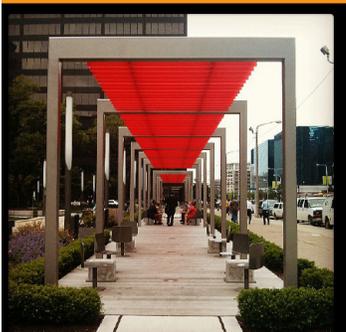


# NEXT CITY

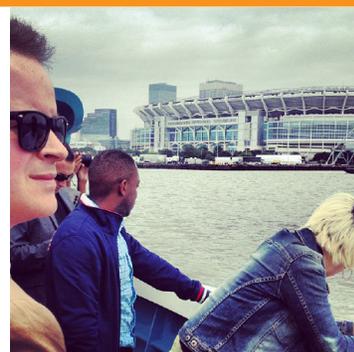
**NEXT CITY is now beginning the search for a HOST CITY.**

Serving as a host to Next City's annual Vanguard Conference is a unique opportunity for a city to show off its latest urban development projects to a leading media organization, share innovations with the country's smartest emerging leaders and get ideas from bright young thinkers.

Bring the **2014 VANGUARD CONFERENCE** to **YOUR CITY.**



**NEXT CITY** is a non-profit media organization dedicated to connecting cities and informing the people who work to improve them. Next City's daily online coverage of public policy and current affairs, focused on economic development, sustainability, infrastructure and civic tech draws 100,000 monthly readers. In addition to our online journalism, Next City produces events and conferences, including our annual Vanguard conference.



**VANGUARD** is an annual experiential urban leadership gathering of the best and brightest young urban leaders working to improve cities across sectors, including urban planning, community development, entrepreneurship, government, transportation, sustainability, design, art and media. **Each year**, Next City selects 40 applicants whose bright ideas for cities, experience in the field and ambition for the future all show great promise to become members of the new Vanguard class. Vanguards, joined by Vanguard alumni, host city committee members and Next City staff, gather for a two-day series of presentations, workshops, neighborhood tours and more to collectively learn and think about how to tackle challenges faced by our cities.

## **SPONSORS make Vanguard possible.**

In selecting a city to host Vanguard, Next City seeks one or more lead sponsors. In the past, sponsors have included a chamber of commerce, local foundation, economic development corporation, marketing and tourism bureau and/or other partner entity who can provide financial support and collaborate with Next City to shape the conference.

## **The HOST COMMITTEE makes the conference a success.**

Lead sponsors collaborate with Next City to select and invite local urban leaders representing diverse sectors and interests to serve on a conference host committee. Members of the host committee, including representatives of sponsoring organizations, participate in weekly calls with Next City staff to chart out the conference's programming and logistics. Critically, the committee curates local tours that showcase exciting initiatives and innovative projects, as well as areas of the city that demonstrate its challenges.



## **COSTS of VANGUARD**

The average total cost of organizing and holding the conference is \$20,000. In-kind contributions can, however, offset hard costs. So as to ensure the cost of participation is not prohibitive, please note that Next City also seeks financial support for Vanguards' travel and lodging.

**EVENTS STAFF & WRITERS** ➡ BUDGET = \$10,000

**FOOD & DRINK FOR PARTICIPANTS** ➡ BUDGET = \$5,000

**PROGRAMMING** ➡ BUDGET = \$3,500

**VENUES** ➡ BUDGET = \$3,000

**MATERIALS** ➡ BUDGET = \$1,500

**FINANCIAL SUPPORT FOR VANGUARDS** ➡ BUDGET = \$200 - 500 per Vanguard

## What the HOST CITY receives from NEXT CITY

**CONFERENCE:** Next City staff will coordinate all logistics in advance and during the two-day conference in your city, which will be open to selected Vanguard applicants, alumni, host committee members and other relevant community partners.

**PUBLIC PANEL OR EVENT:** Next City will organize and facilitate one large panel discussion or like event open to the public during Vanguard.

**EDITORIAL COVERAGE:** Next City will cover the host city with 2 to 4 blog posts in the week leading up to, during or after the conference.

**SOCIAL MEDIA:** Next City and 40+ young leaders from around the country will provide additional coverage of your city on Facebook, Twitter, Tumblr and Instagram. [Next City has over 22,000 followers on Twitter and more than 4,000 on Facebook.]

**ADVERTISING:** Sponsors will receive free ad space on nextcity.org for 3 months.

**PLUS:** New connections and partnerships and the opportunity to attract young professionals to live and work in your city.

## What NEXT CITY seeks in a HOST CITY

**FINANCIAL SPONSORSHIP:** Next City seeks financial support from a lead sponsor/sponsors in the amount of \$20,000.

**HOST COMMITTEE:** The commitment of a team of local leaders to participating in weekly planning calls in the months leading up to the conference and to providing Next City with guidance throughout the planning process. Members should be willing to leverage relationships with area businesses and organizations for in-kind donations and other forms of support.

**PROGRAMMATIC SUPPORT:** Next City asks the host committee to take the lead in developing tour itineraries and leading tours, with support from Next City staff.

**LOGISTICAL ASSISTANCE:** Next City requests guidance when it comes to thinking through agenda logistics [directions, timing, etc.].



## Interested in bringing the **2014 VANGUARD CONFERENCE** to YOUR CITY? Please submit the following items by September 30th.

- In 700 - 1,000 words, explain your interest in supporting Vanguard, how your organization's activities align with the focus of the conference, and your hopes for the outcome of the event.
- In 700 - 1,000 words, explain your ability to deliver the above listed needs, specifically suggested venues, possible partners or host committee members, and financial support. Please detail what funding can be provided versus estimated in-kind support. Please note that while providing support for Vanguard's travel stipends is optional, allocating some support is recommended for a strong proposal.
- In 500 words, tell Next City what about your city might interest 2014 Vanguarders: innovations, case studies, challenges, etc.

### FOR MORE INFORMATION ON VANGUARD

**READ ABOUT VANGUARD 2013:** [www.nextcity.org/vanguard](http://www.nextcity.org/vanguard)

**CHECK OUT THE ALUMNI:** [www.nextcity.org/vanguard/members](http://www.nextcity.org/vanguard/members)

### FOR MORE INFORMATION ON NEXT CITY

**LEARN MORE:** [www.nextcity.org](http://www.nextcity.org)

**FOLLOW NEXT CITY ON TWITTER:** @NextCityOrg

**QUESTIONS?** Liz Maillie / [liz@nextcity.org](mailto:liz@nextcity.org) / 267.639.9419