

Congress for
the New Urbanism:
**Partnership
Opportunities
and Benefits**

LIVING COMMUNITY

MAY 29 – JUNE 1, 2013
SALT LAKE CITY, UT



CON 21

LIVING COMMUNITY

The Congress for the New Urbanism (CNU) is the leader of an international movement that calls for the creation of more walkable, livable, mixed-use communities. CNU puts people first, creating built environments to meet the daily needs of people of all ages. We create places that are friendly to walkers and bikers, spend tax dollars more efficiently, and retain economic and environmental value. Through its member-led initiatives and multi-disciplinary collaborations, CNU advances bipartisan reforms that deliver market-based improvements to the economy, the environment, and public health.

Every year, the Congress for the New Urbanism brings together the world's leading experts on making communities more valuable, livable, and resilient. The 21st annual Congress, CNU 21, will be held in Salt Lake

City, Utah on May 29 – June 1, 2013. By becoming a CNU 21 Partner, you put your organization in league with some of the most forward-thinking businesses, foundations, local governments, and professional associations currently supporting smart growth practices, environmental sustainability, and the preservation of our built legacy.

Partnership will provide your company with access and visibility to CNU 21's expected 1,300 attendees from across the United States and numerous countries from around the world. Your commitment will be featured in front of thousands more CNU members, supporters, and industry leaders in pre- and post-Congress promotions. Become a CNU 21 Partner and stand out in front of the movement by engaging with CNU's active, energized, and growing base.

CNU 21 EXPECTED ATTENDANCE:

1,300

CNU 21 is expected bring together over 1,300 architects, urban designers, developers, investors, land owners, landscape architects, planners, engineers, public and elected officials, nonprofit leaders, students and academics, and environmental and citizen activists.

Past attendance:

- + 1,300* at CNU 20 in West Palm Beach, FL
- + 1,100 at CNU 19 in Madison, WI
- + 1,310 at CNU 18 in Atlanta, GA
- + 1,030 at CNU 17 in Denver, CO
- + 1,490 at CNU 16 in Austin, TX
- + 1,420 at CNU 15 in Philadelphia, PA
- + 1,520 at CNU 14 in Providence, RI

*expected attendance

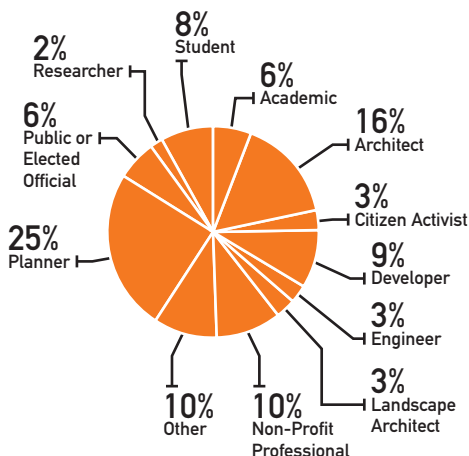
CNU attendees come from all over the world and throughout the host city's region. At CNU 19, registrants represented:

- + 43 States and the District of Columbia
- + 16 Countries

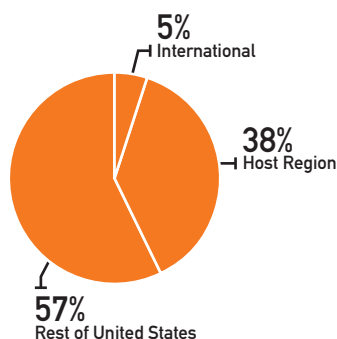
Our attendees are business leaders - annual budgets of organizations Congress attendees represent:

- 35% over \$5 million
- 25% \$1 million - \$4.9 million
- 8% \$500,000 - \$999,999
- 24% \$250,000 - \$499,999
- 8% Under \$250,000

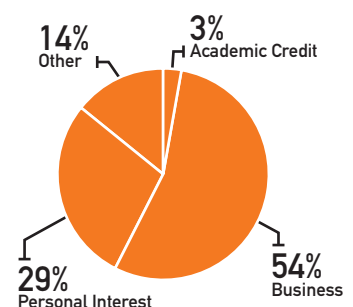
WHO ARE CONGRESS ATTENDEES?



WHERE DO ATTENDEES COME FROM?



WHY DO ATTENDEES COME TO CNU?



A PRODUCT OF THE RELATIONSHIP BETWEEN THE LIVES OF PEOPLE, THE CREATION OF PLACE, AND THEIR IMPACTS ON SOCIETY AND NATURE.

Celebrating the Living Community

Living Community seeks to balance the demands of physical, social, and environmental necessities by connecting people to place and awakening in us a stewardship for our land and each other. Stewardship is tangible. It is measured by how well we care for the people around us, the places we make, and the land that hosts us. It is Living Community.

Our challenge and opportunity is to (re)discover methods for growth that will enhance the lives of all people in an age of constricting economic and natural resources. Establishing places that enable our welfare and enhance our positive social, economic, and environmental impact will evolve as we learn and embrace our stewardship for our land and each other. The New Urbanism pragmatically seeks to balance the forces, which put our quality of life at risk. It creates a collaborative framework for policy makers, developers, designers, administrators, and the community at large to enhance our awareness as stewards and aligning our efforts to realize the Living Community.

Over the past 20 years, Salt Lake City has embraced dynamic change. The city currently has the fastest growing rail transit system in the United States. It has enriched its metro area with the implementation of Envision Utah's regional plan, with early guidance from CNU co-founder Peter Calthorpe. And development patterns are responding to the increased demand for urbanism as forecast by the University of Utah's demographer and researcher Arthur "Chris" Nelson.

In many ways, Utah is leading the nation in development that respects the relationship between the human and natural habitat, as described by author Richard Louv.

Louv, Nelson, and Calthorpe will all be at CNU 21. Come engage with them and participate in interactive sessions on the Environment, Systems, City, Form and a new special track called "Together," examining how human and natural systems can interact to create economic value and high-level environmental performance.

CNU 21 PARTNERSHIP OPPORTUNITIES AND BENEFITS

Partnership Levels

All Partnership Levels include:

- + Printed recognition in the CNU 21 program
- + Onsite and pre- and post-event recognition in CNU 21 materials, including partner name listed on the CNU 21 website with hyperlink to your website
- + Name listed on CNU 21 promotional electronic newsletters
- + Invitation(s) to CNU 21's Partner Reception

Transformative Partner (\$50,000)

- + Ten (10) 4-day registrations to CNU 21
- + Six (6) one-year CNU Urbanist Memberships
- + Six (6) tickets to your choice of New Urbanism 202 sessions
- + Opportunity to provide welcome remarks at one plenary session (excludes the Opening Night Plenary)
- + Podium recognition at the Opening Night Plenary
- + One (1) 8' by 10' Exhibit Booth and six (6) Exhibit Passes
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as CNU 21 Transformative Partner in onsite signage
- + Full-page advertisement in CNU 21 program
- + Logo on CNU 21 electronic newsletters and outreach e-mails
- + Prominent logo placement on the CNU 21 homepage

Visionary Partner (\$25,000)

- + Six (6) 4-day registrations to CNU 21
- + Four (4) one-year CNU Urbanist Memberships
- + Four (4) tickets to your choice of New Urbanism 202 sessions
- + Podium recognition at the Opening Night Plenary
- + One (1) 8' by 10' Exhibit Booth and six (6) Exhibit Passes
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as Visionary Partner in onsite signage
- + 1/2-page advertisement in program
- + Logo placement on the CNU 21 homepage

Sustainable Community Partner (\$10,000)

- + Four (4) 4-day registrations to CNU 21
- + Three (3) one-year CNU Urbanist Memberships
- + Two (2) tickets to your choice of New Urbanism 202 sessions
- + One 8' by 10' Exhibit Booth and six (6) Exhibit Passes
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as Sustainable Community Partner in onsite signage
- + 1/4-page advertisement in program book

Green Neighborhood Partner (\$5,000)

- + Two (2) 4-day registrations to CNU 21
- + Two (2) one-year Urbanist memberships to CNU
- + One (1) ticket to your choice of a New Urbanism 202 session
- + One 8' by 10' Exhibit Booth and six (6) Exhibit Passes

Complete Street Partner (\$2,500)

- + One (1) 4-day registration to CNU 21
- + One (1) one-year individual membership to CNU
- + One (1) ticket to your choice of a New Urbanism 202 session

4-day registration includes all non-ticketed sessions from Wednesday through Saturday. It does not include ticketed sessions or events including advanced New Urbanism 202 sessions or tours.

A La Carte Options

These partnership opportunities offer unique ways to interact with CNU 21 attendees, connect your brand to the movement for sustainable urbanism, and spotlight your commitment to CNU.

All A La Carte Partnerships include:

- + Printed recognition in the CNU 21 program
 - + Onsite and pre- and post-event recognition in CNU 21 materials, including partner name listed on the CNU 21 website with hyperlink to your website
 - + Name listed on CNU 21 promotional electronic newsletters
 - + Invitation(s) to CNU 21's Partner Reception
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Webcast Partner (\$15,000)

- + Logo placement on each individual CNU 21 webcast webpage
- + Acknowledged as Webcast Partner on all post-CNU 21 promotion of webcasts to CNU 21 attendees and CNU members
- + Logo placement on the CNU 21 homepage
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as CNU 21 Partner in onsite signage

Charter Awards Partner (\$10,000)

- + Acknowledged as Charter Awards Partner (through logo and name placement) on Charter Awards publications and materials, including 2013 Charter Awards publication, Charter Awards website, press releases, and news items.
- + ½- page advertisement in the 2013 Charter Awards publication.
- + Logo placement on the CNU 21 homepage
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as CNU 21 Partner in onsite signage

Attendee Congress Bags (\$10,000)

- + Partner name/logo printed on CNU 21 bag distributed to all attendees
- + Logo placement on the CNU 21 homepage
- + Logo projected on screen prior to all plenary sessions
- + Logo displayed as CNU 21 Partner in onsite signage
(Logo for bags provided to CNU by March 31, 2013. CNU will provide the bags.)

Reception Partner (\$5,000)

- + Recognition as host on all pre-reception promotion
- + Opportunity to provide welcome remarks at selected reception
- + Acknowledged as Partner of selected reception on the CNU 21 website and in the program book
- + Logo on signage for reception

Tour Partner (\$3,000)

- + Logo on signage for selected tour
- + Verbal recognition at selected tour
- + Acknowledged as Partner of selected tour on the CNU 21 website and in the program book
- + Two (2) tickets for selected tour

Internet Station Partner (\$2,500)

- + Logo on signage at the Internet Station
- + Display of customized CNU 21 and Partner screen saver

Scholarship Partner (\$1,250)

- + Sponsor one (1) 4-day registration to CNU 21 for a scholarship recipient

DEADLINES

For a listing in the CNU 21 program (distributed to all 1,300 expected attendees), payment must be received by March 15, 2013.

For a listing in the CNU 21 program addendum (distributed to all 1,300 expected attendees), payment must be received by April 30, 2013.

ADVERTISE IN THE CONGRESS PROGRAM BOOK:

Distributed onsite to all attendees and posted online.

- + Program Book back cover full-page (8" W x 10.5" H) full-color ad (\$7,500)
- + Full-page (8" W x 10.5" H) one-color ad (\$6,000)
- + ½ - page (8" W x 5.75" H) one-color ad (\$3,500)
- + ¼ - page (4" W x 5.75" H) one-color ad (\$2,500)

Files in .eps or hi-res (300 dpi) PDF File format. Files to be received by March 15, 2013. Please send to smilanello@cnu.org

To become a CNU 21 partner or for additional information, please contact:

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CNU Development Director
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jmihalek@cnu.org

Or visit www.cnu21.org