

NLC
100 YEARS



TAMPA BAY NOVEMBER
13-16
2024
PRECONFERENCE ACTIVITIES AND EXECUTIVE EDUCATION SESSIONS NOVEMBER 11-12

2024 CITY SUMMIT

Sponsorship Guide



CITY SUMMIT 2024 & NLC'S CENTENNIAL CELEBRATIONS

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 council member from Los Angeles, CA, a Mayor from Jamestown, NY, and a City Manager from Fort Collins, CO, in the same room. 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.

EXHIBIT EDUCATE ENGAGE

As NLC celebrates our 100th anniversary, we're reflecting on the innovation developed in our cities over the last 100 years and looking ahead to the possibilities for our communities moving forward. Recognizing the important relationship the private sector has cultivated with America's municipalities, we hope you will support this once-in-a-lifetime opportunity.

In addition to special events, like the NLC GALA, the Tampa Bay Friday Celebration, and the NLC Gifting room, our Exhibitors will have new and exciting opportunities as they join the NLC 100th Year Exhibit and Expo – a rejuvenated immersive experience for attendees and exhibitor.

CITY SUMMIT 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 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



296
Rural



606
Suburban



859
Urban



TOP 4 ROLES



Council Member



Mayor



Vice/Deputy Mayor



State Municipal League Staff

TOP 6 STATES



Texas



Washington



California



Georgia



Florida



North Carolina



CONFERENCE SPONSORSHIP TIERS

	DIAMOND \$200,000	PLATINUM \$150,000	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000
EVENT SPONSORSHIP	CHOOSE AN EVENT TO SPONSOR ON THE FOLLOWING PAGES.		CHOOSE AN EVENT TO SPONSOR ON THE FOLLOWING PAGES.		
FULL CONFERENCE REGISTRATION	12	10	8	4	2
BRAND VISIBILITY ON-SITE AND ON WEBSITE AND APP	X	X	X	X	X
PRE-AND POST-CONFERENCE ATTENDEE LIST*	X	X	X	X	X
EXHIBIT ACTIVATION	Specialized Lounge Activation Zone the Expo Hall	Activation Zone adjacent to the NLC 100 Years Exhibit	10x10 Tabletop Activation	50% off 10x10 Tabletop Activation	
INCLUDE BRANDED ITEM IN CONFERENCE BAG	X	X	X	X	
EMAIL MARKETING	Direct email to attendees	Sponsor content in pre-conference email to attendees	Spotlight in Member Roundup newsletter		
INVITATIONS TO BOARD OF DIRECTORS EVENT HOSTED BY MAYOR AND COUNCIL OF TAMPA BAY	6	4	2		
INVITATION TO VIP TABLE AT GALA DINNER	4	2			
GUEST POST ON CITIESSPEAK BLOG	X	X	X		
CONFERENCE REGISTRATION FOR CONGRESSIONAL CITY CONFERENCE (2)	X				
30-MINUTE MEETING WITH NLC CEO CLARENCE ANTHONY	X				

*Does not include email addresses.

Email sponsorships@nlc.org to learn more.

EVENT OPTIONS

Choose one of the following event options based on your tier of conference sponsorship. Sponsored events are not exclusive unless otherwise noted.

DIAMOND OPTIONS: **\$200,000**

SPECIALIZED LOUNGE ACTIVATION

An extremely limited number of elegant River View Lounges are available for sponsorship within the NLC Exhibit and Expo. Diamond sponsors will be given significant freedom to co-create an engaging and impactful demo space for products, lounge seating for meetings, or a place to host a private reception with invited guests.

Diamond Sponsors will partner with NLC Staff to create a lounge area where attendees want to visit and spend time. These Lounges will be the pinnacle of what NLC and Tampa Bay have to offer. Secure a Diamond package early to ensure your investment sets up success for the next 100 years.

PLATINUM OPTIONS: **\$150,000**

OPENING BREAKFAST RECEPTION

Exclusive Opportunity

Want to welcome attendees to our new and improved Expo Hall experience? 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. Use this once-in-a-lifetime opportunity to direct attendees to your Expo Activation Zone and start the Expo right!

ELITE BRAND SPONSOR

Exclusive Opportunity

Highlight your organization's support by adding your logo to hotel keys at City Summit's HQ Hotels. Use this opportunity to reach 1500+ attendees and direct them to your Expo Activation Zone. Sponsors will

also receive branding on one Coffee Station and one Device Charging Station.

CLOSING GENERAL SESSION & LUNCH REMARKS

Exclusive Opportunity

Leave a lasting impression on nearly 1,000 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.

NLC UNIVERSITY TRAININGS

Sponsor the entire NLCU track of training workshops for city officials. Co-develop a specialized speaking opportunity during one of the key sessions, while also having ample brand lift throughout this track, which will leave hundreds of attendees with valuable learnings and certificates.

GOLD OPTIONS: **\$100,000**

STATE MUNICIPAL LEAGUE EXECUTIVE DIRECTORS AND STAFF NETWORKING RECEPTION

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 and provide a leave-behind.

NEW MEMBER/ FIRST-TIME ATTENDEE EVENT

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 this event. Sponsor will also receive a tabletop during the informational session in the room.

LARGE CITY RECEPTION

Our Large Cities Council brings together attendees from municipalities over 200,000 in population and will host 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.

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 welcomed 400+ attendees to their City Summit 2023 Event, and NLC expects a large showing in 2024

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, artificial intelligence or housing.

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.

For more information or questions, please contact sponsorships@nlc.org.

SILVER OPTIONS:

\$50,000

COFFEE STATION

The lifeblood of many conferences - help keep everyone alert with a coffee station! Sponsor has the unique chance to co-brand NLC coffee cups, directing them to a website or to sponsor's Expo Activation.

CONSTITUENCY GROUPS JOINT RECEPTION

Be present as NLC's Constituency Groups recognize and award local leaders for outstanding work in their community. Co-create brief remarks with NLC staff and make an impactful presentation to NLC's only joint meeting of the six Constituency Groups.

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 CITY RECEPTION

Our Small Cities Council brings together attendees from municipalities under 50,000 in population and will host 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.

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.

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. Your company will receive recognition at the event and have the opportunity to make welcome remarks.

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:

\$25,000

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.

WELLNESS SPONSOR

Gain highlighted branding around NLC's Wellness Zone at City Summit. Help our members and guests unwind in Tampa Bay through this unique conference experience.

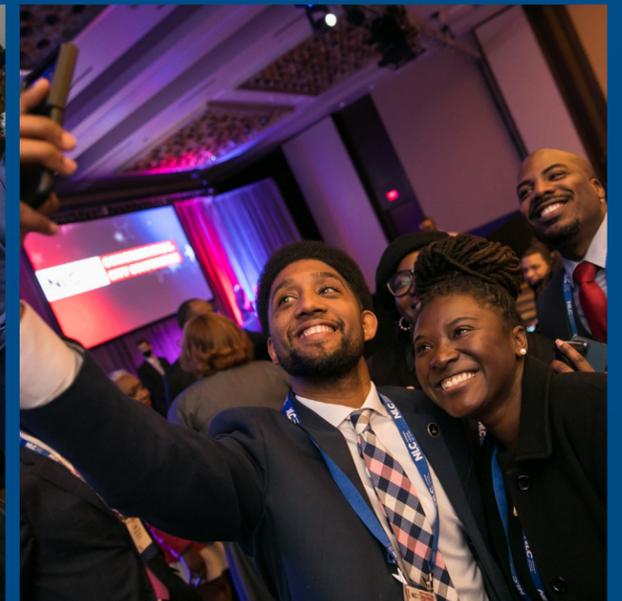
NLCU WORKSHOP

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

For more information or questions, please contact sponsorships@nlc.org.



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SAVE THE DATE!