



# SPONSORSHIP OPPORTUNITIES

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GREATERGREENER.ORG



# THE PREMIER EVENT FOR URBAN PARK PROFESSIONALS

*Greater & Greener* is the only conference dedicated to exploring the full potential of parks as city-building tools. It's a conference for doers from government, nonprofits, and communities who are using the power of parks to create more sustainable, vibrant, and equitable cities.

*Greater & Greener* 2026 is presented by City Parks Alliance in partnership with the Austin Parks and Recreation Department and The Trail Conservancy. It will bring together more than 1,200 urban park leaders, city planners, design professionals, and advocates from around the world. Attendees will participate in an exciting mix of indoor learning sessions and outdoor experiences.

*Greater & Greener* is not your typical conference. We use the local host city as a classroom, with interactive park tours, hands-on learning mobile workshops, peer-to-peer networking, and special events. The highly curated agenda sets the stage for honest, cross-sector dialogue and peer learning.

Learn more at [www.greatergreener.org](http://www.greatergreener.org).



An exciting blend of indoor sessions and outdoor experiences that bring the power of parks to life.



No other park conference reaches so many cross-sector city park and recreation decision makers and influencers.

GREEN INFRASTRUCTURE  
AND SUSTAINABLE  
DEVELOPMENT  
CONSULTANTS



CITY, STATE,  
AND NATIONAL  
PARK AGENCY  
LEADERS

REAL ESTATE  
DEVELOPERS

NONPROFIT  
ORGANIZATIONS

LANDSCAPE AND DESIGN  
PROFESSIONALS

COMMUNITY HEALTH AND  
DEVELOPMENT ORGANIZATIONS

MAYORS AND  
PUBLIC  
OFFICIALS



NEIGHBORHOOD  
ADVOCATES



DOWNTOWN  
BUSINESS  
ORGANIZATIONS

## AN EXCLUSIVE AUDIENCE

As a *Greater & Greener* 2026 sponsor, you'll reach our exceptional audience of 1,200+ cross-sector leaders and decision-makers drawn from 200+ cities across the U.S. and around the world. Between now and the conference, sponsors are recognized regularly across our network of 11,000+ urban park and recreation leaders, city planning and design professionals, public officials, advocates, and funders. Sponsors will have exclusive opportunities to connect with this network of park leaders while in Austin.

# A VIBRANT CITY

Austin's identity as a "city within a park" is deeply rooted in its unique natural features, including expansive green spaces, undulating hills, and picturesque waterways. The Austin Parks and Recreation Department (PAR) oversees a vast expanse of more than 20,000 acres of land and water, with more than 17,000 acres dedicated specifically to parkland.

As Austin undergoes significant population growth, demographic changes, and evolving recreational preferences, the parks and recreation system is adapting to meet the needs of its residents. Recognizing the pivotal role of parkland and other green spaces in addressing contemporary challenges, such as climate change impacts and public health concerns, Austin is leveraging these dynamic environments as catalysts for positive change. With a commitment to sustainability, community collaborations, and innovative partnerships, Austin will showcase the transformative power of parks in fostering a resilient and inclusive urban environment.

*Greater & Greener* attendees will have the opportunity to experience firsthand how Austin is navigating rapid change across the city's network of 355 parks and more than 260 miles of interconnected trails that meander through the city's diverse landscapes.

## CITY PARKS ALLIANCE

City Parks Alliance is the only independent, nationwide membership organization solely dedicated to urban parks. The Alliance's mission is to educate and elevate a diverse constituency to leverage the power of parks in shaping equitable, resilient, and thriving cities. The Alliance's 400 member organizations comprise a dynamic network of urban park and recreation leaders, city planning and design professionals, public officials, advocates, funders, and innovators from all sectors in the United States and beyond. Learn more at [www.cityparksalliance.org](http://www.cityparksalliance.org).



# SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities include dedicated promotional space before, during, and after the event through signage, collateral, and digital communications on location, on our website, and on social media. Contact Hilary Dick at [dickhilary@cityparksalliance.org](mailto:dickhilary@cityparksalliance.org) to reserve your spot.

	\$200,000 Presenting	\$100,000 Platinum	\$75,000 Titanium	\$50,000 Gold	\$25,000 Silver	\$12,500 Bronze	\$5,000 Park Partner
<b>PRESENTING SPONSOR</b>   Exclusive recognition benefits and opportunity to make welcome remarks: custom sponsorship package.							
<b>OPENING RECEPTION SPONSOR</b>   Exclusive recognition at signature Austin location and opportunity to make welcome remarks.		SOLD					
<b>CLOSING RECEPTION SPONSOR</b>   Exclusive recognition at iconic Austin location and opportunity to make remarks.							
<b>MAYORS FORUM</b>   Recognition during this popular general session and opportunity for remarks.			SOLD				
<b>SCHOLARSHIP SPONSOR</b>   Support local, national, and international participation at <i>Greater &amp; Greener</i> — custom programs available with recognition benefits.							
<b>KEYNOTE OR PLENARY SPONSOR</b>   Recognition during general session and opportunity for remarks.					2 AVAIL.		
<b>PROGRAM TRACK SPONSOR</b>   Exclusive recognition aligned with selected track.					3 AVAIL.		
<b>HAPPY HOUR RECEPTION SPONSOR</b>   Exclusive recognition signage during Monday evening Exhibition Hall event.							
<b>WATER BOTTLE SPONSOR</b>   Your logo co-branded on the Greater & Greener reusable bottles distributed to attendees and at water refill stations.							
<b>VOLUNTEER SERVICE DAY LEAD OR SUPPORTING SPONSOR</b>   Recognition signage and speaking opportunity at event, primary or secondary logo placement on event t-shirt.					SOLD	2 AVAIL.	
<b>MOBILE APP SPONSOR</b>   Featured recognition on app used by attendees before and during the conference.						SOLD	
<b>SUNDAY SEMINAR SPONSOR</b>   Exclusive recognition for this popular special program session.							
<b>POPCORN SOCIAL SPONSOR</b>   Exclusive recognition during popular popcorn break in the Exhibition Hall.							
<b>COOLING BANDANA SPONSOR</b>   Your logo co-branded on the Greater & Greener reusable cooling bandana distributed to attendees.							
<b>WEEKEND TOUR SPONSOR DAY 1 OR DAY 2</b>   Website and onsite recognition for dynamic park tours — by foot, bike, and boat — showcasing Austin's finest outdoor experiences.						2 AVAIL.	
<b>WALK &amp; TALK EVENTS SPONSOR DAY 1 OR DAY 2</b>   Exclusive recognition of informal networking group walks with city park leaders.						2 AVAIL.	
<b>ICE CREAM SOCIAL SPONSOR</b>   Exclusive recognition during popular afternoon ice cream break in Exhibition Hall.						SOLD	
<b>VOLUNTEER T-SHIRT SPONSOR</b>   Your logo prominently displayed on <i>Greater &amp; Greener</i> event volunteer tees.						SOLD	
<b>NAME BADGE SPONSOR</b>   Your company logo prominently displayed on all attendee badges.						SOLD	
<b>PARK PARTNER SPONSOR</b>   Provide general conference support and receive name recognition benefits across multiple platforms.							4 AVAIL.



# SPONSORSHIP BENEFITS

“We’re really pleased to be a sponsor. I can just see the energy that people have towards improving their own park systems and improving their communities.”

— Rick Olson, President and CEO, The Toro Company

	\$200,000 Presenting	\$100,000 Platinum	\$75,000 Titanium	\$50,000 Gold	\$25,000 Silver	\$12,500 Bronze	\$5,000 Park Partner
Exclusive recognition signage on site							
Featured sponsor recognition on <a href="http://greatergreener.org">greatergreener.org</a>							
Exclusive social media recognition announcement							
Recognition in conference press announcements and marketing materials							
Logo placement in regular <i>Greater &amp; Greener</i> e-communications to City Parks Alliance's 11,000+ network							
Recognition in on-site conference signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING
<a href="http://Greatergreener.org">Greatergreener.org</a> website recognition	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING
Recognition in <i>City Parks View</i> e-newsletter							
Tickets to sponsors' VIP reception with national and regional leaders	8	6	5	4	3	2	2
Complimentary base registration	8	6	5	4	2	1	1
Discount on on-site exhibit space	100%	100%	75%	50%	25%	10%	10%
15% discount on up to 10 additional conference registrations	15%	15%	15%	15%	15%	15%	15%

**RESERVE YOUR SPOT!**

Contact Hilary Dick  
[dickhilary@cityparksalliance.org](mailto:dickhilary@cityparksalliance.org)