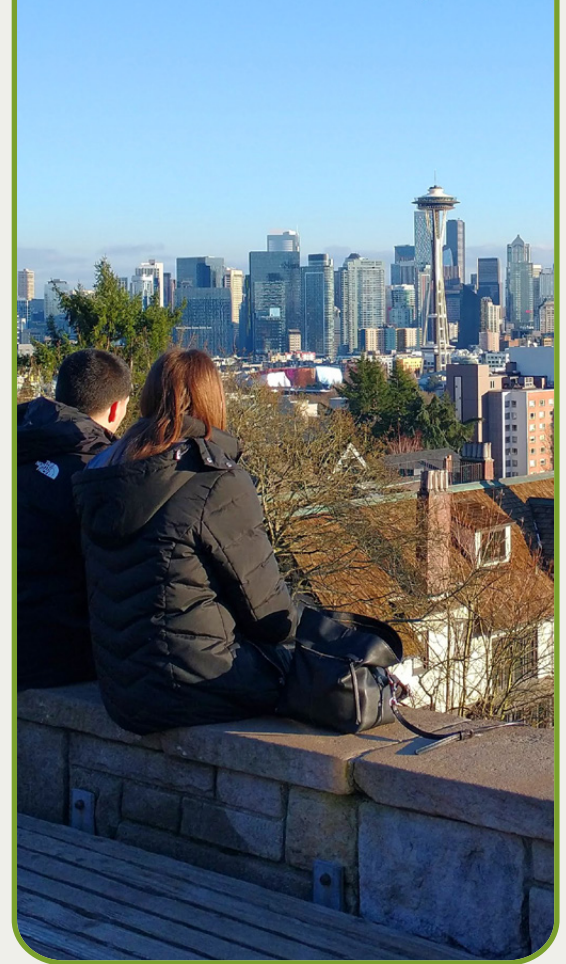
At the turn of the 20th century, city leaders — recognizing the area's abundant beauty and desire to preserve and plan for public parkland — had the foresight to hire the legendary Olmsted landscape architecture firm to design and implement the Olmsted Plan for Seattle's Parks. The plan created an exquisite living legacy of interlocking parks, open spaces, and evergreen boulevards with 500 parks, 24 community centers, 10 pools, and an accredited zoo & aquarium.

Today, thanks to that vision, Seattle is the most funded urban parks system per capita of any city in North America. Seattle residents for more than 50 years have voted to tax themselves in support of parks and recreation facilities, green spaces, and the acquisition of new parkland — including the creation of the Seattle Park District, an innovative, new taxing authority to provide sustainable funding for short and long-term park investments. Now, with unprecedented growth in population and a sharpened focus on sustainability and equity, robust opportunities are emerging to re-imagine Seattle's public spaces and to create innovative models for placemaking, designing, funding, building, and improving our urban public spaces.

*Greater & Greener* attendees will experience first-hand how Seattle Parks and Recreation is responding to this rapid growth, and through a One Seattle Vision, is collaborating with community partners, transportation agencies, private businesses, and other thought partners to create innovative solutions to enhance and expand Seattle's greenspace and quality programming. This includes the removal of the Alaskan Way Viaduct reconnecting the city with the waterfront, replacement of the seawall, and creation of a 26-block park along Seattle's central shoreline that will transform the city and enhance a world-class park system that serves as a model for urban design.

# CITY PARKS ALLIANCE

We are a **broad-based network of leaders** from public agencies, elected offices, non-profits, design and planning firms, community-based organizations, philanthropy, and businesses focusing on the **intersection between parks and other critical urban infrastructure** to build equitable and healthy cities. Learn more at [cityparksalliance.org](http://cityparksalliance.org).



# SPONSORSHIP

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

**RESERVE YOUR SPOT!**  
 Contact Hilary Dick  
[dickhilary@cityparksalliance.org](mailto:dickhilary@cityparksalliance.org)

	\$200,000+ Presenting	\$100,000 Platinum	\$75,000 Titanium	\$50,000 Gold	\$30,000 Silver	\$12,500 Bronze	\$5,000 Park Partner
<b>PRESENTING SPONSOR</b>   Exclusive recognition benefits and opportunity to make welcome remarks, custom sponsorship package.							
<b>OPENING RECEPTION SPONSOR</b>   Exclusive recognition signage at opening event and opportunity to make welcome remarks.							
<b>CLOSING RECEPTION SPONSOR</b>   Exclusive recognition signage at closing event and opportunity to make closing event remarks.							
<b>CUSTOM SPONSORSHIP PACKAGE</b>   Exclusive recognition opportunities for package of selected events.							
<b>MAYORS FORUM</b>   Recognition during this popular general session and opportunity for remarks.							
<b>SCHOLARSHIP SPONSOR</b>   Support local, national, and international participation at <i>Greater &amp; Greener</i> — custom programs available with recognition benefits.							
<b>HAPPY HOUR RECEPTION SPONSOR</b>   Exclusive recognition signage during Monday evening Exhibition Hall event.							
<b>KEYNOTE OR PLENARY SPONSOR</b>   Recognition during general session and opportunity for remarks.							
<b>PROGRAM TRACK SPONSOR</b>   Exclusive recognition aligned with selected track.							
<b>CONFERENCE TOTE SPONSOR</b>   Your company logo co-branded with <i>Greater &amp; Greener</i> prominently displayed on all attendee bags.							
<b>VOLUNTEER SERVICE DAY LEAD OR SUPPORTING SPONSOR</b>   Recognition signage and speaking opportunity at event, primary or secondary logo placement on event t-shirt.							
<b>MOBILE APP SPONSOR</b>   Featured recognition on app used by attendees before and during the conference.							
<b>WEEKEND TOUR SPONSOR DAY 1 OR DAY 2</b>   Website and onsite recognition for dynamic park tours — by foot, bike, and boat — showcasing Seattle’s finest outdoor experiences.							
<b>NETWORKING EVENTS SPONSOR</b>   Exclusive recognition of conference Speed Networking sessions and Walk & Talk informal networking group walks with city park leaders.							
<b>ICE CREAM SOCIAL SPONSOR</b>   Exclusive recognition during popular afternoon ice cream break in Exhibition Hall.							
<b>CITY PARKS RESEARCH LAB SPONSOR</b>   Exclusive recognition for poster session “open house” with curated group of leading edge work.							
<b>SUNDAY SEMINAR SPONSOR</b>   Exclusive recognition for special program session on The Future of Downtown Parks and Public Spaces							
<b>VOLUNTEER T-SHIRT SPONSOR</b>   Your logo prominently displayed on <i>Greater &amp; Greener</i> volunteer corps tees.							
<b>NAME BADGE SPONSOR</b>   Your company logo prominently displayed on all attendee badges.							

# SPONSORSHIP BENEFITS

“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

	\$200,000+ Presenting	\$100,000 Platinum	\$75,000 Titanium	\$50,000 Gold	\$30,000 Silver	\$12,500 Bronze	\$5,000 Park Partner
Exclusive recognition signage on site							
Featured sponsor recognition on <a href="http://greatergreener.org">greatergreener.org</a>							
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 <i>Greater &amp; Greener</i> e-communications to City Parks Alliance's 12,000+ network							
Recognition on <a href="http://greatergreener.org">greatergreener.org</a> sponsors page							
Recognition in <i>City Parks View</i> e-newsletter							
Tickets to sponsors-only VIP reception with national and regional leaders	8	6	5	4	3	2	2
Complimentary registration	8	6	5	4	2	1	
Recognition in conference program	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	LOGO LISTING	LOGO LISTING	NAME LISTING
Discount on on-site exhibit space	100%	100%	75%	50%	25%	10%	10%
15% discount on up to 10 additional conference registrations	15%	15%	15%	15%	15%	15%	15%

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