



## National League of Cities Congressional City Conference Sponsorship Opportunities

### Get Noticed – Sponsor the NLC Congressional City Conference

The National League of Cities (NLC) offers a number of excellent sponsorship opportunities in conjunction with the Congressional City Conference. In the absence of an exhibit hall, sponsorship is the only way to ensure your company is top-of-mind with city leaders attending the conference. Whether it's a targeted sponsorship (e.g., the Board of Directors dinner) or a more general sponsorship (e.g., conference-wide luncheon), your investment will provide you with unparalleled access and visibility.

### About the Congressional City Conference

The NLC Congressional City Conference provides local elected officials and municipal staff a myriad of opportunities to learn about federal issues important to America's cities and towns, to lobby Congress on those priorities, and to be part of a clear and unified voice.

City leaders come to the Congressional City Conference to:

- Get targeted information about federal programs that can help bring new resources to their communities
- Receive up-to-date briefings from federal officials so they can keep ahead of the curve about new federal laws and regulations
- Conduct meetings with their Congressional delegations to keep challenges and innovations front and center in Washington
- Participate in training sessions and hone skills needed to lead their communities through today's fiscal environment and meet the challenges of tomorrow

#### 2009 Congressional City Conference by the Numbers

<b>2,424</b>	Conference attendees (2009)
<b>719</b>	Cities and towns
<b>56</b>	State leagues and regional governments
<b>44</b>	National organizations and federal agencies
<b>3</b>	Days of learning

The conference draws key leaders from the federal government and other thought leaders from around the country. Speakers at the 2009 Congressional City Conference included: U.S. Attorney General Eric Holder, U.S. Department of Energy Secretary Steven Chu, U.S. Department of Housing and Urban Development Secretary Shaun Donovan, U.S. Environmental Protection Agency Administrator Lisa P. Jackson, U.S. Department of Transportation Secretary Ray LaHood, U.S. Department of Homeland Security Secretary Janet Napolitano and others from the administration.

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To sponsor or for more information, please contact  
Cynthia Cusick at 202/626-3182 or [cusick@nlc.org](mailto:cusick@nlc.org).



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## Preliminary Schedule

### Saturday, March 13

- 9:00 a.m. – 5:00 p.m.
  - Leadership Training Institute Seminars
  - City Futures Panel Meetings
  - Orientation to NLC for First Time Attendees
  - Constituency/Special Group Meetings
- 1:30 p.m. – 5:00 p.m.
- 5:30 p.m. – 6:45 p.m.
- 5:30 p.m. – 7:00 p.m.

### Sunday, March 14

- 9:00 a.m. – 5:00 p.m.
  - NLC Board of Directors Meeting
  - NLC Advisory Council Meeting
  - Leadership Training Institute Seminars
  - Policy and Advocacy Committee Meetings
  - Constituency/Special Group Meetings
- 5:15 p.m. – 7:00 p.m.

### Monday, March 15

- 7:30 a.m. – 9:00 a.m.
- 9:00 a.m. - 10:30 a.m.
- 10:45 a.m. – 12:15 p.m.
  - Celebrate Diversity Breakfast
  - Opening General Session
  - Workshop Sessions

- 12:15 p.m. - 1:30 p.m.
- 1:45 p.m. - 3:15 p.m.
- 3:30 p.m. - 4:30 p.m.
- 5:00 p.m. - 6:30 p.m.

### Tuesday, March 16

- 7:00 a.m. - 8:30 a.m.
  - 8:45 a.m. – 10:15 a.m.
  - 10:30 a.m. – Noon
  - 12:15 p.m. – 1:30 p.m.
  - 1:45 p.m. – 3:15 p.m.
  - 3:30 p.m. – 4:45 p.m.
  - 5:15 p.m. – 6:30 p.m.
  - 6:30 p.m. – 8:00 p.m.
- Roundtable Networking Lunch
  - Workshop Sessions
  - General Session
  - State League Caucuses and Receptions
  - Constituency and Special Group Meetings/Events
  - Steering Committee Work Sessions
  - General Session
  - Workshop Sessions
  - Roundtable Networking Lunch
  - Workshop Sessions
  - Closing General Session
  - State League Caucuses and Receptions
  - Reception and The Capitol Steps

### Wednesday, March 17

- 7:00 a.m. – 3:00 p.m.
  - Capitol Hill Visits

## Sponsorship Opportunities At-a-Glance

Sponsor Level	Opportunities for Visibility	Investment
<b>Gold Sponsorship</b>	General Sessions . . . . .	\$ 50,000
	Board of Directors Dinner, Saturday March 13 . . . . .	\$ 50,000
	Attendee Badge Holders . . . . .	\$ 50,000
	Conference Program Sponsorship . . . . .	\$ 50,000
<b>Silver Sponsorship</b>	Delegates Reception, Tuesday, March 16 . . . . .	\$ 25,000
	Memory Sticks with Conference Handouts . . . . .	\$ 25,000
	Hotel Keycards . . . . .	\$ 25,000
	Hotel Door Drop . . . . .	\$ 25,000
	Hotel Mirror Ad . . . . .	\$ 25,000
	Networking Luncheon, Monday, March 15 . . . . .	\$ 20,000
	Networking Luncheon, Tuesday, March 16 . . . . .	\$ 20,000
	New Member/First-time Attendee Orientation . . . . .	\$ 20,000
Cyber Center/E-mail Stations . . . . .	\$ 20,000	

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Congressional City Conference  
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<b>Sponsor Level</b>	<b>Opportunities for Visibility</b>	<b>Investment</b>
<b>Bronze Sponsorship</b>	Capitol Steps Performance, Tuesday, March 16 . . . . .	\$ 15,000
	Metro Fare Cards. . . . .	\$ 15,000
	Conference Registration Folio. . . . .	\$ 15,000
	Conference Champion . . . . .	\$ 10,000

**Sponsorship Benefits At-a-Glance**

	<b>Gold</b> \$50,000	<b>Silver</b> \$20,000- \$25,000	<b>Bronze</b> \$10,000- \$15,000
<b>Complimentary closing event passes</b>	6	4	2
<b>Complimentary conference registrations</b>	6	4	2
<b>Complimentary board dinner invitations</b>	4		
<b>Signage at sponsored event (when applicable)</b>	Yes	Yes	Yes
<b>Listing in conference program</b>	Yes, logo	Yes, name	Yes, name
<b>Recognition on NLC website (company logo &amp; link)</b>	Yes	Yes	Name only
<b>Recognition in sponsor slide show at general session (company logo)</b>	Yes	Yes	Name only
<b>NLC TV interview</b>	Yes, 10 min.		
<b>Pre-conference attendee list with names and addresses for networking or a one-time pre-conference mailing</b>	Yes		
<b>Insert in conference registration packet or seat drop</b>	Yes		

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## National League of Cities Congressional City Conference Sponsorship Opportunities

### Sponsorship Opportunities

#### Gold Sponsorship Opportunities

##### **Opening General Session**

**Monday, March 15**

*\$ 50,000*

The Opening General Session sponsorship is a great way to make a first impression on conference attendees. Sponsor the general session and receive all the benefits of Gold Sponsorship plus:

- Opportunity for introductory comments (5 minutes or less)
- A minimum of four signs thanking your company placed at entrances
- Your company's logo projected on the screen as participants enter the room
- Special thanks for your support by the session moderator during the opening comments
- Placement of your company's literature on each of the session chairs
- Recognition of your general session sponsorship in the conference program guide in conjunction with the event listing

##### **General Sessions**

**Monday, March 15 and Tuesday, March 16**

*\$50,000*

Sponsor a general session and support the educational development of local elected officials. In addition to all the Gold Sponsorship benefits, each general session sponsor receives:

- Opportunity for introductory comments (5 minutes or less)
- A minimum of four signs thanking your company placed at entrances
- Your company's logo projected on the screen as participants enter the room
- Special thanks for your support by the session moderator during the opening comments
- Placement of your company's literature on each of the session chairs
- Recognition of your general session sponsorship in the conference program guide in conjunction with the event listing

##### **Closing General Session**

**Tuesday, March 16**

*\$ 50,000*

The Closing General Session sponsorship is a great way to make a last impression on conference attendees. Sponsor the general session and receive all the benefits of Gold Sponsorship plus:

- Opportunity for introductory comments (5 minutes or less)
- A minimum of four signs thanking your company placed at entrances
- Your company's logo projected on the screen as participants enter the room
- Special thanks for your support by the session moderator during the opening comments
- Placement of your company's literature on each of the session chairs
- Recognition of your general session sponsorship in the conference program guide in conjunction with the event listing

##### **Board of Directors Dinner**

**Saturday, March 13**

*\$50,000*

Stand out as the sponsor or co-sponsor of the Board of Directors dinner on Saturday, March 13. Join invited guests, including the NLC Board of Directors, newly appointed cabinet and department leaders from federal agencies, leaders from other national associations with common missions, NLC staff leadership and other guests for a memorable evening. This is a unique opportunity that lets your sponsorship investment reach beyond the NLC membership. Your investment includes all the benefits of Gold Sponsorship, plus:

- Introductory comments (approximately three minutes) at the Board Dinner
- Priority seating at the Board Dinner
- Verbal recognition/thanks by NLC leadership and recognition sign at the Board Dinner
- Insert in each conference registration packet
- Verbal recognition/thanks by NLC leadership at the opening general session

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### **Attendee Badge Holders**

*\$ 50,000*

Sponsor the conference badge holders and put your company at the forefront of attendees' minds throughout the five days of the conference. In addition to Gold Sponsorship benefits, you receive:

- Your company's logo side-by-side with the National League of Cities' logo on each of the attendee badge holders

### **Conference Program Guide Sponsorship**

*\$ 50,000*

What better way to show your support of the conference and the continuing education opportunities for local elected officials and their staffs than to be the sponsor of the conference program guide. For four days, attendees will see your support each time they consult the guide. In addition to all the Gold Sponsorship benefits, your company will receive:

- One full-page sponsor thank you, including your company's logo in program guide
- Two additional recognitions of your sponsorship in the guide

### **Silver Sponsorship Opportunities**

#### **Delegates Reception, Tuesday, March 16**

*\$ 25,000*

Nothing is more valuable to elected and career city officials than networking with colleagues. Sponsor the networking reception on Tuesday, March 17, and make valuable connections of your own with current and potential clients. Sponsor the Delegates Reception and receive Silver Sponsorship benefits, along with:

- A sign thanking your company for sponsoring the breakfast session
- Recognition of your breakfast sponsorship in the conference program guide in conjunction with the event listing (including the invitation-only nature of the event)
- Assistance in identifying and targeting your audience/invitees

#### **Memory Sticks with Conference Handouts**

*\$ 25,000*

NLC conferences are going "green" and reducing the volume of printed materials distributed during the conference. Session slides, handouts and other materials will be captured on memory sticks and made available to each attendee after the

conference. Sponsor the memory sticks and receive all the benefits of Silver Sponsorship, plus:

- Your company's logo on the stick along with placement of your company's literature on the drive

#### **Hotel Keycards**

*\$ 25,000*

Sponsor the conference hotel key cards and have your company's logo on the minds of each attendee at the conference headquarters hotel. In addition to ensuring prominent branding, you will receive all the Silver Sponsorship benefits.

#### **Hotel Door Drop**

*\$ 25,000*

Deliver your message directly to conference attendees in their rooms. Supply NLC with your marketing materials and we will deliver it to each attendee at the conference headquarters hotel. In addition to ensuring delivery of your message, you will receive all the Silver Sponsorship benefits.

#### **Hotel Mirror Ad**

*\$ 25,000*

Ensure your message is seen by sponsoring a hotel mirror ad. Your plastic adhesive ad will be delivered to rooms at the conference headquarters hotel. In addition to ensuring delivery of your message, you will receive all the Silver Sponsorship benefits.

#### **Networking Luncheon, Monday, March 15**

#### **Networking Luncheon, Tuesday, March 16**

*\$ 20,000 each*

Congressional Cities Conference attendees gather for networking and lunch on Monday, March 15 and Tuesday, March 16. Sponsorship of the event puts your organization front and center with all conference attendees with the opportunity to greet participants and highlight your organization's commitment to the nation's cities. Position your company as a leader and champion. Your investment includes all the benefits of Silver Sponsorship, plus:

- Verbal recognition/thanks by NLC leadership and recognition sign at the conference luncheon
- Introductory comments (approximately three minutes) at the conference luncheon OR informational seat drop
- Insert in each conference registration packet

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### **New Member/First-time Attendee Orientation**

*\$ 20,000*

Early in the conference program, new members and first-time conference attendees gather for an orientation to NLC and the conference program. Sponsor the orientation session and make a lasting impression on local elected and career officials from across the country. Your support of this event includes all the Silver Sponsorship benefits, plus:

- A minimum of two signs thanking your company for sponsoring the orientation
- Recognition of your company's support of the event by the program moderator

### **Cyber Center/E-mail Stations**

*\$ 20,000*

E-mail is a vital communication link for attendees and what better way to support city officials than to sponsor the Cyber Center e-mail stations. The Cyber Center is centrally located and open all day during the conference. In addition to the Silver Sponsorship benefits, your investment will include:

- A link to your company's Web site from the landing page on each of the Cyber Center computers
- A minimum of two signs recognizing your company as the sponsor of the Cyber Center

### **Bronze Sponsorship**

#### **Capitol Steps Performance**

*\$15,000*

The Capitol Steps, Washington's nationally-known political satire group, caps off the conference on Tuesday, March 17, and is a great way for your organization to leave a lasting impression with participating local elected officials and their staff. A perennial favorite with conference attendees, your sponsorship will surely be noticed. You will receive all the benefits of Bronze Sponsorship plus:

- Verbal recognition/thanks by NLC leadership and recognition sign at the evening performance
- Introductory comments (approximately three minutes) at the event
- Verbal recognition/thanks by NLC leadership at the opening general session

#### **Metro Fare Cards**

*\$15,000*

Elected officials go to Capitol Hill on Wednesday, March 17, to meet with their representatives and discuss issues important

to cities across the country. Sponsor the Metro fare cards that will get officials to Capitol Hill and show your support for these important visits. Your investment includes all the benefits of Bronze Sponsorship, plus:

- Your organization's logo and message of support on Metro fare card sleeves and Capitol Hill maps given to each participant
- Verbal recognition/thanks by NLC leadership at the opening general session

#### **Conference Registration Folio**

*\$15,000*

Sponsor the conference registration folio and put your organization front and center with each attendee. Your logo will be prominent displayed on each folio and NLC members will be reminded of your support throughout the conference. Your investment includes all the benefits of Bronze Sponsorship, plus:

- Your organization's logo and tag line affixed to each registration folio (custom sticker)
- Verbal recognition/thanks by NLC leadership at the opening general session

#### **Conference Champion**

*\$ 10,000*

Show your support of local elected and appointed officials and the Congressional City Conference by becoming a Conference Champion. Your company will receive all the benefits of Bronze Sponsorship, plus:

- Verbal recognition/thanks by NLC leadership at the opening general session

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