

CNU 35 Twin Cities



Mississippi Falls and Downtown Minneapolis
Photo Credit: Visit Minneapolis, Omar.

Sponsorship Opportunities

THE 35TH ANNUAL CONGRESS FOR THE NEW URBANISM

JUNE 15-18, 2027

The Congress for the New Urbanism (CNU) is a member-based nonprofit organization championing better design of cities and towns to improve lives and strengthen communities for all.

About New Urbanism

The practice of New Urbanism is based on the understanding that the built environment is capable of offering profound social, economic, and environmental benefits. Following the principles of our Charter, New Urbanism is more than a set of design guidelines or policy recommendations. It is an intersectional way of building and rebuilding community that requires policy, design, and development to mutually support a future where intentional design improves the lives of all people.

WHAT IS THE CONGRESS?

Every year, CNU’s Congress brings together over 1,500 individuals from around the world for an immersive convening that challenges and transforms their work, leaving a positive impact on the host region. Our 35th annual Congress—which we are excited to bring to the Twin Cities in 2027—provides a unique opportunity to showcase regional design and development successes, daylight and workshop local challenges, and increase the energy and momentum to support building stronger communities through creative, beautiful, functional design.



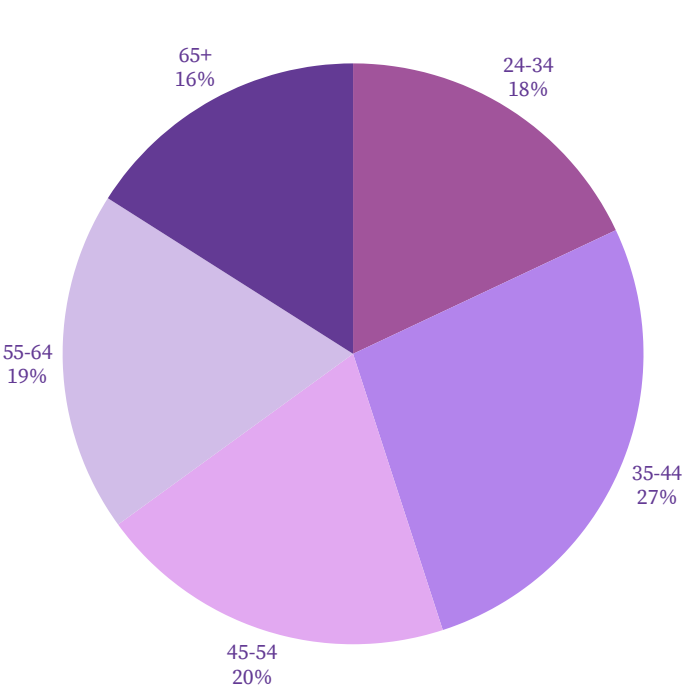
When sponsors join our Congress, they engage with a broad and diverse audience that extends far beyond our host region.

ATTENDEES AT A GLANCE

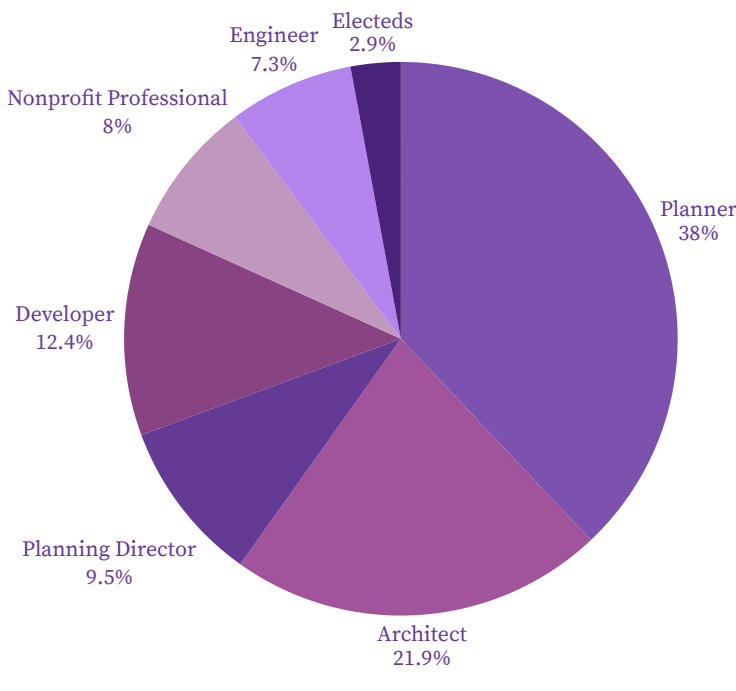
58% first-time attendees

22% attendees from the local region

Age Range



Professional Sector



DIGITAL REACH

1M+

ANNUAL PAGE VIEWS

400K

SOCIAL REACH PER MONTH

4K–10K

SOCIAL ENGAGEMENTS PER MONTH

400K

WEBSITE VISITORS

165K

SOCIAL MEDIA FOLLOWERS

AUDIENCE

Public & Elected Officials — Urban Designers & Planners — Architects & Landscape Architects — Engineers — Non-Profit Professionals — Real Estate Developers — Academics & Students — Community Activists & Leaders

WHY THE TWIN CITIES?

CNU is coming to the Twin Cities, a region that has long been at the center of critical national conversations about public space, equity, safety, and belonging. Few metropolitan areas have grappled more publicly or more honestly with the tensions and opportunities that define urbanism today, from the legacy of highway construction through historic neighborhoods to bold investments in transit, affordable housing, and park infrastructure. The Twin Cities bring both the challenges and the aspirations that CNU members work to address every day, making this an especially meaningful and timely gathering.

CNU 35 will be anchored in the Mill District of Minneapolis, a walkable, connected neighborhood that reflects the city's industrial history and its ongoing commitment to adaptive reuse, riverfront access, infill housing, and multimodal transportation. Through walking tours, local project showcases, and conversations with practitioners and residents shaping the region's future, attendees will experience firsthand how the civic realm can serve as a foundation for community connection and bring that energy back to their own communities.



Exploring the world's first Bikeable Buiding at CNU 34, courtesy B Watts



CNU 34 exhibitor Marketplace, courtesy Ella Kern.

“We’re honored to welcome CNU to the Twin Cities,” said Spencer Miller-Johnson, Senior City Planner for St. Paul. “This Congress comes at a time when our communities are actively reimagining how our streets, neighborhoods, and public spaces can better serve all community members. Hosting CNU 35 is not just about showcasing what’s working—it’s about engaging in honest, forward-looking conversations and investing in the civic fabric that holds our region together.”

ABOUT CNU MINNESOTA

CNU MN advances the goals of diversifying neighborhoods, designing for climate change, and legalizing walkable places by providing resources, education, technical assistance, and action-based solutions to communities and stakeholders in the Upper Midwest. We are inter-disciplinary, embracing planners, landscape architects, architects, urban designers, traffic engineers, developers, and others.

CNU MN believes:

- Our cities should be a dialogue between neighborhoods and the public realm, not individual developments.
- Walking and biking should be easier than driving.
- Regional disparities must be addressed to have an inclusive and prosperous future.
- Development should be equitable, sustainable, and beautiful.
- The physical environment directly impacts our physical, mental, and fiscal health.



CNU Minneapolis event, courtesy Spencer Miller-Johnson

Sponsorship Information

Sponsoring CNU 35 is a powerful way to show leadership and invest in the future of the Twin Cities. Sponsorship demonstrates your commitment to building thriving, connected communities while positioning your business at the center of important conversations about growth, design, and opportunity—locally, nationally, and internationally.

As a sponsor, you can align your brand with forward-thinking solutions in health, education, development, and transportation while engaging directly with thought leaders, community members, and business peers. Sponsorship also offers visibility through online and print recognition, social media promotion, Congress registrations, and more.

Custom sponsorship packages are available at all levels. For more information on sponsorship levels, benefits information, to build a custom sponsorship package, or to secure your sponsorship payment online, visit cnu.org/cnu35/sponsor or email congress@cnu.org.



Image credits clockwise from top left: Mill City Farmers Market, Krivit Photography of Meet Minneapolis; Congress speaker and attendees, Ernesto Moreno Photography; Skyline with Train Bridge, Visit Saint Paul; EBike Ride, Meet Minneapolis.

Champion Sponsor \$50,000+	Catalyst Sponsor \$25,000+	Sustainable Sponsor \$15,000+
<i>All General Benefits plus:</i> 10 Complimentary Registrations 10 Scholarships 10 Tickets to the Sponsor Reception - Plus 2 Headliner Events	<i>All General Benefits plus:</i> 7 Complimentary Registrations 7 Scholarships 7 Tickets to the Sponsor Reception - Plus 1 Headliner Event or 2 Premier Events	<i>All General Benefits plus:</i> 5 Complimentary Registrations 5 Scholarships 5 Tickets to the Sponsor Reception - Plus Choice of Premier Event
Community Sponsor \$10,000+	Neighborhood Sponsor \$5,000+	Supporting Partners \$2,000 – \$4,999
<i>All General Benefits plus:</i> 3 Complimentary Registrations 3 Scholarships 3 Tickets to the Sponsor Reception - Plus 2 Standard Events	<i>All General Benefits plus:</i> 2 Complimentary Registrations 2 Scholarships 2 Tickets to the Sponsor Reception	<i>All General Benefits plus:</i> 1 Complimentary Registration 1 Ticket to the Sponsor Reception

Special events range from single, high-profile events to events to smaller, repeated events. All include a captive audience.

Headliner Events:

- Opening Party
- Keynote or Main Stage
- Day of Specialty Content
- Closing Party
- Charter Awards Ceremony
- Legacy Project Charrettes or Presentations

Premier Events:

- Specialty Audience Lunch or Networking Happy Hour
- Policy Workshop
- First Time Attendee Breakfast or Lunch
- Chapter Breakfast or Lunch

Standard Events:

- Regional or Local Tour
- Special Interest Networking Happy Hour or Coffee Hour
- Session Lunch or Coffee Break

Headliner, Premier, and Standard events subject to change and are available to higher-level Sponsors on a first come, first served basis:

All sponsors receive the following benefits:

- Logos or name by level in promotional emails, website, and mobile event app
- Sponsor directory / recognition on mobile event app
- Email list of all attendees (attendees who have opted in)
- Virtual sponsorship booth on the mobile event app (\$5000 and above)
- Invitation to the sponsor reception

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Additional Sponsorship Opportunities

Branding Opportunities

Premier or Headliner Event may be substituted for branding opportunities such as:

- Lanyards
- Conference Mobile App
- Attendee Badges
- Volunteer T-shirts

In-Kind Sponsorship

Help support CNU 35 through donated products, services, or resources. Your contribution will directly enhance the experience for attendees while providing valuable recognition for your organization.

Exhibits and CNU 35 Marketplace

Sponsors interested in showcasing their products and services have the opportunity to do so by becoming an exhibitor. More information can be found at cnu.org/cnu34/exhibits.



Scan the QR code to become a sponsor today!



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