



THE CENTENNIAL COLLECTION

**NLC's 100th ANNIVERSARY
SPONSORSHIP PROGRAM**

NLC 100
YEARS

A CENTURY OF STRENGTHENING CITIES

November 2023 - November 2024



Throughout 2024, NLC will be celebrating its 100th anniversary. Join us and position your organization as a key partner to cities as we celebrate our shared impact and chart a path for the next 100 years. Now's your chance to invest in an exclusive opportunity to be featured alongside NLC throughout this celebration. With unique thought leadership opportunities, innovative brand exposure, and the chance to connect with thousands of Mayors, Councilmembers, State Municipal League representatives, and distinguished speakers, this is an opportunity you don't want to miss.

BENEFITS

A CONVERSATION WITH THE CENTENNIALS

Join a General Session panel at Congressional City Conference 2024 or City Summit 2024 to explore what partnership with local government will look like over the next 100 years*.

CUSTOMIZED ENGAGEMENT OPPORTUNITY

Throughout 2024, NLC will work with you to design one exclusive experience for your team. Consider this your chance to develop a focus group, engage with an NLC cohort, or create a curated workshop at an NLC event. At this event, NLC will ensure your brand shines and represents a model public-private partnership.

CITY SUMMIT GALA

Celebrate alongside 3000+ elected officials at this extraordinary spectacle featuring a plated dinner, exciting entertainment, and high-profile guests. This black-tie affair offers sponsors prominent brand visibility and exclusive sponsor access to the VIP area.

NLC ON THE ROAD - 100 YEARS, 100 CITIES

Join NLC on the road as we tell the story of our organization and member cities. Coast-to-coast, we represent cities, towns, and villages of all sizes. Let us help you find a road show stop to tell your story, share your brand and value, and encourage local governments to see you as a partner in solving the challenges of the day.

MARCH 2024 LIBRARY OF CONGRESS RECEPTION

Gain exclusive sponsor access to this VIP event in Washington, D.C. commemorating 100 years of local governance, and have your brand prominently highlighted during the event.

CENTENNIAL PODCAST SERIES

Invite a high-level executive to engage in meaningful conversation with NLC CEO Clarence Anthony as part of our CitiesSpeak podcast.

GIFTING EXPERIENCE

Showcase your brand in NLC's City Summit 2024 gifting room, where delegates can select a unique, personalized, and memorable gift.

RECOGNITION IN NLC'S 100TH ANNIVERSARY COFFEE TABLE BOOK†

Add your logo to our centennial recognition page, featured in a luxurious coffee table book that tells the story of local government's role in shaping America's history and future. The full version will be presented to NLC's Board of Directors, while a specially curated slimmed-down version will be gifted to all delegates at City Summit 2024.

YOUTH MULTIMEDIA CONTEST

Designate a representative to serve on the judging panel of one of NLC's Youth Contests, which strive to encourage critical thinking among young individuals about the future of local government. As a sponsor, you will also receive brand visibility during the General Session awards ceremony at City Summit 2024.

100TH ANNIVERSARY WEBSITE PRESENCE

Curate a dedicated Centennial Sponsor webpage on the 100th Anniversary website.

2024 EXPO STORYTELLING AND BRANDING

Join an engaging exhibit at City Summit 2024, as NLC journeys through the decades. NLC will share the story of cities over the past 100 years, while imagining the next 100 years. Sponsors will be invited to co-brand and co-design one section of the exhibit. Tell today's leaders how your brand showed up for local government!

COMPLIMENTARY ACCESS TO NLC EVENTS

Centennial Sponsors will receive complimentary passes for the following:

- ◆ City Summit 2023 (2)[§]
- ◆ Congressional City Conference 2024 (6)
- ◆ Summer Board and Leadership Meeting 2024 (2)
- ◆ City Summit 2024 (10)

BRAND AND LOGO PROMOTION

Centennial Sponsors gain special recognition through:

- ◆ City Summit 2024 Marketing & Signage
- ◆ Congressional City Conference 2024 Marketing & Signage
- ◆ Special preview at City Summit 2023[§]
- ◆ Board Dinner at Summer Board and Leadership Meeting 2024
- ◆ Constituency Group Summer Convening(s)
- ◆ Social Media Posts
- ◆ Conference bag item at City Summit 2024

To join NLC's 100th as a Centennial Sponsor, email dangelo@nlc.org to develop your customized package now. These packages are extremely limited.

* Panel slots will be assigned on a first-come, first-served basis

† Sponsorship must be confirmed by 3/1/24

§ Sponsorship must be confirmed by 11/13/23



A CENTURY OF STRENGTHENING CITIES

Please direct questions and interest to:

John D'Angelo IV

STRATEGIC PARTNERSHIPS AND SPONSORSHIPS

(202) 626-9318

d'angelo@nlc.org