



NATIONAL LEAGUE OF CITIES

ATLANTA

PRECONFERENCE ACTIVITIES AND EXECUTIVE EDUCATION SESSIONS

NOVEMBER  
16-18  
2023

NOVEMBER 15, 2023

CITY SUMMIT 2023

SPONSORSHIP  
PROSPECTUS



## “SOMEHOW, ATLANTA ALWAYS MEETS THE CHALLENGE”

MAYOR WILLIAM B. HARTSFIELD  
MAYOR, ATLANTA, GA - 1937-1940 AND 1941-1961  
NLC PRESIDENT - 1953

NLC is the nation's oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity. Our annual conference, City Summit, is **the** event for local government. It is the only conference where you can network with a City Councilmember from Los Angeles, CA, a Mayor from Jamestown, NY, and a City Manager from Fort Collins, CO in the same room.

## City Summit

is an unsurpassed opportunity to **uplift your brand, make meaningful connections with local leaders,** and have a lot of fun while doing it!

Supporting this event is an investment in the future, one that will reap benefits for local leaders, constituents, partners, and customers.

Hosting more than 4,000 attendees – elected officials, city staff, exhibitors, partners, and distinguished speakers and guests – City Summit presents the opportunity to connect with influential groups such as the State Municipal Leagues and the National Black Caucus of Local Elected Officials. This event is your chance to create the strategic and enduring public-private partnerships that our cities need right now.

## Join NLC

for thought-provoking General Sessions, exciting evening events, and the chance to meet with **the brightest and best of local leadership.**

## OUR ATTENDEE PROFILE

NLC's City Summit is one of the largest gatherings of local elected officials and municipal staff. It brings together council members, mayors, city clerks and department heads.

Attendees come from communities as large as New York City and as small as Monmouth, OR. For almost 100 years, NLC has helped to convene local officials and staff to share best practices, learn from each other and meet industry thought leaders.



## Conference registration by MUNICIPAL SETTING

  
**291**  
Rural

  
**606**  
Suburban

  
**859**  
Urban



## TOP 4 ROLES

  
Council Member

  
Mayor

  
State Municipal League Staff

  
Vice/Deputy Mayor

## TOP 6 STATES

  
Texas

  
Florida

  
North Carolina

  
California

  
Washington

  
Georgia



# CONFERENCE SPONSORSHIP TIERS

	TITLE \$200,000	DIAMOND \$150,000	PLATINUM \$100,000	GOLD \$50,000	SILVER \$30,000	BRONZE \$15,000
EVENT SPONSORSHIP		CHOOSE AN EVENT TO SPONSOR ON THE FOLLOWING PAGES				
FULL CONFERENCE REGISTRATION	12	10	8	6	4	2
BRAND VISIBILITY ON-SITE AND ON WEBSITE AND APP	✓	✓	✓	✓	✓	✓
PRE -AND POST- CONFERENCE ATTENDEE LIST*	✓	✓	✓	✓	✓	(PRE-CONFERENCE LIST ONLY)
EXHIBIT BOOTH	10 × 40	10 × 30	10 × 20	10 × 10	50% OFF**	
INCLUDE BRANDED ITEM IN CONFERENCE BAG	✓	✓	✓	✓		
EMAIL MARKETING	DIRECT EMAIL TO ATTENDEES	SPONSOR CONTENT IN PRE-CONFERENCE EMAIL TO ATTENDEES	SPOTLIGHT IN MEMBER ROUNDUP NEWSLETTER	BANNER AD IN WEEKLY NEWSLETTER		
INVITE TO BOARD OF DIRECTORS EVENT HOSTED BY MAYOR AND COUNCIL OF ATLANTA	6	4	2			
GUEST POST ON CITIESPEAK BLOG	✓	✓	✓			
SOCIAL MEDIA	✓	✓				
PRESENT A SOLUTION SESSION	✓	✓				
CONFERENCE REGISTRATION FOR 2024 CONGRESSIONAL CITY CONFERENCE (2)	✓					
30-MINUTE MEETING WITH NLC CEO CLARENCE ANTHONY	✓					



\*Does not include email addresses. Email [SPONSORSHIPS@NLC.ORG](mailto:SPONSORSHIPS@NLC.ORG) to learn more.

\*\*50% off 10x10 booth

# EVENT OPTIONS.

**CHOOSE ONE** OF THE FOLLOWING OPTIONS BASED ON YOUR TIER OF CONFERENCE SPONSORSHIP. SPONSORED EVENTS ARE NOT EXCLUSIVE UNLESS OTHERWISE NOTED.



## TITLE OPTION:

**\$200,000**

### GENERAL SESSION

#### EXCLUSIVE OPPORTUNITY

Welcome attendees to City Summit by sponsoring the Opening General Session featuring VIP speakers.

Deliver 8-10 minute remarks live or provide an introduction for an NLC Officer or featured speaker. Opportunity to provide product/service information in a seat drop as well.

## DIAMOND OPTIONS:

**\$150,000**

### GENERAL SESSION

Connect with city leaders during a General Session featuring VIP speakers. Deliver 3-5 minute remarks live or provide an introduction for an NLC Officer or featured speaker. Opportunity to provide product/service information in a seat drop as well.

### CLOSING GENERAL SESSION AND LUNCHEON

#### EXCLUSIVE OPPORTUNITY

Leave a lasting impression on nearly 1,500 attendees as we close out the conference with a luncheon and program. You will have the opportunity to provide 3-5 minute remarks, introduce an NLC Officer and/or Executive Director, and provide a seat drop.

## PLATINUM OPTIONS: \$100,000

### OPENING RECEPTION *EXCLUSIVE OPPORTUNITY*

Want to welcome attendees to Atlanta? Host the official launch party and happy hour in our expo hall housing exhibitors with live entertainment and more. As the official launch party sponsor, you will deliver brief welcome remarks, have ample signage and help create a memorable experience.

### HOTEL KEY BRANDING *EXCLUSIVE OPPORTUNITY*

Highlight your organization's support by adding your logo to hotel keys at City Summit's HQ Hotel.

### NLC CONNECTIONS LOUNGE *EXCLUSIVE OPPORTUNITY*

Add your branding to a standalone exhibit in a high traffic area of the conference. The Lounge will include space for displays and activities, along with soft seating for attendees to engage and network. This replaces the Expo Booth benefit and is an exclusive opportunity.

### NLCU TRAINING

Sponsor the entire NLCU track of training workshops for city officials. Have a speaking opportunity during one of the key sessions. Branding throughout each session.



## GOLD OPTIONS: \$50,000

### CLIMATE SALON DINNER WITH US AND INTERNATIONAL MAYORS

Sponsor a salon dinner featuring a mix of U.S. and international mayors discussing the cutting-edge ways their cities are fighting the effects of climate change. The sponsor will be invited to send two representatives to the dinner, make brief welcome remarks, build brand visibility through logo placement on signage for the dinner, and present at a virtual follow-up meeting of the participating cities.

### YOUNG MUNICIPAL LEADERS RECEPTION

This provides an opportunity for Young Municipal Leaders, those under 40 years of age, to network, share ideas and identify ways to act on the unique challenges they face as community leaders. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

### MARKET SQUARE *EXCLUSIVE OPPORTUNITY*

Support Atlanta's small businesses and craftsman and receive highlighted branding in the Expo Hall, surrounding NLC's local vendor area. A sponsor will be invited to set up their expo booth in the local vendor area, replacing the general expo booth benefit. This is an exclusive opportunity.

### STATE MUNICIPAL LEAGUE EXECUTIVE DIRECTORS AND STAFF NETWORKING DINNER

Each year, the 49 State Municipal League Directors and staff gather to network and discuss industry trends. Includes two invitations to this exclusive event and the opportunity to make 3-5 minute introductory remarks.

### NEW MEMBER/ FIRST-TIME ATTENDEE BREAKFAST

Meet and engage with NLC's newest members and first-time conference attendees as they learn the "in's and out's" of City Summit. You will be given the opportunity to deliver brief welcome remarks and provide brand swag at the breakfast.

### LARGE CITIES COUNCIL RECEPTION

Our Large Cities Council, comprising of municipalities over 200,000 in population, is hosting a special reception for Large City elected officials and staff. Your company will receive recognition at the event and have the opportunity to make welcome remarks.



**SILVER OPTIONS:**

**\$30,000**

**COFFEE STATION**

Can't have a conference without coffee, right? Help keep everyone alert with a coffee station!

**CONSTITUENCY GROUPS JOINT RECEPTION**

Be present as Constituency Groups recognize and award local leaders for outstanding work in their community. Opportunity for brief remarks.

**DEVICE CHARGING STATIONS**

Let attendees power up their smart phones, laptops, and other wireless devices without leaving the conference at your customized stations. You will also receive brand visibility and an opportunity to bring your brand swag.

**SMALL CITIES COUNCIL RECEPTION**

Our Small Cities Council, comprised of municipalities under 50,000 in population, is hosting a special reception for Small City elected officials and staff. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

**LARGE CITIES COUNCIL PRESIDENTS' MEET & GREET**

Support NLC's large cities members through an intimate gathering of some of the most influential council presidents in the country. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

**ISSUE FOCUSED RECEPTION**

*THREE OPPORTUNITIES AVAILABLE*

Is your company highlighting a new initiative or report? Work with NLC staff to craft a networking reception focused on your issue set – for example, electric vehicles or housing.

**NATIONAL BLACK CAUCUS OF LOCAL ELECTED OFFICIALS (NBC-LEO) PRESIDENT'S RECEPTION**

Gain access to an intimate gathering of elected officials, celebrating the work of the National Black Caucus of Local Elected Officials. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

**NATIONAL BLACK CAUCUS OF LOCAL ELECTED OFFICIALS (NBC-LEO) NIGHT OUT**

Local elected officials meet and greet with local leadership, advocates and influencers at an exciting event. Your company will receive recognition at the event and have the opportunity to make welcome remarks. NBC-LEO currently has almost 500 members from across the country.

**WOMEN IN MUNICIPAL GOVERNMENT (WIMG) LUNCHEON**

Women local leaders gather for a luncheon to conduct group business, hear from a keynote speaker, and connect with their peers. Your company will receive recognition at the event and have the opportunity to make welcome remarks. WIMG currently has over 300 members from across the country.



**BRONZE OPTIONS:**

**\$15,000**

**ASIAN PACIFIC AMERICAN MUNICIPAL OFFICIALS (APAMO) RECEPTION**

Local elected officials meet and greet with local leadership, advocates and influencers at an exciting event. Your company will receive recognition at the event and have the opportunity to make welcome remarks. APAMO currently has approximately 35 members from across the country.

**LGBTQ+ LOCAL OFFICIALS (LGBTQ+LO) COMMUNITY EVENT**

Local elected officials meet and greet with local leadership, advocates and influencers at an exciting event. Your company will receive recognition at the event and have the opportunity to make welcome remarks. LGBTQ+LO currently has over 60 members from across the country.

**HISPANIC ELECTED LOCAL OFFICIALS (HELO) DINNER**

Local elected officials meet and greet with local leadership, advocates and influencers at an exciting event. Your company will receive recognition at the event and have the opportunity to make welcome remarks. HELO currently has over 120 members from across the country.

**LOCAL INDIGENOUS LEADERS RECEPTION**

Support NLC's newest constituency group, as local leaders network to find best practices and solutions to the issues facing indigenous communities. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

**HEADSHOT STUDIO**

Help NLC's members look their best by supporting our professional headshot studio. Your organization will receive highlighted branding in the studio.

**FIRST TIER SUBURBS RECEPTION**

Support a critical piece of NLC's membership, as they gather to network and develop solutions to issues facing large suburban communities across the country. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

**DESSERT BREAK**

Dessert anyone? Sponsor an NLC Dessert Break and have your brand exposed to thousands of city officials.

**MASSAGE THERAPY**

Gain highlighted branding around NLC's massage therapy area at City Summit. Help our members and guests unwind in Atlanta at this unique conference experience.

**NLCU WORKSHOP**

Is one of our specialized NLCU training events particularly relevant for your company? Sponsor that particular workshop.



# 2022 CITY SUMMIT SPONSORS





















# NLC CITY SUMMIT

NATIONAL LEAGUE OF CITIES ATLANTA NOVEMBER 16-18 2023

PRECONFERENCE ACTIVITIES AND EXECUTIVE EDUCATION SESSIONS NOVEMBER 15, 2023

Email **[SPONSORSHIPS@NLC.ORG](mailto:SPONSORSHIPS@NLC.ORG)**  
to reserve a sponsoship package today

For more information or questions,  
please visit **[CITYSUMMIT.NLC.ORG](https://CITYSUMMIT.NLC.ORG)**