

A background image showing three people sitting on stools, engaged in a discussion. The image is overlaid with a blue tint. The people are a woman on the left, a woman in the center holding a microphone, and a man on the right. They are all looking towards the right side of the frame.

Engagement Opportunities for Strategic 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 strategic 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 STRATEGIC PARTNERS PROGRAM

The NLC Strategic 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.

With unprecedented federal support and programs available to municipalities as they rebuild and recover from the COVID-19 pandemic, NLC members need private sector partnership now more than ever. Gain access to thousands of elected leaders to provide thought leadership and services as they navigate these historic new opportunities.

Why Partner with NLC to Support Cities?

Cities are cultural and economic centers, providing employment, leisure, and educational opportunities. Energy and resources flow in and out of cities to support their population and infrastructure. Sixty-three percent of the US population live in a city or town.



Become
a thought leader



Share
your expertise and
solutions to create
stronger cities



Gain
insight into the
successes and
challenges city
leaders face

Brand Visibility	NLC Events
NLC Website	Logo & Link
Congressional City Conference* *Virtual or In-Person	3 Registrations
City Summit* *Virtual or In-Person	3 Registrations + 25% Discount off Exhibit Booth
NLC Media Subscriptions	X
Share Best Practices and Thought Leadership through CitiesSpeak blog posts	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	Annually
Include Partner Offerings in Partner Winter Catalogue	X
Yearly Partnership Review and Strategic Planning	X
Monthly Check-In with NLC Liaison	Quarterly
Email Introductions to Targeted Member Cities	
Exclusive Invitations to Designated VIP Events	
Invitation to annual Capstone Leaders Forum	
Research Roundtable Group	
Business Development	
Highlight in Summer of Savings Campaign	
NLC Endorsement	
Investment	\$20,000

To discuss an Executive or Capstone Partnership, please contact:
sponsorships@nlc.org

Enhanced Presence at Events (Virtual or In-Person)	Enhanced Presence at Events (Virtual or In-Person)
Enhanced Presence	Exclusive Webpage
4 Registrations	4 Registrations + Free Exhibit Booth in Exclusive, Branded Area
4 Registrations + Free Exhibit Booth, Solution Session	4 Registrations + Free Exhibit Booth
X	X
3 blogs per year	2 blogs per year
2 webinars per year	2 webinars per year
X	X
Opportunity to Chair	Opportunity to Chair
X	X
Quarterly	Quarterly & Upon Request
X	X
X	X
Monthly	Monthly
X	X
X	X
X	X
X	X
	X
	X
	X
\$50,000	Minimum \$50,000 + revenue share and member discount

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

Summer | 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 | Various Locations

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.

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. The YEF Council aims to guide, support and elevate the important work of NLC's Institute for Youth, Education and Families. 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. Topics that the YEF Council addresses include:

- 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 related to education, youth and families. This includes participating in meetings and events, speaking opportunities, and meeting like-minded city officials and partners.

REAL COUNCIL

Race, Equity and Leadership (REAL) is NLC's program to equip local leaders with tools to address the historical, systemic and structural barriers that further inequity and racism in our nation's cities and empower them to respond to racial tensions in their communities. 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.

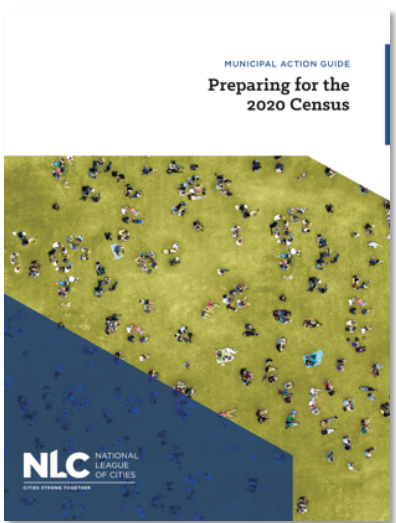
TRANSPORTATION & INFRASTRUCTURE SERVICES COMMITTEE

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 and Executive Education

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.



NLC University

TRAININGS HELD THROUGHOUT
THE YEAR

Housed within the Center for City Solutions, 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.

Get Involved

National League of Cities values its partnerships with strategic 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 strategic partners we choose to work with may change year to year.





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