



CITY PARKS ALLIANCE SUMMER SERIES 2021

JUNE 14 - 25

SPONSORSHIP





Two Weeks to Connect

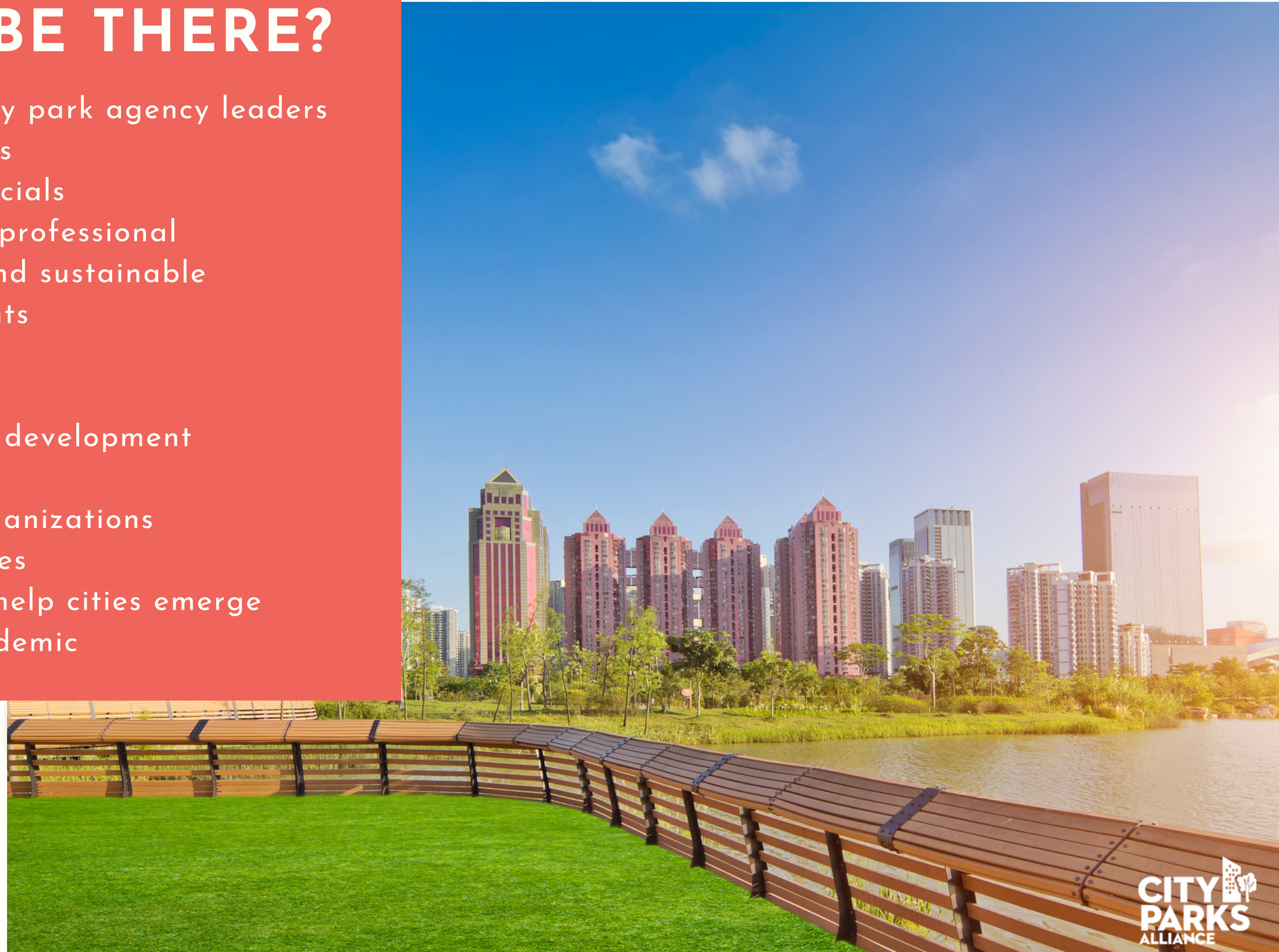
LIVE AND ON-DEMAND VIRTUAL PROGRAM

The COVID pandemic and resulting economic recession have challenged park and recreation staff and city budgets at a time when the need for equitable access to healthy outdoor spaces has never been greater. Our two-week Summer Series will offer 12+ dynamic events and interactive learning opportunities. We'll explore how cities are recovering from the pandemic's impact and leveraging the power of parks and recreation to address many of the challenges facing 21st-century cities.

JUNE 14 - 25, 2021

WHO WILL BE THERE?

- national, state, and city park agency leaders
- nonprofit organizations
- mayors and public officials
- landscape and design professional
- green infrastructure and sustainable development consultants
- city planners
- grantmakers
- community health and development organizations
- downtown business organizations
- neighborhood advocates
- and others looking to help cities emerge stronger from the pandemic



WHY SPONSOR?



Help us help our cities navigate recovery and provide virtual learning and engagement for 1,800+ urban park leaders.

Your sponsorship support will be recognized before, during, and after the event across our network of 10,000+ urban park leaders, practitioners, planners, and advocates through dedicated digital promotions, website listing, and social media.



SPONSORSHIP OPPORTUNITIES

	\$50,000	\$25,000	\$15,000	\$10,000
Presenting Program Sponsor Exclusive recognition across 5-6 educational sessions including option for pre-recorded video shown during opening or closing session				
Keynote Sponsor Exclusive recognition during keynote event including option for pre-recorded video introduction				
Mayors Special Session Exclusive recognition during Mayors special event including option for pre-recorded video introduction				
Spotlight Stories Sponsor Recognition attached to 5-6 park videos broadcast over the two-week event				
Virtual Picnic in the Park Sponsor Recognition attached to social media event promoting participants' park activities during Summer Series; branded picnic product sent to first 1,000 registered attendees in advance of Summer Series				
Peer-to-Peer Engagement Sponsor Exclusive recognition across facilitated peer-to-peer exchange breakout sessions				
Park Tours Sponsor Website and onsite recognition for two dynamic virtual mobile workshops—showcasing the finest outdoor experiences in Philadelphia, host city to the next <i>Greater & Greener</i> conference in June 2022				
Scholarship Sponsor Support local, national, and international participation in <i>Summer Series 2021</i> --custom programs available with recognition benefits based on level of support				
Creative Engagement Sponsor Exclusive recognition during special activity kick-off and report-out of community participation across this interactive Summer Series event				

SPONSORSHIP BENEFITS

	\$50,000	\$25,000	\$15,000	\$10,000
60-90 second video exclusive opportunity run during opening/closing session or sponsored event				
Exclusive Twitter/Facebook recognition announcement				
Logo recognition in email promotions to City Parks Alliance's 10,000+ urban parks network before, during, and post event				
Website event page logo recognition with hyperlink				
Logo recognition on screen during live and on-demand programming				
Complimentary Summer Series registration All Access pass	8	4	3	2

The logo features a stylized green tree on the left, followed by a blue and green building icon. To the right, the text "CITY PARKS ALLIANCE" is in green, and "SUMMER SERIES 2021" is in orange, both in a bold, sans-serif font.

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RESERVE YOUR SPOT

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