



VANGUARD LEXINGTON SPONSOR PACKAGES

SEPTEMBER 23-26, 2024

TITLE SPONSOR (\$20,000)

- Naming of Conference: Next City Vanguard Conference presented by "our partner"
- Introductory Remarks during Opening Reception
- Back Cover ad in printed Conference Program
- Logo on Front Cover of Conference Program
- Verbal recognition in public events throughout
- 3 passes to full conference as an observer
- Logo on NextCity.org among sponsors
- Thanked in 2 social media posts
- 50,000 banner impressions, including inclusion of ads on conference-related articles
- Logo inclusion in conference emails
- Sponsored Article with promotion on website
- Logo and 150-word Sponsored Article on Vanguard Extra! daily newsletter (6 editions)
- Next City Membership for all company emails

MAJOR SPONSOR (\$5,000)

- Naming of seated Conference Breakfast or Lunch event: Next City Policy Lunch presented by "our partner"
- Introductory Remarks during breakfast or lunch
- Full-page ad in printed Conference Program
- 1 pass to full conference as an observer
- Logo included in Conference Program
- Logo on NextCity.org among sponsors
- Thanked in 2 social media posts
- 50,000 banner impressions, including inclusion of ads on conference-related articles
- Logo and 150-word Sponsored Article on Vanguard Extra! daily newsletter (6 editions)
- Next City Membership for 10 staff

Additional Opportunities

ADS IN VANGUARD EXTRA! DAILY NEWSLETTER

- Exclusive Banner Ad at top of Newsletter (\$400 Per Day or \$1,800 for week)
- 150-Word Sponsored Content with Link/Logo (\$1,000 for week)

TOTE BAG EXCLUSIVE SPONSOR (\$2,000)

- Your logo on one side of tote for attendees

EBOOK EXCLUSIVE SPONSOR (\$5,000)

- Naming of "Solutions from Richmond" ebook: "Solutions from Richmond, presented by "our partner"
- Full-Page ad in Ebook.
- Logo on download page at NextCity.org.
- Logo in Email Blast sent to 38,000 subscribers.

PRESENTING SPONSOR (\$10,000)

- Naming of Keynote: Next City Keynote presented by "our partner"
- Introductory Remarks during Keynote
- Full-page ad in printed Conference Program
- Logo included in Conference Program
- Verbal recognition in public events throughout
- 2 passes to full conference as an observer
- Logo on NextCity.org among sponsors
- Thanked in 2 social media posts
- 50,000 banner impressions, including inclusion of ads on conference-related articles
- Logo inclusion in conference emails
- Sponsored Article with promotion on website
- Logo and 150-word Sponsored Article on Vanguard Extra! daily newsletter (6 editions)
- Next City Membership for 10 staff

OFFICIAL SPONSOR (\$2,500)

- Naming of Conference Panel or Tour: Next City Panel presented by "our partner"
- Introductory Remarks during panel or tour
- Half-page ad in printed Conference Program
- Logo included in Conference Program
- Logo on NextCity.org among sponsors
- Thanked in 1 social media post
- 20,000 banner impressions, including inclusion of ads on conference-related articles
- Logo and 150-word Sponsored Article on Vanguard Extra! daily newsletter (6 editions)
- Next City Membership for 10 staff

Make A Donation?

\$1,000 DONATION

- Thanked in printed Conference Program
- Logo included in Conference Program
- Logo on NextCity.org among supporters
- Logo on Vanguard Extra! daily newsletter
- Next City Membership for one

\$500 DONATION

- Thanked in printed Conference Program
- Logo on Vanguard Extra! daily newsletter
- Next City Membership for one