Greater & Greener

JUNE 3–6, 2028

SPONSORSHIP OPPORTUNITIES

PRESENTED BY

CITY PARKS ALLIANCE

HOST CITY LEAD PARTNER

RESURGENS ATLANTA

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park pride



GREATERGREENER.ORG



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



No other park conference brings together as many cross-sector city park and recreation decision-makers and influencers.

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 2028 is presented by City Parks Alliance in partnership with Atlanta Parks and Recreation and Park Pride. 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.

AN EXCLUSIVE AUDIENCE

As a *Greater & Greener 2028* sponsor, you'll reach our exceptional audience of 1,200+ cross-sector leaders and decision-makers drawn from 200+ cities across the US and around the world. Between now and the conference, sponsors are recognized regularly across our network of 25,000+ 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 Atlanta.





ATLANTA: A CITY IN THE FOREST

Atlanta is among major cities with the highest urban tree canopy cover in the nation, proudly earning its reputation as a "City in the Forest." Its vast network of greenspace supports a diverse population of 500,000 residents within a sprawling metropolitan area of over 6 million people. Atlanta has emerged as a national leader in advancing urban parks through bold investments, strategic park partnerships, and inter-agency collaboration. Rich in historic heritage, artistic culture, and southern charm, the city is known for its premier regional parks: Shirley Clarke Franklin, Freedom Parkway, Grant, Chastain, and the "green heart" of Atlanta's park system, Piedmont Park.

Atlanta's strategic focus on access and connectivity is redefining how residents navigate the urban landscape. The Atlanta Beltline provides a spectacular multi-use trail corridor to explore the city, surrounded by incredible art, dining, diverse activities, and excitement. Through its ambitious Trails ATL plan, the city aims to build on this network to become the most trail-connected city in the nation. This unparalleled land connectivity is paired with breathtaking water access, highlighted by the stunning Chattahoochee River flowing through metro Atlanta to provide a growing number of recreational opportunities right at the city's doorstep.

As the cradle of the Civil Rights Movement, the birthplace of Dr. Martin Luther King Jr., and home of the Center for Civil and Human Rights, Atlanta's identity is also defined by a powerful legacy of activism and social progress. Today, this heritage thrives alongside its status as a global destination driven by a vibrant arts scene, thriving culture, and welcoming community.

Atlanta will provide a dynamic learning lab for *Greater & Greener* attendees, providing an unforgettable experience of the "City in the Forest," showcasing the critical role of park equity, green infrastructure, and community partnerships across the city. Learn more at www.cityparksalliance.org/greater-greener/why-atlanta.

CITY PARKS ALLIANCE

City Parks Alliance is the only independent, nationwide membership organization solely dedicated to the future of 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 475 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.

SPONSORSHIP OPPORTUNITIES

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

	$200,000 Presenting	$100,000 Platinum	$75,000 Titanium	$50,000 Gold	$25,000 Silver	$15,000 Bronze	$7,500 Park Partner
PRESENTING SPONSOR | Exclusive recognition benefits and opportunity to make welcome remarks: custom sponsorship package.	SOLD						
OPENING RECEPTION SPONSOR | Exclusive recognition at signature Atlanta location and opportunity to make welcome remarks.							
CLOSING RECEPTION SPONSOR | Exclusive recognition at iconic Atlanta location and opportunity to make remarks.							
MAYORS FORUM | Recognition during this popular general session and opportunity for remarks.			SOLD				
SCHOLARSHIP SPONSOR | Support local, national, and international participation at *Greater & Greener* — custom programs available with recognition benefits.							
KEYNOTE OR PLENARY SPONSOR | Recognition during general session and opportunity for remarks.					2 AVAIL.		
PROGRAM TRACK SPONSOR | Exclusive recognition aligned with selected track.					4 AVAIL.		
HAPPY HOUR RECEPTION SPONSOR | Exclusive recognition signage during Monday evening Exhibition Hall event.							
VOLUNTEER SERVICE DAY LEAD OR SUPPORTING SPONSOR | Recognition signage and speaking opportunity at event, primary or secondary logo placement on event t-shirt.					SOLD	2 AVAIL.	
URBAN PARK LEADERS WORKSHOP SPONSOR | Exclusive recognition aligned with agency leadership programming.							
SKILL-BUILDING WORKSHOP SPONSOR | Exclusive recognition aligned with workshop programming.							
MOBILE APP SPONSOR | Featured recognition on app used by attendees before and during the conference.						SOLD	
SUNDAY SEMINAR SPONSOR | Exclusive recognition for this popular special program session.							
WEEKEND TOUR SPONSOR DAY 1 OR DAY 2 | Website and onsite recognition for dynamic park tours — by foot, bike, and boat — showcasing Atlanta's finest outdoor experiences.						2 AVAIL.	
ICE CREAM SOCIAL SPONSOR | Exclusive recognition during popular afternoon ice cream break in Exhibition Hall.							
POPCORN SOCIAL SPONSOR | Exclusive recognition during popular afternoon popcorn break in the Exhibition Hall.							
VOLUNTEER T-SHIRT SPONSOR | Your logo prominently displayed on *Greater & Greener* event volunteer tees.							
REGISTRATION SPONSOR | Your logo prominently displayed on event registration webpages and onsite at registration desk.							
NAME BADGE SPONSOR | Your company logo prominently displayed on all attendee badges.						SOLD	
PARK PARTNER SPONSOR | Provide general conference support and receive name recognition benefits across multiple platforms.							10 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, Chairman of the Board and Chief Executive Officer, The Toro Company

	$200,000 Presenting	$100,000 Platinum	$75,000 Titanium	$50,000 Gold	$25,000 Silver	$15,000 Bronze	$7,500 Park Partner
Exclusive recognition signage on site	■						
Exclusive social media recognition announcement	■	■	■				
Featured sponsor recognition on greatergreener.org	■	■	■	■			
Recognition in conference press announcements and marketing materials	■	■	■	■	■		
Logo placement in regular *Greater & Greener* e-communications to City Parks Alliance's 25,000+ network	■	■	■	■	■	■	
Recognition in *City Parks View* e-newsletter	■	■	■	■	■	■	■
Recognition in on-site conference signage	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING
Greatergreener.org website recognition	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME LISTING
Tickets to sponsors' VIP reception with national and regional leaders	8	6	5	4	3	2	2
Complimentary base registration	8	6	5	4	3	2	1
Discount on on-site exhibit space	100%	100%	75%	50%	25%	15%	10%
15% discount on up to 10 additional conference registrations	15%	15%	15%	15%	15%	15%	15%

RESERVE YOUR SPOT!

Contact Hilary Dick

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