

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



THE NEW WORLD

MAY 9 – 12, 2012
WEST PALM BEACH, FL

**CNU
2012**

CNU 20: THE NEW WORLD

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, utilize tax dollars more efficiently, improve residents' safety and health outcomes, and retain their economic and environmental value.

Every year, the Congress for the New Urbanism convenes a must-attend gathering of the world's leading experts on making communities more valuable, livable, and resilient. The twentieth anniversary of the Congress event, CNU 20, will be held in West Palm Beach, FL May 9 – 12, 2012. By becoming a CNU 20 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.

As a partner, your industry leadership will be highlighted across all four days of CNU 20 through a generous benefits package. CNU partnership will bring you in close contact with the expected 1,300 Congress attendees to share best practices, shape reform recommendations, and promote your products and services. CNU partnership helps connect your brand to CNU's proactive, multidisciplinary approach to restoring our communities and improving the quality of life in our cities and towns.

CNU 20 EXPECTED ATTENDANCE:

1,300

CNU 20 is expected to bring together over 1,300 architects, urban designers, developers, investors, landowners, landscape architects, planners, engineers, public and elected officials, nonprofit leaders, students and academics, and environmental and citizen activists.

Past attendance:

- + 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

CNU attendees come from all over the world and throughout the host city's region.

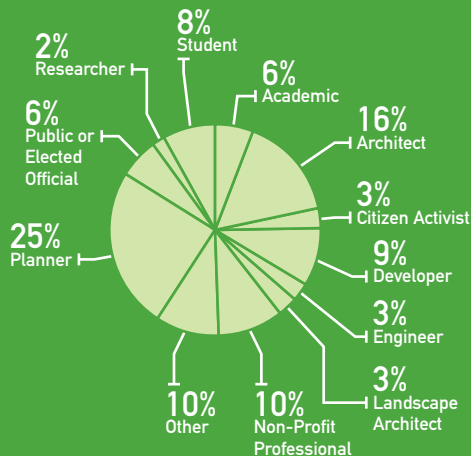
At CNU 19, registrants represented:

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

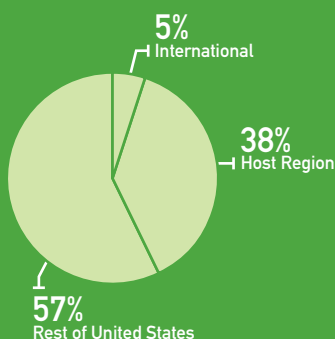
Our attendees are business leaders - annual budgets of organizations Congress attendees represent:

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

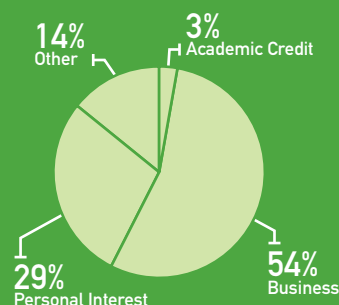
WHO ARE CONGRESS ATTENDEES?



WHERE DO ATTENDEES COME FROM?



WHY DO ATTENDEES COME TO CNU?



Heralding The New World

In 1993, CNU held its first Congress event. A satisfying 100 people showed up, demonstrating the dedication surrounding the issues and discussion of urbanism. Twenty years later, 1,300 attendees are expected to participate in CNU 20 to reflect on what the Congress has accomplished and what new opportunities await New Urbanism.

Our lives are faced with numerous challenges – high oil prices, climate change, and growing income inequality, along with worldwide adjustments in the financial, housing, retail, transportation, and energy markets. New Urbanism offers a new world of ideas and solutions to overcome these challenges. New Urbanism opens up a new world of opportunities in urban design, community reinvestment, and town planning. New Urbanism brings people together and fills a void in the market for people and families looking for more convenient, convivial, and healthy lifestyles. New Urbanism provides a proven alternative to patterns of conventional subdivisions and creates places that perform better economically and environmentally and where people live better.

Every year, the Congress for the New Urbanism convenes a must-attend gathering of the world's leading experts on making communities more valuable, livable, and resilient. CNU members and supporters come from around the world to discuss development practices and public policies, learn from recent innovative work, and advance new initiatives to transform our communities. CNU 20 will be held in West Palm Beach, FL May 9 – 12, 2012. CNU 20's location creates a special opportunity for our colleagues in the Caribbean Basin and the Americas.

Confirmed and Invited Speakers: Authors Richard Florida, James Howard Kunstler, and Carl Hiaasen; Architects and Urban Planners Leon Krier and Jan Gehl; Athena Medal Recipients Barbara Littenberg and Steven Peterson; and CNU Founders Peter Calthorpe, Andrés Duany, Elizabeth Moule, Elizabeth Plater-Zyberk, Stefanos Polyzoides, and Daniel Solomon.

CNU 20 PARTNERSHIP OPPORTUNITIES AND BENEFITS

Partnership Levels

All Partnership Levels include:

- + Printed recognition in the CNU 20 program
- + Pre-onsite and post-event recognition in CNU 20 materials and website, including partner name listed on the CNU 20 website with hyperlink to your website
- + Name listed on CNU 20 promotional electronic newsletters
- + Invitation(s) to CNU 20's Partner Reception
- + Partner ribbons for beneficiaries

Transformative Partner (\$50,000)

- + Ten (10) 4-day registrations to CNU 20
- + 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 20 Transformative Partner in onsite signage
- + Full-page advertisement in CNU 20 program
- + Logo on CNU 20 electronic newsletters and outreach e-mails
- + Prominent logo placement on the CNU 20 homepage

Visionary Partner (\$25,000)

- + Six (6) 4-day registrations to CNU 20
- + 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 Sponsor in onsite signage
- + 1/2-page advertisement in program
- + Logo placement on the CNU 20 homepage

Sustainable Community Partner (\$10,000)

- + Four (4) 4-day registrations to CNU 20
- + 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
- + 1/4-page advertisement in program book

Green Neighborhood Partner (\$5,000)

- + Two (2) 4-day registrations to CNU 20
- + Two (2) one-year CNU Urbanist Memberships
- + 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 20
- + One (1) one-year CNU Urbanist Membership
- + One (1) ticket to your choice of a New Urbanism 202 session

A La Carte Options

These partnership opportunities offer unique ways to interact with CNU 20 attendees and spotlight your commitment to sustainable urbanism and the Congress for the New Urbanism.

All A La Carte Partnerships include:

- + Printed recognition in the CNU 20 program
 - + Pre-, onsite and post-event recognition in CNU 20 materials and website, including partner name listed on the CNU 20 website with hyperlink to your website
 - + Name listed on CNU 20 promotional electronic newsletters
 - + Invitation(s) to CNU 20's Partner Reception
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Charter Awards Partner (\$20,000)

- + Acknowledged as Charter Awards Partner (through logo and name placement) on Charter Awards publications and materials, including the 2012 Charter Awards publication, Charter Awards website, press releases, and news items
- + Five (5) Complimentary tickets to the 2012 Charters Awards Lunch

Webcast Partner (\$15,000)

- + Logo placement on each individual CNU 20 webcast webpage
- + Acknowledged as Webcast Partner on all post-CNU 20 promotion of webcasts to CNU 20 attendees and CNU members

Attendee Congress Bags (\$10,000)

- + Partner name/logo printed on CNU 20 bag distributed to all attendees (Logo for bags provided to CNU by March 15, 2012. CNU will provide the bags.)

Reception Partner (\$5,000)

Receptions include Opening Night/Exhibitor Reception, Partners Reception, and Closing Night Party.

- + Recognition as host on all pre-reception promotion
- + Opportunity to provide welcome remarks at selected reception (not available with Closing Night Party Partnership)
- + Acknowledged as Partner of selected reception on the CNU 20 website and in the program
- + Logo on signage for reception

Art of the New Urbanism Exhibit Partner (\$5,000)

- + Recognition as Partner on exhibit promotion
- + Acknowledged as Partner of exhibit on the CNU 20 and exhibit websites and in the program
- + Logo on signage for exhibit

For more information about the Art of the New Urbanism exhibit, visit <http://artofthenewurbanism.com/>.

Tour Partner (\$3,000)

- + Logo on signage for selected tour
- + Verbal recognition at selected tour
- + Acknowledged as Partner of selected tour on the CNU 20 website and in the program
- + Two (2) tickets for selected tour

Internet Station Partner (\$2,500)

- + Logo on signage at the Internet Station
- + Display of customized CNU 20 and Partner screen saver

Scholarship Partner (\$1,250)

- + Sponsor one (1) 4-day registration to CNU 20 for a scholarship recipient

DEADLINES

For a listing in the CNU 20 program (distributed to all 1,300 expected attendees), payment must be received by March 1, 2012.

For a listing in the CNU 20 program addendum (distributed to all 1,300 expected attendees), payment must be received by April 16, 2012.

ADVERTISE IN THE CONFERENCE PROGRAM:

Distributed onsite to all attendees and posted online.

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

Files in .eps or hi-res (300 dpi) PDF File format. Files to be received by March 1, 2012. Please send to smilanello@cnu.org

Sign up as a partner today by visiting cnu20.org/partner

Or contact:

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