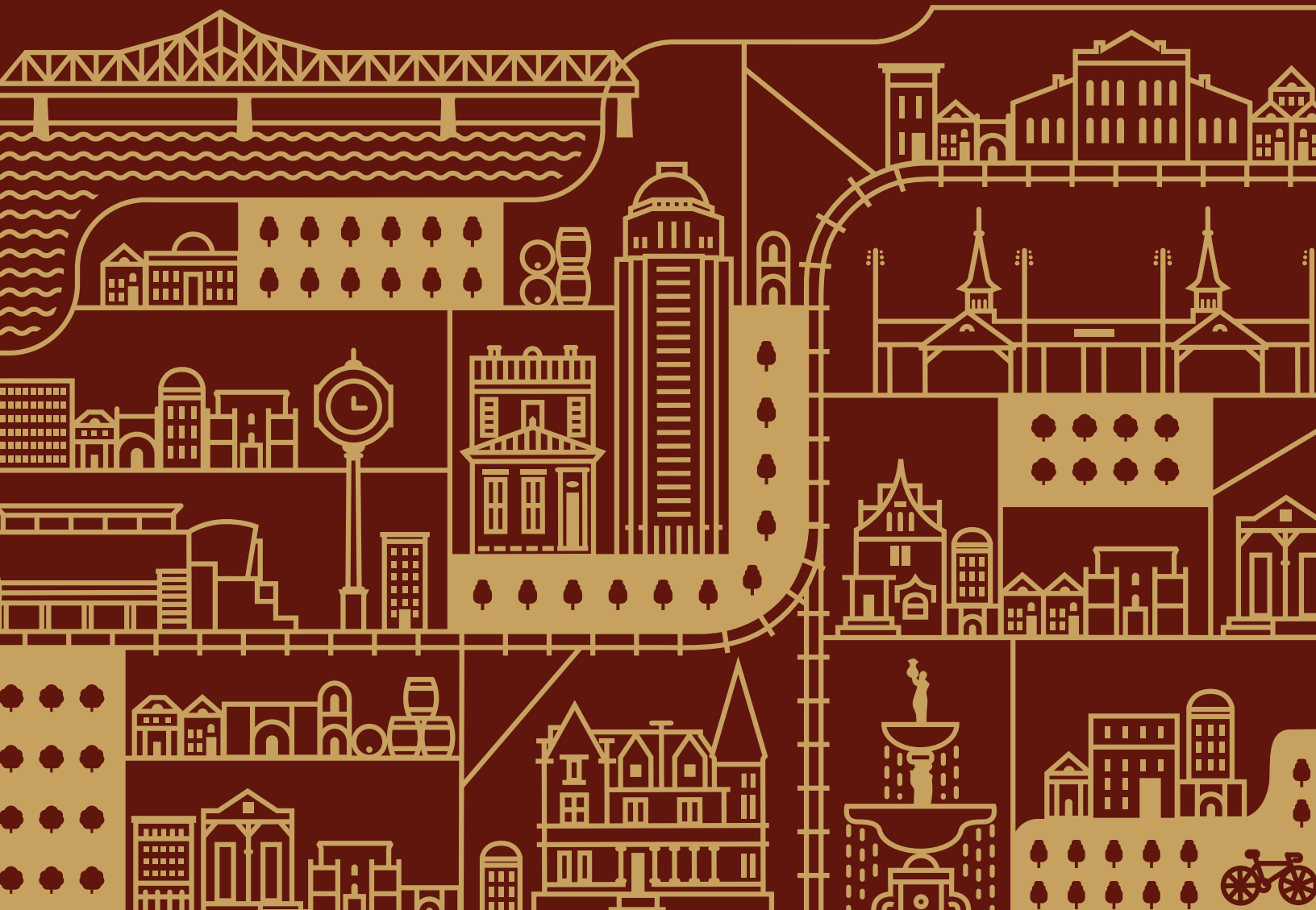


CNU 27.Louisville

Sponsorship Opportunities

THE 27TH ANNUAL CONGRESS FOR THE NEW URBANISM

JUNE 12-15, 2019



The Congress for the New Urbanism (CNU) is an international nonprofit dedicated to building and restoring places people love. We lead a movement of architects, planners, developers, engineers, and citizen advocates working to make their communities walkable, equitable, sustainable, and lovable. Together, united by our charter, we're building great urbanism in more communities so people of all backgrounds, races, incomes, and abilities can live happy, healthy, prosperous lives.

WHAT IS THE CONGRESS?

Every year, our Congress brings together over 2,000 individuals from across North America and around the world for an immersive placemaking experience that challenges and transforms their work. For our 27th annual Congress, CNU invites you to explore Louisville, Kentucky—a hardworking, compassionate city, from its vibrant downtown and Urban Bourbon Trail to its dedication to affordable housing for all residents, from its gracious historic neighborhoods to its “emerald necklace” of greenways and parks, all adding up to a superlative experience in urbanism.

WHY LOUISVILLE?

Shaped by its proximity to the Ohio River and the railroads, Louisville grew during a time when walkability was a given, as a vital part of urban fabric. Its downtown and nearby historic neighborhoods preserve much of this heritage, while one of its suburbs, Norton Commons, extends the legacy through New Urbanist design.

Louisville is also notable for rising to several challenges faced by other American cities, notably the shortage of affordable housing in the city. It has established the Louisville Metropolitan Affordable Housing Trust to fund hundreds of new, affordable homes for Louisvillians. Louisville's commitment to livability is also expressed through its City of Parks initiative, a multi-million dollar, multi-year commitment to add thousands of acres and protected green space in the city. Louisville's commitment to its residents' well-being, expressed through excellence in design and a commitment to the public realm, is an inspiring showcase for New Urbanist principles in action.



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

CONGRESS REACH

2,000+

PARTICIPANTS FROM

47

STATES

22

COUNTRIES

DIGITAL REACH

1M+

ANNUAL PAGE VIEWS

400K

WEBSITE VISITORS

400K

SOCIAL REACH PER MONTH

115K

TWITTER & FACEBOOK FOLLOWERS

4K – 10K

SOCIAL ENGAGEMENTS PER MONTH



AUDIENCE

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

Sponsorship Information

Sponsoring the Congress is an excellent way to demonstrate leadership and support for the values embodied in New Urbanism. Sponsorship is a tangible step toward moving conversations forward and creating positive momentum around major international, national, and local issues. Sponsors can leverage Congress programming to meet their own goals—supporting government and businesses’ continued learning, catalyzing local community engagement, and connecting thought leaders, communities, and business leaders with design professionals in the areas of health, education, design, development, and transportation.

CNU 27.Louisville sponsors receive online and print recognition, Congress registrations, and social media mentions, among other benefits. Sponsors have the choice to provide general support or underwrite (wholly or partly) a specific Congress element.

Custom sponsorship packages are available at all levels. This brochure provides only a sampling of sponsor benefits. For a complete listing, visit cnu.org/cnu27 or email Jay Shepley at jshepley@cnu.org.

Leader

\$100,000

40 1-year Urbanist Memberships
40 4-day registrations
20 Tickets to 202 workshops

Visionary

\$25,000

10 1-year Urbanist Memberships
10 4-day registrations
5 Tickets to 202 workshops

Municipal

\$2,500

For local governments and municipalities only

6 4-day registrations
6 1-year Urbanist Memberships

Catalyst

\$75,000

30 1-year Urbanist Memberships
30 4-day registrations
10 Tickets to 202 workshops

Sustainable

\$15,000

8 1-year Urbanist Memberships
8 4-day registrations and/or Scholarship pool
4 Tickets to 202 workshops

Public Square

\$1,500

1 Urbanist Memberships
1 4-day registration

Transformative

\$50,000

25 1-year Urbanist Memberships
25 4-day registrations
5 Tickets to 202 workshops

Community

\$10,000

6 1-year Urbanist Memberships
6 4-day registrations
2 Tickets to 202 workshops

A la Carte

\$100-\$1,499

Entitled to all benefits below

All sponsors receive the following benefits:

Print recognition in program if logo is received by 4-15-19
Pre-Congress recognition in materials & on web
Onsite Congress recognition in materials & on web
Post-Congress recognition in materials & on web
Sponsor recognition ribbon

Logo on CNU’s “Logo Loop” slide show
Invitation(s) to sponsor reception
*Any unused registrations can be applied to scholarship pool
*Custom sponsor benefits available on request
*CNU Member benefits are effective after the Congress

Neighborhood

\$5,000

3 1-year Urbanist Memberships
3 4-day registrations
3 Tickets to 202 workshops

Green

\$2,500

2 1-year Urbanist Memberships
2 4-day registrations

Branding Opportunities

CNU offers many opportunities for organizations to align their brand with Congress programming. Brand sponsorship provides specific and enduring recognition of an organization’s contribution toward key activities of CNU all year, as well as the annual Congress.

From our Legacy Projects, which bring design expertise to communities in the Congress host city, to scholarships for promising New Urbanists; from Congress receptions to souvenir swag, branding opportunities assure that your contribution to New Urbanism is highly visible to as many as 2,000 people during the Congress.

LEGACY PROJECTS \$15,000
includes two registrations and two one-year memberships

CONGRESS BAGS \$15,000
includes two registrations and two one-year memberships

RECEPTION \$10,000
includes two registrations and two one-year memberships per reception

THE CHARTER AWARDS \$10,000
for either the book, reception, or awards ceremony—which includes two registrations and two one-year memberships

THE CONGRESS APP \$10,000
includes two registrations and two one-year memberships

LANYARDS \$7,500
Includes one registration and one membership

BADGES \$5,000
includes one registration and one membership

TOURS \$2,500
includes one registration and one membership

VOLUNTEER T-SHIRTS \$2,500
includes one registration and one membership

SCHOLARSHIP \$1,500
supports five scholarships for other parties and one membership for the benefactor



Payment Information

Please complete and return to:
Congress for the New Urbanism
1720 N St NW | Washington D.C. 20036

or email to jshepley@cnu.org

COMPANY/FIRM NAME

POINT OF CONTACT

PHONE NUMBER

CREDIT CARD NUMBER

EXPIRATION DATE

CCV

BILLING ADDRESS

CONTRIBUTION AMOUNT

TYPE OF CARD

- VISA
 MASTERCARD
 AMEX
 OTHER

CONGRESS FOR THE NEW URBANISM

1720 N St NW, Washington DC 20036

312-551-7300

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