

The background of the entire page is a blue-tinted photograph of three people sitting on a stage for a panel discussion. From left to right: a woman with blonde hair wearing a patterned scarf and a dark blazer, holding a notepad; a woman with blonde hair wearing a grey t-shirt, holding a microphone; and a man with glasses and a beard wearing a suit and tie. They are all looking towards the right side of the frame. The text 'Engagement Opportunities for Corporate Partners' is overlaid on the right side of the image in yellow and white.

# Engagement Opportunities for Corporate Partners

PARTNER WITH THE NATIONAL  
LEAGUE OF CITIES IN MOVING OUR  
CITIES, TOWNS AND VILLAGES  
FORWARD. TOGETHER.



# Get Involved

Across the country, city leaders have the power to dictate the direction of their city and drive America's economy forward. But they can't do that without hearing from and engaging with the private sector. That's where the National League of Cities (NLC) can help.

NLC represents the

## 19,000

cities, towns and villages

across America who are leading in innovation and advancement. Our corporate partners are revolutionizing the way America thinks about public private partnerships. By bringing the private and public sector to the same table, NLC fosters partnerships that make America's cities smarter, more responsive and economically vibrant.

Through the events, conferences, and member committees laid out in this brochure, you can network and connect with city leaders, showcase your thought leadership and share your expertise while raising your organization's profile amongst our diverse audience.

**ELEVATE YOUR COMMITMENT  
TO CITIES ACROSS AMERICA**



# THE NLC CORPORATE PARTNERS PROGRAM

The NLC Corporate Partners Program promotes the exchange of ideas between corporate leaders and leaders of America's cities, towns and villages. NLC Partners gain increased visibility and interaction with influential city leaders from municipalities in all 50 states.

## Get Involved



### Gain

insight into the successes and challenges city leaders face



**Become**  
a thought leader



### Share

your expertise and solutions to create stronger cities

EXECUTIVE PARTNERSHIP	
Brand Visibility	NLC Events
NLC Website	Logo & Link
Congressional City Conference* *Virtual or In-Person	3 Free Registrations
City Summit* *Virtual or In-Person	25% Discount off Exhibit Booth, 3 Free Registrations
NLC Media Subscriptions	X
Share Best Practices and Thought Leadership through CitiesSpeak blog posts	Up to 2 blogs per year
Host webinars with NLC members	1 webinar per year
Direct Access to NLC Staff	X
NLC Leadership Council	Member
Access to Committee Engagement: Federal Advocacy, Member Council, Constituency Group	X
Member Contact List *emails not included	X
Include Partner Offerings in Partner Winter Catalogue	X
Email Introductions to Targeted Member Cities	
Exclusive Invitations to Designated VIP Events	
Monthly check-ins with Director of Strategic Partnerships	
Invitation to annual Capstone Leaders Forum	
Partnership Fair with Committee and Council Chairs	
Yearly Partnership Review and Strategic Planning	
Research Roundtable Group	
Business Development	
Highlight in Summer of Savings Campaign	
NLC Endorsement	
Investment	\$20,000

**Note:** Executive and Capstone Partnerships are on a rolling 12-month basis.

**To discuss the Executive Partnership level, please contact:**  
ANNIE OSBORNE, Senior Specialist, Strategic Partnerships & Development

**Email:** aosborne@nlc.org

CAPSTONE PARTNERSHIP	ENTERPRISE PARTNERSHIP
Enhanced Presence at Events (Virtual or In-Person)	Enhanced Presence at Events (Virtual or In-Person)
Enhanced Presence	Exclusive Webpage
4 Free Registrations	4 Free Registrations, Free 10x10 Exhibit Booth in Exclusive, Branded Area
Free Exhibit Booth in Prime Location, Free Solution Session, 4 Free Registrations	Free Exhibit Booth in Exclusive, Branded Area, 4 Free Registrations
X	X
Up to 2 blogs per year	Up to 2 blogs per year
Up to 2 webinars per year	Up to 2 webinars per year
CEO & Executive Leadership	CEO & Executive Leadership
Opportunity to Chair	Opportunity to Chair
X	X
X	X
X	X
X	X
X	X
X	X
X	X
X	X
	X
	X
<div> <div>\$50,000</div> <div>Custom (Revenue-Sharing Model)</div> </div>	

**To discuss the Capstone Partnership level, please contact:**  
HEYWARD HARVIN, Director, Strategic Partnerships

**Email:** harvin@nlc.org

**To discuss the Enterprise Partnership level, please contact:**  
LINDA GATTI, Program Director, Enterprise Partnerships & Business Development

**Email:** gatti@nlc.org



# Annual Events

## CONGRESSIONAL CITY CONFERENCE

March | Washington DC

Each year, over 3,000 city leaders and delegates convene in Washington for NLC's Congressional City Conference, which is the largest legislative conference for local municipalities. City leaders use this time to advocate for city priorities in Congress and the White House. Be one of the experts and thought leaders that share insights and learn from local leaders on issues related to transportation and infrastructure services, economic development, information technology, communications, and more. Don't miss the opportunity to connect, share, and learn from city leaders who are making a difference in their cities and in Washington.

## SUMMER BOARD & LEADERSHIP MEETING

June | Various locations

As a national organization, the NLC Board, Committees, and Councils are made up of local leaders from across the country who bring their experience and community interest to NLC. These NLC leaders are instrumental in shaping NLC's policy positions on important federal issues. This intimate event involves discussions with NLC members to plan and strategize on NLC's advocacy goals and priorities.

## CAPSTONE LEADERS FORUM

Spring/Summer

The Capstone Leaders Forum is an exclusive experience for our Enterprise and Capstone partners to connect with NLC's Executive Committee, Advocacy Committee Chairs, VIPs, thought leaders, and NLC staff. This two-day retreat is designed to promote cross-sector dialogue on the issues and trends driving change in America's cities and leading industries.

**By invitation only.**

## CITY SUMMIT

November | Various Locations

At the annual City Summit, considered NLC's "best practices" conference, city leaders and staff from all 50 states come together. Their main goal for attending is to find solutions and best practices to some of the biggest challenges facing cities today. At City Summit, you'll have a chance to interact with close to 4,000 engaged delegates who are excited to learn and share with experts in the private and public sectors and work towards a better future.

## NLC UNIVERSITY

Trainings held throughout the year

NLC University is a collaborative education and professional development initiative developed by NLC to help municipal leaders—both elected and appointed officials as well as city staff—build the skills they need to better govern, serve, and advocate for their communities. Partners can work with NLC University to host educational sessions, sponsor events, and participate in training opportunities.

# Groups, Councils & Committees

Engage with our members through **Constituency Groups**, **Member Councils**, and **Federal Advocacy Committees**. Attend virtual and in-person events, share ideas, and network with members as part of these groups.

## Constituency Groups

### HISPANIC ELECTED LOCAL OFFICIALS (HELO)

The Hispanic Elected Local Officials (HELO) constituency group was established by NLC in 1976 to serve as a forum for communication and information exchange among Latino, Latina, and Latinx local government elected officials and NLC colleagues. HELO has worked within NLC and with partners to uplift issues of the community and explore innovative solutions for municipal leaders.

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

National Black Caucus of Local Elected Officials (NBC-LEO) was created in 1970 to represent the interests of African American elected officials. NBC-LEO's objectives include increasing African American participation on NLC's steering and policy committees to ensure that policy and program recommendations reflect African American concerns and benefit their communities.

### ASIAN PACIFIC AMERICAN MUNICIPAL OFFICIALS (APAMO)

Asian Pacific American Municipal Officials (APAMO) is a constituency group formed in 1985 whose mission is to provide Asian Pacific American municipal officials and their colleagues with a forum to share ideas and develop leadership experience. APAMO has engaged in topics affecting Asian and Pacific Islander Americans in cities and works to build connections within NLC and around the country.

### LGBTQ+ LOCAL OFFICIALS (LGBTQ+LO)

The LGBTQ+ Local Officials (LGBTQ+LO) constituency group was founded in 1993 and is a voluntary association of local elected and appointed officials formed to encourage involvement in NLC and its programs. The group focuses on how municipalities can better respond to issues affecting the LGBTQ+ community and also provides a space for LGBTQ+ officials to network and discuss best practices in their cities.

### WOMEN IN MUNICIPAL GOVERNMENT (WIMG)

Women in Municipal Government (WIMG) strives to raise awareness about issues of concern to women, and it encourages women to seek public office in their communities. WIMG was formed in 1974 to serve as a forum for communication and networking among women municipal officials and their colleagues.

# Member Councils

## LARGE CITIES COUNCIL

Comprised of almost 50 representatives from member cities with populations of 200,000 or more, or the largest city in a state. Members convene to network and share ideas and solutions to challenges affecting large cities.

## FIRST TIER SUBURBS COUNCIL (FTS)

Represents cities and towns outside of central cities and inside the ring of developing suburbs and rural areas. Members share unique challenges and strengths that should be included in national, state and regional policy discussions. Members are diverse with respect to size, demographic characteristics, age and history, resources and governmental structure.

## MILITARY COMMUNITIES COUNCIL

Members come from municipalities that host or are near a military installation and face unique challenges due to this circumstance. Points of interest to the group include transportation and infrastructure concerns, strategies for collaborating with the local military and leadership, ways and means to assist in the process of retention of missions and attract additional mission sets to supported installations.

## SMALL CITIES COUNCIL

Comprised of over 100 representatives from member cities with populations of 50,000 or less. Council members convene to network and share ideas and solutions to challenges affecting small cities.

## UNIVERSITY COMMUNITIES COUNCIL

Members share problems and opportunities which are unique to university communities, especially where a university is a dominant factor in the community. Issues of importance to university communities are economic development, transportation and infrastructure, sustainability, noise and other nuisances, housing and neighborhood concerns and partnerships between the university and the city or town.

## YOUTH, EDUCATION & FAMILIES COUNCIL

The membership of the YEF Council, unlike any other NLC committee or council, is composed of not only local elected officials but also youth members and representatives from major national organizations concerned about children and families. As the Institute for Youth, Education and Families celebrates over 20 years of work with city leaders, the YEF Council aims to guide, support and elevate this important work. The continued amplification of not only the voices of elected officials but also those of youth leaders ensures that children and families are centered in the work of NLC.

- Education & Expanded Learning
- Health & Wellness
- Economic Opportunity & Financial Empowerment
- Early Childhood Success
- Youth & Young Adult Connections
- Strong Southern Communities Initiative

Partners have the opportunity to work with YEF in support of programs to related education, youth and families. Participate in meetings, speaking opportunities, and events and meet like-minded city officials and partners.

## REAL COUNCIL

Race, Equity And Leadership (REAL) is NLC's program to equip local leaders with tools and empower them to respond to racial tensions in their communities by addressing the historical, systemic and structural barriers that further inequity and racism in our nation's cities. The Council is made up of a group of committed local leaders who are proactively working to apply a racial equity lens to policies, initiatives, programs and budgets. Partners working on issues related to racial equity can leverage the expertise of the REAL team and engage with elected officials on the REAL Council.

# Federal Advocacy Committees

Working in partnership with 49 state municipal leagues, the NLC’s Federal Advocacy team serves as both a resource and an advocate for the more than 19,000 cities, towns, and villages the organization represents. Advocacy efforts focus on advancing NLC’s annual legislative agenda, monitoring regulatory action, and championing legal issues of national importance to local governments.

NLC’s seven Policy & Advocacy Committees play an important role in shaping the organization’s annual legislative agenda. Local officials from cities and towns across the country are appointed annually by state municipal leagues to serve one- year terms with no term limits. Engage with these committees as a corporate partner to discuss relevant policy areas with members from across the country.

## COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

Responsible for developing policy positions on issues involving housing, community and economic development, land use, recreation and parks, historic preservation, and international competitiveness.

## ENERGY, ENVIRONMENT & NATURAL RESOURCES COMMITTEE

Responsible for developing policy positions on issues involving environmental quality, clean air, quality, water quality, energy, climate change adaptation and resilience policy, water quality, ecosystems and public lands, national wetlands, policy, noise control, and solid and hazardous waste management.

## FINANCE, ADMINISTRATION & INTERGOVERNMENTAL RELATIONS COMMITTEE

Responsible for developing policy positions on issues involving national economic policy, general financial assistance programs, liability insurance, intergovernmental relations, Census, municipal bonds and capital finance, municipal management, antitrust issues, citizen participation and civil rights, labor relations, Native American sovereignty and municipal authority.

## HUMAN DEVELOPMENT COMMITTEE

Responsible for developing policy positions on issues involving social services, children and learning, poverty and income support, employment and workforce development, equal opportunity, Social Security and seniors, individuals with disabilities, public health care, mental health parity, and immigration reform.

## INFORMATION TECHNOLOGY & COMMUNICATIONS COMMITTEE

Responsible for developing policy positions on issues involving broadband access, digital equity, privacy concerns, cybersecurity, cable TV, phone services, spectrum issues, communications facility siting, universal service, and defense of city rights-of-way from degradation caused by inappropriate installation of communications facilities.

## PUBLIC SAFETY & CRIME PREVENTION COMMITTEE

Responsible for developing federal policy positions on issues involving municipal law enforcement, crime prevention, corrections, substance abuse, municipal fire services, juvenile justice programs, disaster preparedness, response and recovery, homeland security, domestic and foreign terrorism, and violence prevention.

## TRANSPORTATION & INFRASTRUCTURE SERVICES COMMITTEE

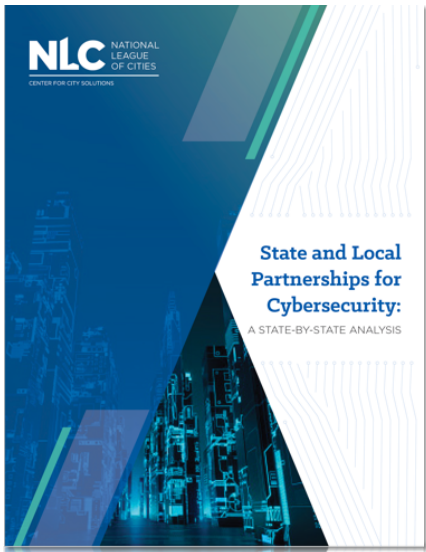
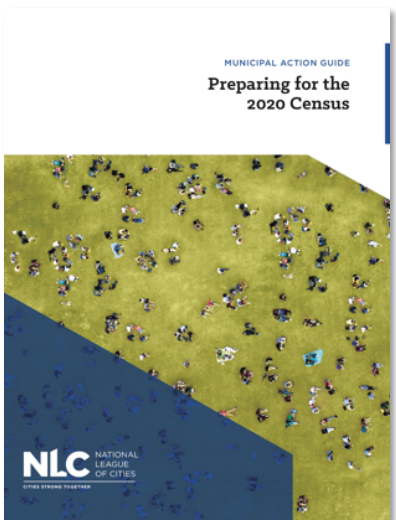
Responsible for developing policy positions on issues involving transportation, including planning, funding, safety and security of public transit, streets and highways, aviation, railroads and ports.



# Research

NLC's **Center for City Solutions** provides research, education, and analysis of key topics and trends that impact the people in America's communities. The primary areas City Solutions work within are Sustainability and Smart Cities, Innovation and Entrepreneurship, Housing and Community Development, Economic Development and Finance, City-State Relations and Local Democracy, International Engagement, and Leadership Education and Coaching.

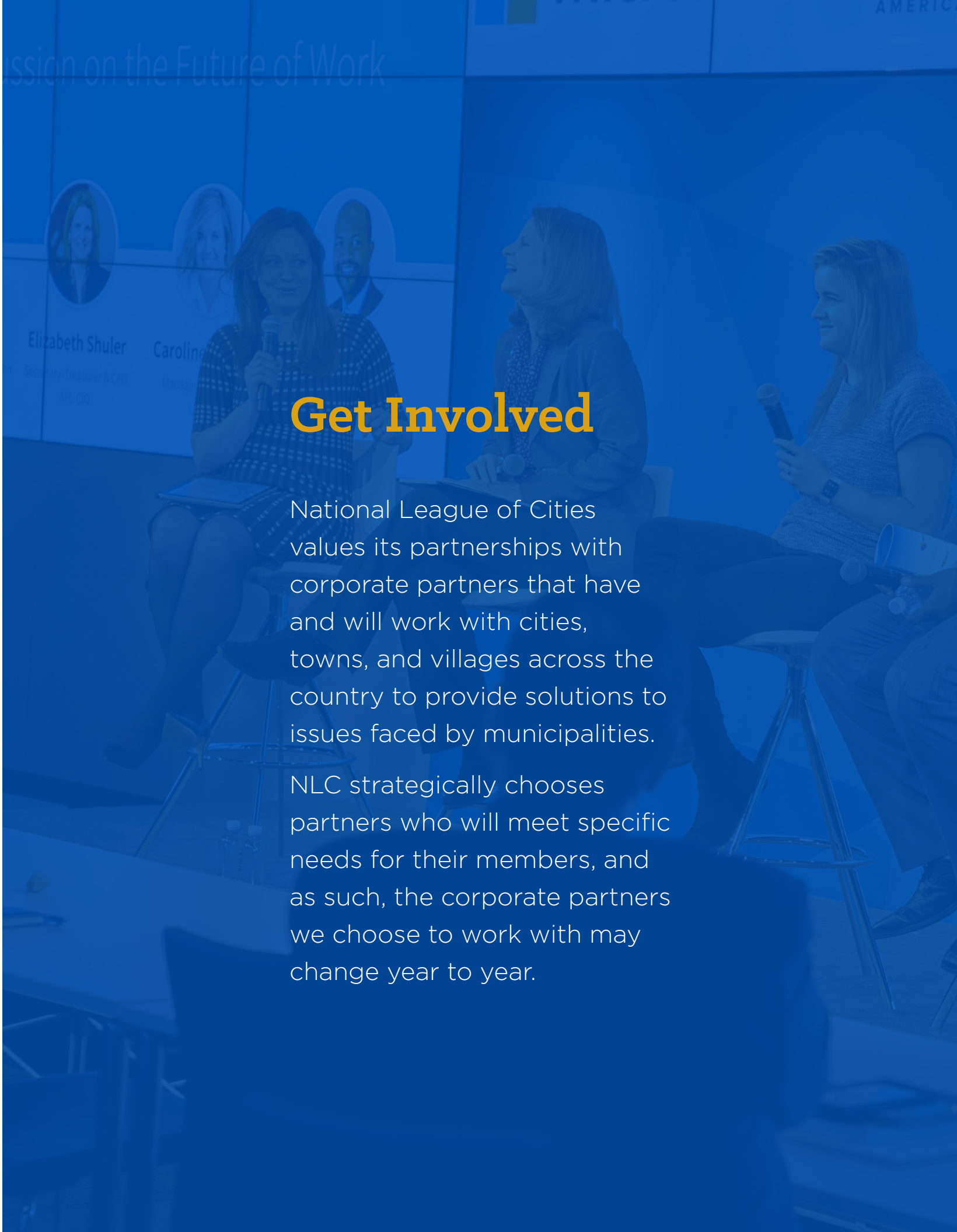
City Solutions programs and areas of subject matter expertise provide an organizing framework through which city leaders can evaluate activities, plan comprehensively for the future, set goals and measure progress. Partner with the Center for City Solutions to work on a research project of interest to your company or industry.



## Get Involved

National League of Cities values its partnerships with corporate partners that have and will work with cities, towns, and villages across the country to provide solutions to issues faced by municipalities.

NLC strategically chooses partners who will meet specific needs for their members, and as such, the corporate partners we choose to work with may change year to year.







To get involved, please contact:

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Senior Executive and Director

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