

The background of the entire page is a blue-tinted photograph of three people—two men and one woman—seated in a row, facing right. They appear to be in a professional setting, possibly a conference or meeting. Behind them is a backdrop with the NLC logo repeated multiple times. The overall image has a blue color scheme.

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 events, conferences, and member committees, you can network with city leaders that represent and serve

200 million+ Americans, 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, 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.



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 | CAPSTONE PARTNERSHIP | ENTERPRISE PARTNERSHIP |
|---|--|---|--|
| Brand Visibility* *Logo at Congressional City Conference & City Summit | X | X | X |
| NLC Website | Logo & Link | Enhanced Presence | Exclusive Webpage |
| Congressional City Conference | 3 Registrations + Attendee List* | 4 Registrations + Attendee List* | 4 Registrations, Attendee List*, and Free Exhibit Booth in Exclusive, Branded Area |
| City Summit | 3 Registrations, 25% Discount off 10x10 Exhibit Booth, Discounted Solution Session, Attendee List* | 4 Registrations, Free 10x10 Exhibit Booth, Solution Session, Attendee List* | 4 Registrations, Free Exhibit Booth, Attendee List* |
| Exclusive Invitation to Summer Board & Leadership Meeting | X | X | X |
| NLC Media Subscriptions | X | X | X |
| Share Best Practices and Thought Leadership through CitiesSpeak blog posts | 2 blogs per year | 3 blogs per year | 2 blogs per year |
| Host webinars with NLC members | 1 webinar per year | 2 webinars per year | 2 webinars per year |
| Direct Access to NLC Staff | X | X | X |
| Access to Committee Engagement: Federal Advocacy, Member Council, Constituency Group | X | X | X |
| Member List *emails not included | Annually | Quarterly | Quarterly & Upon Request |
| Yearly Partnership Review and Strategic Planning | X | X | X |
| Check-In with NLC Liaison | Quarterly | Monthly | Monthly |
| Invitation to Research & Federal Advocacy Overviews | X | X | X |
| Opportunity to apply for NLC Capstone Challenge | | X | X |
| Exclusive Invitations to Designated VIP Events | | X | X |
| Invitation to annual Capstone Leaders Forum | | X | X |
| Business Development | | | X |
| Highlight in Summer of Savings Campaign | | | X |
| NLC Endorsement | | | X |
| Investment | \$25,000 | \$50,000 | Minimum \$100,000 + revenue share and member discount |

Note: Executive and Capstone Partnerships are for a calendar year, beginning January 1. If you'd like to join off-cycle, please contact us to discuss a pro-rated partnership.

To discuss an Executive or Capstone Partnership, please contact:
sponsorships@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 2,000 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 invitation-only event involves discussions with influential NLC members to plan and strategize on NLC's 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 Officers, VIPs, thought leaders, and 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

Our annual conference, City Summit, is **the** event for local government. Hosting more than 4,000 attendees – elected officials, city staff, exhibitors, partners, and distinguished speakers and guests – City Summit presents the chance to create the strategic and enduring public-private partnerships that our cities need right now.

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

Constituency Groups are caucuses within the National League of Cities. These groups are networks that give local elected officials a space to express themselves and advocate for the needs of their respective communities. They reflect the diverse interests and backgrounds of NLC's membership and contribute to NLC's leadership development, policy formulation, advocacy, and program activities.

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.

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.



CONSTITUENCY GROUPS, CONT.

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.

LOCAL INDIGENOUS LEADERS (LIL)

During its meeting at the Congressional City Conference in Washington, DC, in March 2023, the NLC Board of Directors approved the establishment of a new NLC Constituency Group to be known as Local Indigenous Leaders (LIL). Local Indigenous Leaders is a caucus that provides municipal officials who identify and ally with Indigenous Peoples to connect with their colleagues, share ideas, and develop leadership experience. LIL also works within NLC to uplift the perspectives of Indigenous communities and educate the greater organization on historical and current issues facing Indigenous and Tribal communities. LIL serves as a vehicle for members to discuss challenges and explore solutions, debate policy issues and contribute to the success of American cities, towns, and villages.

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.

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

This group is 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)

This council 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

This council is 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.



MEMBER COUNCILS, CONT.

COUNCIL ON YOUTH, EDUCATION & FAMILIES

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
- 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.

RACE, EQUITY & LEADERSHIP 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, towns, and villages 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 and leading NLC’s advocacy on infrastructure and sustainability-related issues such as water infrastructure and water quality, air quality, energy, climate change, community resilience, solid and hazardous waste management, local food systems, and public lands.

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.



FEDERAL ADVOCACY COMMITTEES, CONT.

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 Municipal Practice** provides research, education, and analysis of key topics and trends that impact the people in America's communities. The primary areas that Municipal Practice works within are Sustainability, Innovation and Entrepreneurship, Housing and Community Development, Economic Development and Finance, Preemption, and Local Democracy.

These 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 Municipal Practice 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 Leadership, Education, Advancement & Development, 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 relationships with strategic partners that work with cities, towns, and villages across the country to provide solutions to issues faced by municipalities.

NLC strategically aligns with partners that address the priorities of our members, and as such, the strategic partner program will continue to evolve to meet the needs of the membership.

To get involved, please contact:
sponsorships@nlc.org