SPONSOR THE APA NATIONAL CONFERENCE!

Partner with the American Planning Association as a co-host for the entire four-day 112th National Planning Conference in Houston at the George R. Brown Convention Center, April 25–28, 2020 through our NPC20 Sponsorship Program. Select from the sponsorship menu on the following pages, or work with the APA to develop a customized package.

<table>
<thead>
<tr>
<th>Sponsor Levels &amp; Benefits</th>
<th>Platinum Level $50,000 and above</th>
<th>Gold Level $20,000 to $49,999</th>
<th>Silver Level $10,000 to $19,999</th>
<th>Bronze Level $5,000 to $9,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary conference registration(s)</td>
<td>Four (4)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td>One (1)*</td>
</tr>
<tr>
<td>Reserved seating and recognition at Saturday’s opening Keynote</td>
<td>Four (4)</td>
<td>Three (3)</td>
<td>Two (2)</td>
<td>One (1)*</td>
</tr>
<tr>
<td>Complimentary listing in an issue of Planning Magazine</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition and URL link to your webpage on APA’s conference sponsor webpage and mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on APA’s conference homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Physical pre-registration physical mailing list and final physical mailing list 30 days after the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition at the entrance to the Exhibit Hall</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full page ad in conference issue of Planning Magazine</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half-page ad in conference issue of Planning Magazine</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

*Customized sponsorships available at each level

Questions? Contact Rachel Barkin at rbarkin@townsend-group.com or (202) 367-2329.
Build Your Own Sponsorship:
APA offers a variety of pre-fixed sponsorship packages, but also provides the opportunity for you to craft your own sponsorship by choosing the level that best matches your goals. You will receive all associated benefits as a Platinum, Gold, Silver, or Bronze Level participant. APA is happy to work with you to ensure that you have the presence you’re aiming for at the 2020 National Planning Conference.

2020 APA SPONSORSHIP OPTIONS
APA National Planning Conference | April 25–28 | Houston

ATTENDEE ENGAGEMENT PACKAGES

Happy Hour Networking Stations (3 available): $10,000 each
Be the life of the party by sponsoring your own refreshment station during Monday’s Exhibit Hall Happy Hour. 
• Sponsored appetizer and beverage station located at your booth inside the exhibition. 
• Sponsor logo featured throughout the Exhibit Hall. 
• Sponsor logo printed on all drink tickets. Every attendee receives one ticket with registration. 
• Sponsor logo featured on event webpage and in event promotions. 
• Sponsor may provide branded cocktail napkins. Sponsor is responsible for producing and shipping branded accompaniments.

Attendee Networking Break: $8,000 or Two for $15,000
Give attendees an afternoon energizer: coffee, popcorn, or another option from APA’s menu.
• Sponsor logo featured on signage by break station. 
• Sponsor recognized in a networking break push notification to attendees via the NPC20 mobile app. 
• Sponsor may provide branded napkins or coffee cups. Sponsor is responsible for producing and shipping branded accompaniments.

NPC20 Attendee Networking Lounge (Limited availability): Starting at $10,000
Brand a dedicated space for attendees to relax, recharge, and continue conversations. APA will work with you to design a custom space that showcases your brand and offers a memorable experience for attendees. Inquire for more information on crafting a custom sponsorship. Options include, but are not limited to:
• Ping-pong lounge 
• Health and wellness/massage lounge 
• Indoor park lounge 
• Social media lounge

Food Truck Sponsor (Multiple available): Call for details
Connect with attendees while they grab a bite at one of the 10-12 food trucks. Logo featured on:
• Signage 
• Lunch voucher 
• App push notification

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KNOWLEDGE PARTNER PACKAGES

Sponsored Workshops : $25,000 - $50,000
Partner with APA to offer NPC attendees training in a variety of urban planning practices. These interactive workshops help attendees build valuable skills and offer a great platform for demonstrating your expertise. Inquire to learn more about this opportunity.
• Exclusive dedicated workshop series: $50,000 
• Co-sponsored workshops (Limited availability): $25,000

Keynote Exclusive Sponsorship: $50,000
Align your brand with NPC20’s messaging by supporting the opening or closing keynote
• Sponsor recognized in the online program, promotions for the keynotes, and on the NPC20 mobile app. 
• Sponsor logo featured on opening and closing presentation slides.
• Sponsor has the option to introduce the keynote speaker.
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HIGH IMPACT BRANDING PACKAGES

NPC20 Mobile App Exclusive Sponsor: $20,000
Be the exclusive sponsor of the NPC20 mobile app. Attendees will use it extensively before and during the conference to view their schedules and receive all NPC news and updates.
- Company logo with embedded URL on the landing page, driving attendees to your company website.
- Sponsor logo and ads placed throughout the mobile app and sponsor featured in all app-related promotions to attendees.

NPC20 Hotel Room Keycards Exclusive Sponsor: $15,000
Put your logo in the hands of attendees at official APA conference hotels by featuring your brand directly on hotel room keycards.
- Sponsor logo and artwork featured on one side of each room key distributed to attendees staying at the APA conference hotels.
- Sponsor is responsible for producing the key cards directly with each hotel and payment of associated costs, APA must approve final artwork.

NPC20 Name-Badge Lanyards Exclusive Sponsor: $20,000
One of the most visible sponsorships! Brand the NPC20 lanyards provided to all attendees. Lanyards clip to the badges that open access to all conference sessions and events.
- Sponsor logo or company name featured on the lanyards and lanyard trees placed throughout the convention center.

NPC20 Attendee Wi-Fi: $20,000
Wi-Fi will be accessible throughout the convention center.
- Sponsor logo on onsite signage, NPC20 mobile app, and all other Wi-Fi-related promotions to attendees.

Hydration Stations: $10,000
Help attendees stay hydrated throughout the meeting with water stations located in high traffic areas throughout the convention center.
- Sponsor logo featured on event webpage, on-site signage, and preconference promotions.
- Option to produce and distribute water bottles (to be approved by APA).

Charging Stations (3 available): $10,000
Help attendees connect with your brand while they power up their electronic devices. APA will design a station that recognizes you and shares your message.
- Sponsor logo featured on a charging station located in a high traffic area.

NPC20 5K Run/Walk or Yoga: $5,000
Support healthy, fun communities by sponsoring the NPC20 5K Run/Walk or Yoga. APA will work with you to brand the event and create a memorable experience for you and the attendees.
- Sponsor logo featured on event webpage, on-site signage, and pre-conference promotions.
- Option to produce and distribute give away item (to be approved by the APA).

APA Career Zone Headshots: $7,500
Support career advancement for both emerging and seasoned professionals by sponsoring free headshots for NPC20 attendees in the APA Career Zone, one of the event’s most-visited locations!
- Sponsor logo featured on signage at the headshots location.
- Sponsor recognized in pre-conference Career Zone promotions to attendees.

EVENT MARKETING

Pre- and Post-Conference Email Marketing: $750-$3,000
APA consistently markets the conference and its benefits to potential attendees and registrants. Feature your company in emails sent to potential attendee or to conference registrants. Include your ad in this correspondence and let them know you are participating in the premier planning event of the year.
- Banner ads: Prominent feature makes your company’s graphic the first thing people see. $1,000-$3,000
- Text ads: Stand out in the body of the email with highlighted content. $750-$1,500

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