



CITY PARKS
ALLIANCE 

SPONSORSHIP OPPORTUNITIES 2023

CITY PARKS ALLIANCE

CITYPARKSALLIANCE.ORG

City Parks Alliance is solely dedicated to urban parks across North America, providing services and resources to hundreds of local communities working to create more vibrant and equitable cities with strong urban park systems while promoting the important role urban parks play in anchoring neighborhoods, preventing and reducing obesity, improving mental health, spurring economic growth, creating jobs, and reducing the effects of climate change, storm water run-off, and air pollution.

For more than 20 years, City Parks Alliance has provided park leaders and urban advocates a forum for shared learning, cutting edge research, and effective advocacy. Our mission is to engage, educate, and nurture a broad-based constituency to support the creation, revitalization, and sustainability of parks and green spaces that contribute to more vibrant, healthy, and equitable cities.

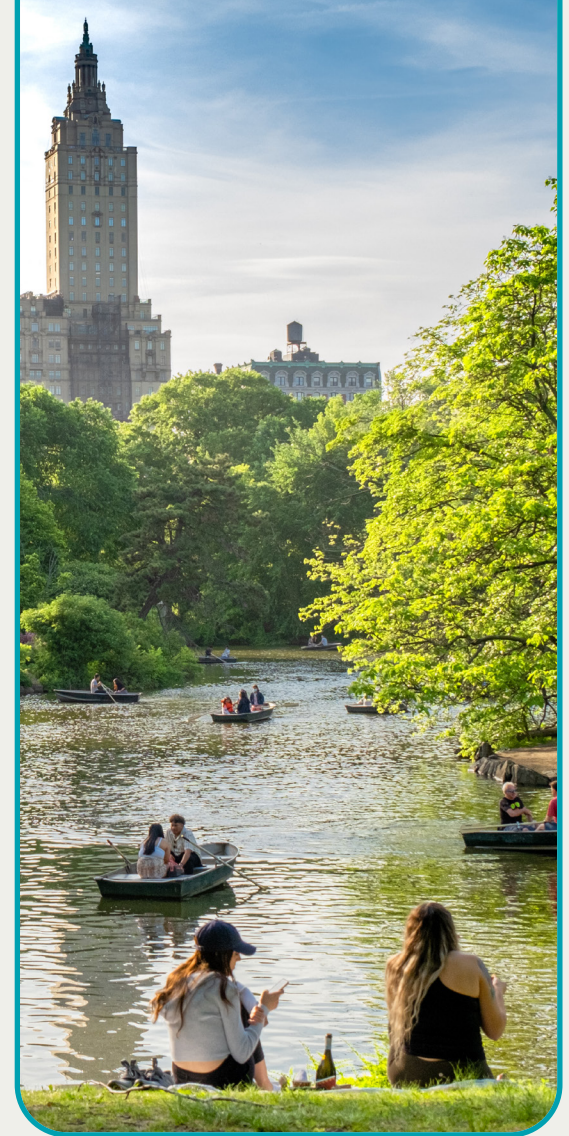
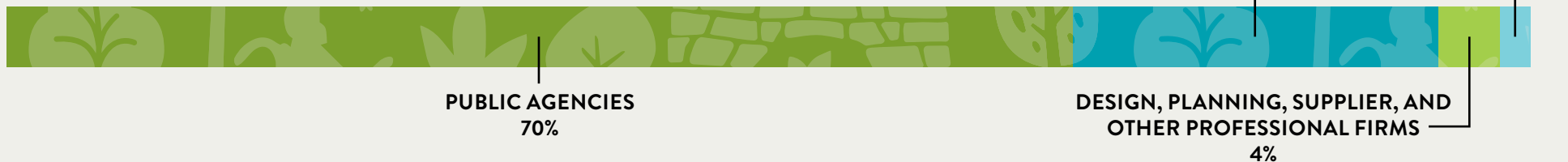
Our mission is powered by sponsorship support.

City Parks Alliance sponsors play a starring role in our work, recognized for supporting urban parks and green spaces and the anchor role parks play in creating thriving cities. **Your company's support will help strengthen the city parks movement, creating a lasting impact on the lives of millions of people living in urban communities.**

Put your company in front of city park leaders.

City Parks Alliance is a **broad-based network of leaders** from public agencies, elected officials, non-profits, design and planning firms, community-based organizations, philanthropy, and businesses focusing on the **intersection between parks and other critical urban infrastructure** to build equitable and healthy cities.

CITY PARKS ALLIANCE MEMBERS



PROGRAMS

City Parks Alliance programs feature experts in the urban parks space who share their stories of successful park partnerships, projects and programs, funding tools, and innovative solutions to contemporary challenges and opportunities facing urban parks. Whether in-person or virtual, each event is carefully curated to connect our North American network of park allies with the best information, resources, and peers to support the creation, revitalization, and sustainability of our nation's urban parks and green spaces.

IN-PERSON EVENTS

URBAN PARK STUDY TOUR: ST. LOUIS, JUNE 1–3, 2023

LEAD SPONSOR: \$12,500 (SOLD)

SUPPORTING SPONSOR: \$5,000 (2 AVAILABLE)

This unique, immersive event offers an in-the-field experience over three days in a single city, and features topics from design, maintenance, programming, equitable investment, community engagement, and public-private partnerships presented on location — from downtowns to neighborhoods — with local park agencies and other organizations from the host city.

While tours take place locally, sponsorship of Park Study Tours offer national promotion and exposure opportunities on cityparksalliance.org and through social media. Sponsors also have the opportunity to engage directly with a select group of 35-40 park leaders over several days.



Recognition benefits include:

- Logo featured on cityparksalliance.org website event page
- Logo featured in stand-alone email promotions to 12,000+ network
- Name featured in *City Parks View* e-newsletter event promotions
- One complimentary registration to event, logo featured on signage at event check-in
- Opportunity for welcome remarks

GREATER & GREENER: SEATTLE, JUNE 21-25, 2024

For more than a decade, *Greater & Greener* has been the leading international conference bringing together 1,000+ urban park leaders, city planning and design professionals, public officials, advocates, funders, and innovators from 200+ cities. It's where the urban parks conversation happens! The carefully curated sessions, workshops, and in-the-field mobile workshops and park tours facilitate an honest dialogue around solutions, cross-sector and peer-to-peer networking, and tools for building successful park partnerships.

Sponsorship opportunities for the Seattle event in 2024 range from \$5,000-\$200,000. You can find details for the many *Greater & Greener* opportunities available [here](#).



VIRTUAL EVENTS

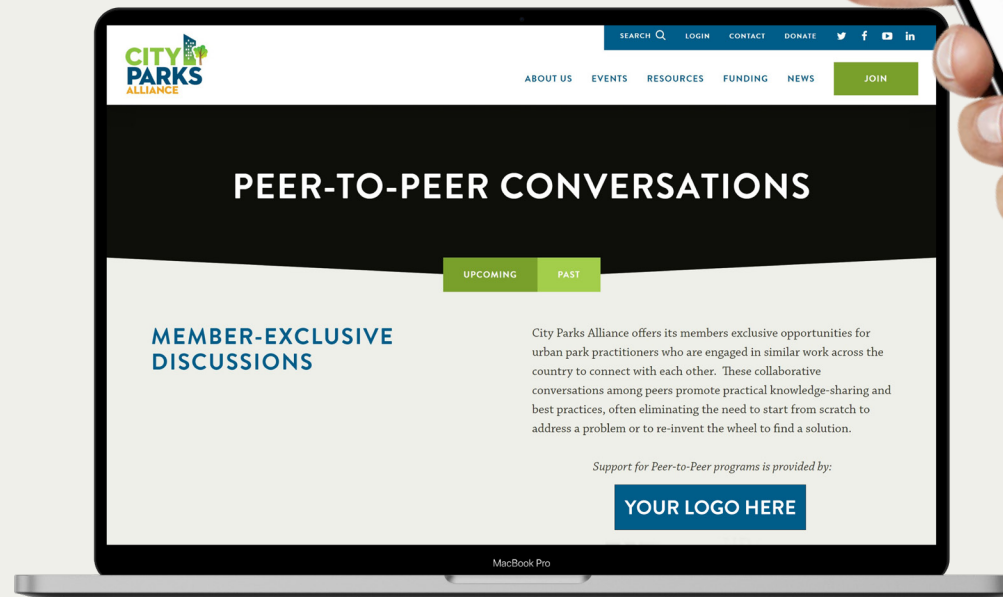
WEBINARS

City Parks Alliance Webinars are carefully produced through rigorous research and feature experts in the urban parks space who share their stories on timely topics — from successful park partnerships, projects, programming, funding tools, and innovative solutions to contemporary challenges and opportunities facing urban parks. Our goal is to foster practical knowledge-sharing and build a connected urban parks community.

2023 topic offerings include*:

- Leveraging Transportation Funding for Park and Trail Projects (companion Peer-to-Peer session available)
- Practical and Sustainable Data Collection Practices
- Outdoor Recreation Legacy Partnership Program Technical Assistance
- Parks, Equity, and Community Health (companion Peer-to-Peer session available)
- Designing for Climate Resilience (companion Peer-to-Peer session available)
- Engaging Youth in Parks

Typical registration is 250-400 people per Webinar. Six Webinar sessions offered annually, with some featuring a companion Peer-to-Peer Session to encourage continued conversation in a facilitated small group format.



PEER-TO-PEER SESSIONS

These virtual conversations offer an intimate forum for peers to share what's working, what's challenging, and to connect in small groups around issues of concern and opportunity. Topics for each cohort are curated through interviews and member surveys and we engage an advisory leadership group for each cohort representative of the sector for guidance.

2023 topic offerings include*:

- Using Transportation Funds to Create and Enhance Green Spaces (companion Webinar session available)
- Designing for Climate Resilience (companion Webinar session available)
- Collaboration, Not Competition: Nonprofits Working Together to Elevate Parks
- Defining and Communicating with Your Diverse Audience
- Parks, Equity, and Community Health (companion Webinar session available)
- Expanding Winter Operations and Programming to Meet Growing Demand

Each session is capped at 60-75 participants with breakout rooms to ensure opportunity for rich conversation. Six Peer-to-Peer sessions offered annually, with some connected topically to a Webinar.

SKILL-BUILDING WORKSHOPS

Diverse demands and limited resources for urban park systems require city leaders to collaborate effectively across sectors, leveraging civic assets, funding, and expertise from public, private and nonprofit organizations. These three-hour Workshops are designed to help park and recreation leaders build skills for effective cross-sector park partnerships, developing shared governance capacity. Cross-sector city teams — made up of city agencies, supporting nonprofits, and other local stakeholders — are encouraged to participate together.

Workshop topics include:

- Building Effective Citywide Park Nonprofits
- Driving Change Through Leadership and Organizational Learning
- Empowering the Community Through Authentic Engagement
- Developing High-Impact Park Partnerships
- Using Data to Create Equitable Park Investment Strategies

Two workshops are offered annually. Workshop participation is capped at 60 participants to ensure intimate discussions and effective learning opportunities.

** Schedule of topics subject to change.*

VIRTUAL PROGRAM SPONSORSHIP

	SINGLE	THREE
Webinars	\$7,500	\$20,000
Webinars with Companion Peer-To-Peer Sessions	\$10,000	\$27,000
Virtual Peer-To-Peer Sessions	\$5,000	\$13,500
Virtual Skill-Building Workshops	\$7,500	\$20,000

RECOGNITION BENEFITS:

- Logo featured on cityparksalliance.org website event page
- Logo featured in stand-alone email promotions to 12,000+ network
- Name featured in *City Parks View* e-newsletter event promotions
- One complimentary registration to event
- Logo featured on PowerPoints during sponsored event
- Recognition of sponsorship by event moderator



RESERVE YOUR SPOT!

Contact Hilary Dick
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OTHER RECOGNITION OPPORTUNITIES

CITY PARKS VIEW E-NEWSLETTER

1 MONTH: \$2,500 | 3 MONTHS: \$7,000 | ANNUAL: \$25,000

Our digital newsletter goes out monthly to our 12,000+ urban parks network and features upcoming programs and events, timely articles, and other resources to support park practitioners in their critical role in creating vibrant and inclusive parks and recreation opportunities.

Recognition includes your logo featured in issue with hyperlink to company website.

GREEN CHAMPION MEMBERSHIP

ANNUAL: \$5,000

Another way to demonstrate your commitment to urban parks and support the work of City Parks Alliance is to elevate your membership to the Green Champion level. In addition to gaining [member benefits](#) for your staff, Green Champion members are featured on the greatergreener.org website on both the [member](#) page and [Green Champion](#) page, and recognized for an entire year in the [Member Minute e-newsletter](#) that reaches more than 6,000 designated members in 360+ park agencies and organizations each month.

Recognition includes your logo featured with other Green Champion members on cityparksalliance.org [membership page](#) and in 12 issues of CPA Member Minute monthly e-newsletter.