



# Sponsorship Opportunities





Reclaiming Vacant Properties: Strategies for Rebuilding America's Neighborhoods, sponsored by the National Vacant Properties Campaign, will be the first-ever national conference to address the issue of vacant properties. The Federal Reserve Bank of Cleveland is principal planning partner for the conference. The National Vacant Properties Campaign is seeking sponsors for the September 2007 event. Sponsoring organizations will help ensure that vacant properties are used as assets and opportunities benefiting the residents, communities, and cities around them.

**WHY YOU SHOULD SPONSOR THE CONFERENCE:**

- ◆ Position your organization as a leader in the vacant properties movement
- ◆ Increase your organization's profile among an influential audience
- ◆ Your sponsorship is tax-deductible

**WHO WILL ATTEND THE CONFERENCE:**

- ◆ Community development professionals
- ◆ Local and state governmental staff
- ◆ Real estate professionals
- ◆ Planners
- ◆ Public officials
- ◆ Citizen activists
- ◆ Academics
- ◆ Civic leaders
- ◆ Financial community
- ◆ Developers

**To become a Sponsor, please contact:**

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The National Vacant Properties Campaign is a project of Smart Growth America, the Local Initiatives Support Corporation, and the Metropolitan Institute at Virginia Tech.

# GENERAL SPONSORSHIP OPPORTUNITIES

The promotional materials have already been printed. To be included in the on-site program, the sponsor must fulfill its financial commitment prior to August 3.

## **BRONZE SPONSOR (\$5,000)**

- ◆ Recognition in printed pre-conference materials as a bronze sponsor
- ◆ Recognition as a bronze sponsor on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Acknowledgment signs with sponsor name
- ◆ Two (2) complimentary registrations to conference
- ◆ Two (2) invitations to VIP reception
- ◆ Literature insert in registration bag
- ◆ Literature may be put on a take-one table

## **SILVER SPONSOR (\$10,000)**

- ◆ Recognition in printed pre-conference materials as a silver sponsor
- ◆ Recognition as a silver sponsor on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Name projected on screen behind main stage at opening session
- ◆ Acknowledgment signs with sponsor name
- ◆ Four (4) complimentary registrations to conference
- ◆ Four (4) invitations to VIP reception
- ◆ Literature insert in registration bag
- ◆ Literature may be put on a take-one table

## **GOLD SPONSOR (\$15,000)**

- ◆ Recognition in printed pre-conference materials as a gold sponsor
- ◆ Recognition as a gold sponsor on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Logo projected on screen behind main stage at opening session
- ◆ Acknowledgment signs with sponsor logo
- ◆ Six (6) complimentary registrations to conference
- ◆ Six (6) invitations to VIP reception
- ◆ Logo on conference binder
- ◆ Literature insert in registration binder
- ◆ Complimentary sponsor information table near registration

## **PLATINUM SPONSOR (\$25,000)**

- ◆ Recognition in printed pre-conference materials as a platinum sponsor
- ◆ Recognition as a platinum sponsor on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Logo projected on screen behind main stage at opening session
- ◆ Acknowledgment signs with sponsor logo
- ◆ Ten (10) complimentary registrations to conference
- ◆ Ten (10) invitations to VIP reception
- ◆ Logo on conference binder
- ◆ Literature insert in registration binder
- ◆ Complimentary sponsor information table near registration

*Please read the back for more sponsorship opportunities.*

# TARGETED SPONSORSHIP OPPORTUNITIES

The promotional materials have already been printed. To be included in the on-site program, the sponsor must fulfill its financial commitment prior to August 3.

## Scholarships (\$15,000)

- ◆ Recognition in printed pre-conference materials as the scholarship sponsor
- ◆ Recognition on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Logo on conference binder
- ◆ Acknowledgment signs with sponsor name
- ◆ Welcome sign at the reception with your organization's name and logo
- ◆ Six (6) complimentary registrations to conference
- ◆ Six (6) complimentary invitations to VIP reception
- ◆ Literature insert in registration binder
- ◆ Literature may be put on a take-one table
- ◆ Complimentary sponsor information table near registration

**SOLD**

## VIP Reception (\$7,500)

- ◆ Recognition in printed pre-conference materials as the VIP reception sponsor
- ◆ Recognition on conference web page with hyperlink
- ◆ Recognition in conference program
- ◆ Acknowledgment signs with sponsor name
- ◆ Welcome sign at the reception with your organization's name and logo
- ◆ Three (3) complimentary registrations to conference
- ◆ Five (5) complimentary invitations to VIP reception
- ◆ Literature insert in registration binder
- ◆ Literature may be put on a take-one table

**SOLD**

## Welcome Reception (\$15,000)

- Take advantage of this premier branding opportunity by sponsoring the welcoming reception (Sept. 24).
- ◆ Recognition in printed pre-conference materials as the welcome reception sponsor
  - ◆ Recognition as the welcome reception sponsor on conference web page with hyperlink
  - ◆ Recognition in conference program
  - ◆ Acknowledgment signs with sponsor logo
  - ◆ Welcome sign at the reception with your organization's name and logo
  - ◆ Six (6) complimentary registrations to conference
  - ◆ Six (6) invitations to VIP reception
  - ◆ Logo on conference binder
  - ◆ Literature insert in registration binder
  - ◆ Complimentary sponsor information table near registration

## Coffee Break (\$3,000)

- Make sure attendees recognize your organization by sponsoring the coffee break (Sept. 24).
- ◆ Recognition in printed pre-conference materials as the coffee break sponsor
  - ◆ Recognition as the coffee break sponsor on conference web page with hyperlink
  - ◆ Recognition in conference program
  - ◆ Acknowledgment signs with sponsor name
  - ◆ Welcome sign at the coffee break with your organization's name and logo
  - ◆ Two (2) complimentary registrations to conference
  - ◆ Two (2) invitations to VIP reception
  - ◆ Literature insert in registration binder
  - ◆ Literature may be put on a take-one table