

CNU 29. Design *for* Change

Sponsorship Opportunities

The 29th annual Congress for the New Urbanism | May 19-21, 2021

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.

CNU's annual Congress is the premier opportunity to discuss emerging issues, debate strategies, learn new approaches and opportunities, and to network with friends, new and old. Our 29th annual Congress will be held virtually May 19-21, 2021, giving CNU an opportunity to develop online programming that challenges and transforms our attendees.

Join CNU 29. Design for Change as a sponsor today.

Virtual sponsors have access to an array of benefits, from general attendee exposure to the opportunity to leverage Congress programming to meet their own goals, such as supporting continuing education, 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.

All CNU 29 sponsors receive a dedicated page on the event website and mobile app, recognition on CNU's website and in Congress communications, an invitation to our virtual sponsor reception, and social media shout-outs. Additional benefits are available to higher level sponsors as outlined on the reverse.

When sponsors join our Congress, they engage with a broad and diverse audience that includes:

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

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Sponsorship Information

In addition to a dedicated page on the event website and mobile app, recognition on CNU's website and in Congress communications, an invitation to our virtual sponsor reception, and social media shout-outs, sponsorship above \$1,499 will receive:

CATALYST | \$75,000+

- 30 one year Urbanist memberships
- 35 CNU 29 Live + Archive registrations
- 15 CNU 29 scholarships
- 1 banner ad, 5 push notifications, & 5 session ads

VISIONARY | \$25,000 - \$49,999

- 10 one year Urbanist memberships
- 20 CNU 29 Live + Archive registrations
- 8 CNU 29 scholarships
- 1 banner ad, 3 push notifications, & 3 session ads

COMMUNITY | \$10,000 - \$14,999

- 6 one year Urbanist memberships
- 15 CNU 29 Live + Archive registrations
- 3 CNU 29 scholarships
- 1 banner ad, 1 push notifications, & 1 session ads

GREEN & PUBLIC INTEREST | \$2,500 - \$4,999

- 2/6 one year Urbanist memberships
- 6 CNU 29 Live + Archive registrations
- 1 CNU 29 scholarship
- 1 banner ad

TRANSFORMATIVE | \$50,000 - \$74,999

- 25 1-year Urbanist Memberships
- 30 4-day registrations to CNU 28
- 10 CNU 29 scholarships
- 1 banner ad, 4 push notifications, & 4 session ads

SUSTAINABLE | \$15,000 - \$24,999

- 8 one year Urbanist memberships
- 18 CNU 29 Live + Archive registrations
- 5 CNU 29 scholarships
- 1 banner ad, 2 push notifications, & 2 session ads

NEIGHBORHOOD | \$5,000 - \$9,999

- 3 one year Urbanist memberships
- 10 CNU 29 Live + Archive registrations
- 2 CNU 29 scholarships
- 1 banner ad & 1 session ad

PUBLIC SQUARE | \$1,500 - \$2,499

- 1 one year Urbanist membership
- 2 CNU 29 Live + Archive registrations
- 1 banner ad

Building a Tailored Sponsorship Package

CNU 29 Sponsors can add value to their sponsor packages with:

- **Push Notifications on the Mobile App | \$500 per message.** Available to sponsors \$5,000+. Can schedule one per day between 5/10/20 and 5/21/20.
- **Underwrite Specific Congress Sessions | \$1,500.** Available to sponsors \$5,000+. Pre-recorded video message to play before a specific Congress session.
- **Support entire Day or Track | \$25,000.** Available to sponsors \$10,000+. Sponsors can support a themed day, ex. Housing Day, or support an entire track of programming in conjunction with CNU staff.
- **Appear in the CNU Marketplace | \$1,500.** Available to all sponsors. 15-minute timeslot to present work in a dedicated Zoom room.
- **Hosted Social Events | \$2,500.** Available to all sponsors. First come, first served.

Please contact Abby Sheridan (asheridan@cnu.org) to customize your sponsor package.