Sponsorship Prospectus



2017 National Brownfields Training Conference

December 5-7, 2017, with pre-conference programming December 4th

David L. Lawrence Convention Center

Pittsburgh, PA

Brownfields2017

SUSTAINABLE COMMUNITIES START HERE

Partnership and Sponsorship Opportunities





Brownfields 2017 Sponsorship Prospectus Ideas

Sponsorship Tiers	Bronze $2,500	Silver $5,000	Gold $10,000	Platinum $20,000
Complimentary 8′ by 10′ exhibit hall booth			1	2
Complimentary Registrations		1	2	4
Opportunity to give plenary session introductory remarks				●
On-Site Pocket Guide advertisement		Half Page	Full Page	Front or Back Cover
Website recognition	●	●	●	●
Logo on digital signage				
Logo recognition in all pre-conference and on-site publications**			●	●
Logo recognition at entrance to Exhibit Hall	●	●	●	●
Sponsor recognition sign for booth display	●	●	●	●
Sponsor Ribbons for all booth staff	●	●	●	●



Promotional Sponsorships





Conference Lanyards
Sponsorship Level: $7,500 (Silver)
- Reach all conference attendees by having your company logo printed on all conference lanyards and the back of all attendee badges!

Conference Tote Bags
Sponsorship Level: $7,500 (Silver)
- Make life easy for conference attendees to carry around their materials by sponsoring a conference tote bag! Your company logo will be printed on all conference tote bags (along with Brownfields logo) and distributed to all attendees at registration! You'll also receive one complimentary tote bag insert to get your message out.

Conference Notepad
Sponsorship Level: $5,000 (Silver)
- Save everyone's day by making sure everyone has something to jot notes down on. Sponsor 8 ½" x 5 ½" notepads with your company logo printed in a watermark to be distributed at registration in tote bags and be available at session rooms.

Conference App
Sponsorship Level: $7,500 (Silver)
- The mobile app for iPhone and Android platforms will be promoted to all attendees and be available for free download approximately 4 weeks before the start of the conference. Sponsor's logo will appear on the splash page every time the app is opened. In addition, the sponsor will receive an HTML banner at the bottom of the app (artwork provided by sponsor). Sponsor's name and/or logo will appear on signage located throughout the convention center and will also appear in promotional material for the app via printed and online media.

Advertising Sponsorships



Water Stations
Sponsorship Level: $ 7,500 (Silver)
- Help the attendees stay hydrated throughout the conference by sponsoring water stations! Your company logo and booth # on signage at eight (8) water stations located throughout the exhibit hall and session rooms.

Charging Stations
Sponsorship Level: $7,500 (Silver)
- Save the day by providing stations for attendees to power-up their smart phones, laptops and other wireless devices without leaving the convention center. Your company logo will be branded on the charging station that will be placed in high-traffic areas.

WiFi
Sponsorship Level: $7,500 (Silver)
- Make sure all the attendees can stay connected by providing WiFi in all the meeting spaces. Your logo will be on signage throughout the conference and appear on splash page each time attendee connects to WiFi.

Escalator Cling
Sponsorship Level: $7,500 (Silver)
- Your custom designed artwork will be displayed on the side of one (1) set of escalators attendees will be using in-between sessions. Artwork must include Brownfields 2017 logo.

Lavatory Signage
Sponsorship Level: $5,000 (Silver)
- Your custom designed artwork on fifty (50) 8" x 14" signs in the men's and women's lavatories surrounding the exhibit hall and session rooms.

Recycle Bin Cling
Sponsorship Level: $6,000 (Silver)
- Company logo and booth # on signage at twenty-five (25) 40-galon, 4- sides corrugated recycling bins located throughout the exhibit hall and session rooms.

Breakout Table Decals
Sponsorship Level: $3,000 (Bronze)
- Your custom designed artwork on 2' by 2' decals on five (5) breakout tables will be placed inside the exhibit hall next to the concessions.

Column Wrap
Sponsorship Level: $3,000 (Bronze)
- Place your company message on a column wrap at Brownfields. Attendees must pass this area several times a day giving your company thousands of impressions.

Glass Cling
Sponsorship Level: $3,500 (Bronze)
- Your custom designed artwork will be displayed on two window clings on the lower level of the Convention Center. Attendees pass this area several times a day giving you thousands of impressions.

Standing Signs
Sponsorship Level: $2,500 (Bronze)
- Your advertisement is prominently included on freestanding, double-sided signboards that measure approximately 3' x 8' placed in high traffic areas throughout the Convention Center.

Conference Publications and Keynote Sponsorships



On-Site Pocket Guide
Sponsorship Level: $5,000 (Silver)
- Company color advertisement on inside front cover or outside back cover of onsite pocket guides.
- Signage acknowledging sponsorship in registration area.
- Sponsor acknowledgement in conference materials and on conference website.

Single Page On-site Pocket Guide Advertising
Sponsorship Levels:
- Inside back cover – $1,995
- Full page – b/w - $995
- Half page – b/w - $595

Exhibitor's Guide
Sponsorship Level: $5,000 (Silver)
- Sponsor featured on inside front cover and back cover of guide.
- Silver level benefits

E-Newsletter
Sponsorship Level: $4,500 (Bronze)
- Hyperlinked logo on a package of 6 conference e-newsletters distributed to more than 40,000 email addresses in the conference database.

Keynote Presentation
Sponsorship Level: $10,000 (Gold)
- As a sponsor, you help attendees engage with a keynote speaker who provides a new, dynamic view of brownfields revitalization. You will have the opportunity to give welcome remarks during the keynote session as well as distribute literature. Signage acknowledging your sponsorship will be placed at the keynote session and your logo will be on the screen as attendees enter the meeting space.

Mayor's Roundtable
Sponsorship Level: $10,000 (Gold)
- Sponsoring the Mayor's Roundtable, you will be providing the opportunity to learn about the brownfields process from a panel of mayors. As a sponsor, you will have the opportunity to give welcome remarks during the mayor's roundtable as well as distribute literature. Signage acknowledging your sponsorship will be placed at the mayor's roundtable and your logo will be on the screen as attendees enter the meeting space.



Event Sponsorships



Community Reception
Sponsorship Level: $40,000 (Platinum)

- ICMA and the Local Planning Committee work together to host a local community reception that allows attendees to see a bit of Pittsburgh. Signage acknowledging your sponsorship will be places at the entrance and throughout the venue in addition to your company logo appearing on table tents placed on the bars and tables.

Grand Opening Reception
Sponsorship Level: $40,000 (Platinum)

- Welcome all conference attendees by sponsoring the Grand Opening Reception. Signage acknowledging your sponsorship will be places at the entrance and throughout the exhibit hall in addition to your company logo appearing on table tents placed on the bars and tables. There will also be one full-service bar and one full-service food station near your booth to maximize traffic flow to your booth.

VIP Reception
Sponsorship Level: $25,000 (Platinum)

- Every conference, there is a reception for the VIP attendees. Signage acknowledging your sponsorship will be placed at the entrance to the VIP Reception and your logo will be on the table tents placed at bars and tables. You will also be given the opportunity to provide welcome remarks at the reception.

Mobile Workshops
Sponsorship Level: $3,000 (Bronze)

- Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development. You will receive sponsorship recognition on conference website and on signage at the conference.

Sponsorship Opportunities please contact::

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Brownfields2017.org

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