

The NLC logo consists of the letters 'NLC' in a bold, blue, sans-serif font. The background of the entire image is a teal-tinted photograph of a city skyline with mountains in the distance.

NATIONAL LEAGUE OF CITIES

# CITY SUMMIT SALT LAKE

NOVEMBER 20-22 2025

PRE-CONFERENCE ACTIVITIES AND EXECUTIVE EDUCATION SESSIONS: NOVEMBER 19

EXPO SHOW DATES: NOVEMBER 19-21, 2025

CITY SUMMIT 2025:

**Where Local Leadership  
Meets Bold Innovation**



Join us in **Salt Lake City, UT, for City Summit 2025**, the premier gathering of local government leaders, visionaries, and changemakers. As the nation's largest event dedicated to strengthening cities, this is where bold ideas take shape, partnerships thrive, and solutions for our communities emerge.

## What makes City Summit 2025 unmissable?

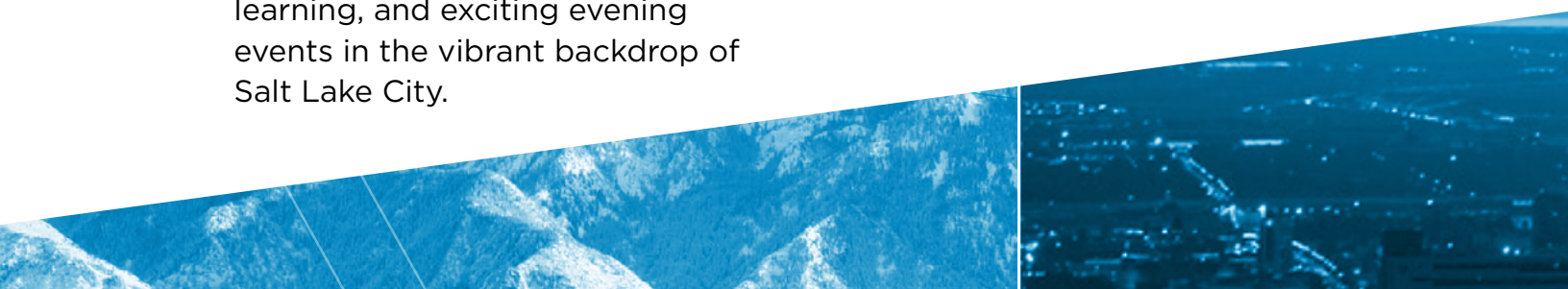
- **Unparalleled Networking:** Connect with 3,000+ local leaders, from city councilmembers and mayors to city managers and municipal CIOs.
- **Powerful Collaborations:** Build relationships with influential groups like the State Municipal Leagues and the National Black Caucus of Local Elected Officials.
- **Dynamic Sessions & Experiences:** Engage in thought-provoking Solution Sessions, hands-on learning, and exciting evening events in the vibrant backdrop of Salt Lake City.

## EXHIBIT EDUCATE ENGAGE

City Summit isn't just a conference—it's an opportunity to elevate your brand, forge lasting connections, and shape the future of our cities.

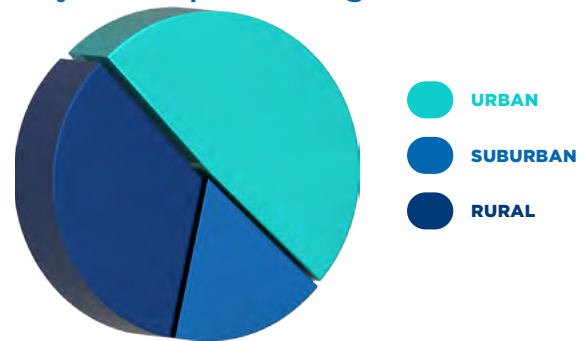
Supporting this event is an investment in impact—one that fuels progress for local leaders, constituents, partners, and businesses alike.

Salt Lake City is calling – elevate your brand to new peaks.



# OUR ATTENDEE PROFILE

Conference Registration by Municipal Setting



**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 more than 100 years, NLC has helped to convene local officials and staff to share best practices, learn from each other and meet industry thought leaders.

Expect more than 3,000 attendees to join you in Salt Lake City!

## TOP 4 ROLES



**COUNCIL MEMBER**



**MAYOR**



**VICE/ DEPUTY MAYOR**



**STATE MUNICIPAL LEAGUE STAFF**

## TOP 6 STATES



**TEXAS**



**WASHINGTON**



**FLORIDA**



**NORTH CAROLINA**



**CALIFORNIA**



**GEORGIA**

# SPONSORSHIP

	<b>TITLE \$200,000</b>	<b>DIAMOND \$150,000</b>
<b>Selected Sponsorship Activation</b>	CHOOSE	
<b>Full conference registration</b>	12	10
<b>Brand visibility on-site, on the website and app</b>	X	X
<b>Pre-and post-conference attendee list*</b>	X	X
<b>Exhibit booth</b>	10x40	10x30
<b>Include branded item in conference bag</b>	X	X
<b>Email Marketing</b>	Direct email to attendees	Sponsor content in pre-conference email to attendees
<b>Invitation to Board of Directors event hosted by Mayor and Council of Salt Lake City</b>	2	2
<b>Social media promotion</b>	X	X
<b>Present a Solution Session</b>	X	X

\*Does not include email addresses.

\*\*50% off 10x10 Booth

# OPPORTUNITIES

PLATINUM \$100,000	GOLD \$50,000	SILVER \$20,000	BRONZE \$10,000
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SEE AN EVENT TO SPONSOR ON THE FOLLOWING PAGES

8	5	3	1
X	X	X	X
X	X	X	X (Pre-conference list only)
10x20	10x10	50% off**	
X	X		
Spotlight in Member Roundup newsletter	Banner ad in the Weekly newsletter		
2			

Email [sponsorships@nlc.org](mailto:sponsorships@nlc.org) to learn more.

# SPONSORSHIP ACTIVATIONS

Choose one of the following options based on your level of conference sponsorship.

## **TITLE** **\$200,000**

### **OPENING GENERAL SESSION** EXCLUSIVE OPPORTUNITY

Welcome attendees to the 101<sup>st</sup> City Summit by sponsoring the Opening General Session featuring VIP speakers. Deliver 15-minute remarks live and help set the tone for an inspiring week of programming. Co-create a keynote address, panel or fireside chat to elevate your brand to the largest audience of the conference.

## **DIAMOND** **\$150,000**

### **GENERAL SESSION**

Take the stage at City Summit 2025 by co-creating a keynote slot, a fireside chat or an interactive engagement at a General Session – where local government leaders, innovators, and changemakers gather to address the biggest challenges facing our cities. With a 10-minute live address, this is your opportunity to position your brand at the forefront of progress.

## **PLATINUM** **\$100,000**

### **OPENING EXHIBIT HALL RECEPTION**

#### Presenting Sponsor EXCLUSIVE OPPORTUNITY

Host the official launch event for the NLC Expo, the first evening event of the conference. This is an excellent branding opportunity for any organization seeking a big push to an exhibit demo. Sponsor will automatically receive a prime location in the Expo Hall and naming rights on a “Passport-to-Prizes” program.

### **ELITE BRAND SPONSOR**

#### EXCLUSIVE OPPORTUNITY

Highlight your organization’s brand with a cohesive marketing strategy across the most valuable conference assets, including the host hotel Key Cards, a coffee break, and a device charging station.

### **NLC CONNECTIONS LOUNGE**

#### EXCLUSIVE OPPORTUNITY

Add your branding to a standalone exhibit in a high-traffic zone. The Lounge will include space for displays and activities, along with soft seating for attendees to engage and network. Co-create an activation plan to keep attendees connected.

## **GOLD:**

**\$50,000**

### **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.

### **NEW MEMBER/ FIRST-TIME ATTENDEE EVENT**

Meet and engage with NLC's newest members and first-time conference attendees as they learn the "ins and outs" of City Summit. Sponsors will deliver brief welcome remarks and provide brand swag to more than 300 engaged members.

### **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 an issue set. Previous events include the Sustainability and Sips social hour, the Get the Lead Out Happy Hour and the Housing Supply Networking Event.

### **LARGE CITIES COUNCIL RECEPTION**

Our Large Cities Council, comprised of municipalities over 200,000 in population, is hosting a special reception for Large City elected officials and staff. Sponsors will receive recognition at the event and deliver welcome remarks to more than 100 elected officials from the cities.

### **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. Sponsors will receive recognition at the event and deliver welcome remarks to more than 100 attendees.

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

Elevate the sponsor's brand at the most well-attended evening event of the conference. Sponsors will receive two exclusive passes, recognition at the event and deliver welcome remarks to more than 400 attendees.

## **SILVER: \$20,000**

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### **COFFEE STATION**

Co-brand a coffee networking break, with the special opportunity to host a tabletop – meet and greet with NLC members over a cup of coffee.

### **DEVICE CHARGING STATION**

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

### **CONSTITUENCY GROUPS JOINT RECEPTION**

Be present as Constituency Groups recognize and award local leaders for outstanding work in their community. Sponsors will receive recognition at the event and deliver welcome remarks to more than 100 attendees.

### **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. Sponsors will receive recognition at the event and deliver welcome remarks to the future leaders of NLC and local government.

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

Share your solutions with NLC's large cities members through an intimate gathering of some of the most influential council presidents in the country. Sponsors will receive recognition at the event and deliver 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. Sponsors will receive recognition at the event and deliver welcome remarks to more than 100 attendees.

### **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. Sponsors will receive recognition at the event and deliver welcome remarks to more than 250 attendees.



## **BRONZE: \$10,000**

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### **HEADSHOT STUDIO**

Help NLC's members look their best by supporting our professional headshot studio. Sponsor will receive highlighted branding at the studio with placement near Sponsor's booth (if applicable).

### **DESSERT BREAK**

Receive highlighted branding throughout the Expo Hall during the Dessert Break - open to all attendees.

Join one of NLC's membership groups as a presenting sponsor of their exclusive event. Sponsor will receive highlighted branding and deliver welcome remarks at the selected event:

ASIAN PACIFIC AMERICAN MUNICIPAL OFFICIALS (APAMO) RECEPTION

LGBTQ+ LOCAL OFFICIALS (LGBTQ+LO) DINNER

HISPANIC ELECTED LOCAL OFFICIALS (HELO) DINNER

LOCAL INDIGENOUS LEADERS (LIL) RECEPTION

SUBURBS SOCIAL HOUR

FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT [SPONSORSHIPS@NLC.ORG](mailto:SPONSORSHIPS@NLC.ORG).

# SALT LAKE



# 2024 CITY SUMMIT SPONSORS





A CENTURY OF STRENGTHENING CITIES

**RESERVE YOUR  
VALUABLE SPONSORSHIP  
PACKAGE NOW!**

Contact  
[sponsorships@nlc.org](mailto:sponsorships@nlc.org)  
(202) 626-3032

The background of the page is a blue-tinted photograph of a mountain range. In the foreground, the words "SALT LAKE" are written in large, white, all-caps, sans-serif letters, partially overlapping the mountain range. In the bottom right corner, a small portion of a city skyline with several buildings is visible.

**SALT LAKE**