



# NEWARK, NEW JERSEY 2019

**VANGUARD CONFERENCE**

June 26 to 29



**NEXT  
CITY**



NEW ORLEANS 2018

## Next City's Vanguard Conference

is the premier formative experience for rising urban leaders committed to cultivating equity and sustainability in cities for the next generation.

Vanguards aren't just talking the talk. Every day, they work to counteract historical patterns of social, economic and environmental injustice in cities. For 400 individuals and counting, this conference has become an invaluable touchstone in their professional development. The Vanguard network includes mayors, heads of planning departments, and founders of leading design and architecture firms devoted to social justice.

This is your chance to stand with them, in a moment they'll never forget.

VANGUARD CONFERENCE

NEXT CITY

## WHAT IS THE VANGUARD CONFERENCE?

Vanguard is a premier gathering for 40 rising urban leaders. Each Year Next City selects a different host city, and 10 conferences have been held across 10 different cities. But the Newark event is Next City's first-ever Regional conference. **Every participant comes from Newark and the surrounding metro area, helping to forge a brand new network of doers.**

The conference brings together professionals working across disciplines and sectors. Each Vanguard class includes policymakers and politicians, architects and urban planners, artists and media makers, all selected through a competitive application process.

Conference attendees (called Vanguards) are rising professionals in industries specific to the built environment and creative use of urban spaces. They are selected by the Next City and the conference host, Newark Alliance. A cadre of our more than 400 Vanguard "alumni" (past participants) makes a pilgrimage to the conference to network with like-minded professionals.



Public events held during the conference draw local professionals from creative industries— architects, developers, urban designers, community investors, city planners, media and artists.

The Newark conference theme is “Collaboration” and Vanguards will explore the host city through this lens, including via panels, tours, and in-depth workshops with community organizations and cultural venues.

# NEWARK VANGUARD HOST COMMITTEE

The Vanguard program will be run by Next City in partnership with the host, Newark Alliance, a nonprofit organization dedicated to the ongoing economic revitalization of Newark.

“Newark has always demonstrated its ability to evolve and match the needs of a burgeoning city, and leadership development is no exception. Newark continues to experience record economic growth and recognition as a destination city, a model for equity and a tech hub. As such, we are excited to partner with Next City to bring the Vanguard summit to strengthen both seasoned and emerging leaders and help propel them to the national forefront of urban leadership. I have every confidence that this next cohort of Vanguard leadership will build the necessary skills and grow their capacity to propel Newark into an inspired, cutting edge and model city.”

**Aisha Glover**  
Newark Alliance  
President and CEO



**Nathaly Agosto-Filion**  
Chief Sustainability Officer,  
City of Newark

**Demelza Baer**  
NJ Institute for Social Justice

**Anthony Borelli**  
SVP of Planning & Development,  
Edison Properties

**Nat Bottigheimer**  
NJ Director, Regional Plan Association

**Marcia Brown**  
Vice Chancellor, Rutgers University

**Nicole Butler**  
Director, Community & External Affairs,  
Prudential

**Richard Cammarieri**  
Executive Director, New CommunityCorp

**Drew Curtis**  
Ironbound Community Corp

**Angela Garretson**  
Chief External Affairs Officer, NJIT

**Jeremy Johnson**  
Executive Director,  
Newark Arts Council

**Emily Manz**  
Owner, EMI Strategy

**Anthony McMillan**  
Executive Director,  
Newark Downtown District

**Medina**  
EQUAL Space

**Linda Morgan**  
Vice President, RBH Group

**Sally Slater**  
Director of National Accounts,  
Greater Newark Visitors and  
Convention Bureau

**Helen Steblecki**  
Citibank

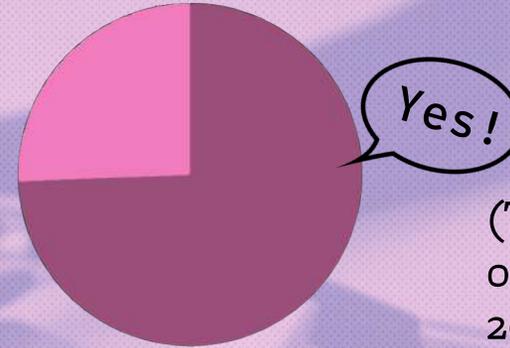
**Chris Watson**  
Planning Officer, City of Newark



## ABOUT OUR JOURNALISM

Founded in 2003, Next City is a nonprofit news organization that believes in the power of journalism to amplify solutions, helping spread them from one city to the next city. Our mission is to inspire social, economic and environmental change in cities, enabling a network of doers to lead the way toward a more sustainable, equitable future. Next City covers the grassroots leaders, policies and innovations driving progress in metro areas across the world. **More than 2 million change-makers visit Next City's website annually, another 150,000 follow coverage on social media, and 40,000 subscribe to newsletters.** Readers cut across sectors and are in the fields of urban design and planning, construction, public policy, real estate, the arts, and more. To empower our network, Next City organizes events including the Vanguard urban leadership conference.

“Does Next City journalism ever help you with your job?”



(That's 74 percent of respondents to our 2018 Reader Survey.)

53%

Aged 39 or younger

62%

Have a graduate degree  
(and a whopping 96% have a bachelors degree)

41%

Live in a household with annual income of \$100,000 or more

### Most-Read Stories of 2018

1. The World's Emptiest Airport Is a Red Flag
2. Embracing the Paradox of Planning for Informality
3. How This Philadelphia Neighborhood Is Gentrifying without Displacement

## WHAT THEY'RE SAYING

### VANGUARD AUSTRALIA 2017

“Vanguard intersects arts, culture, tech, business, urban planning and sociology, which broadened my horizons and made me realize that partners are abundant in the community development and civic engagement process. I was happy to bring back that mindset to my community and work.”

**Sruti Basu**

Director of Community Programs, FutureHeights  
Community Development Corporation

### VANGUARD AUSTRALIA 2017

“Participating in Next City’s Vanguard program not only provided me an opportunity to highlight and apply the skills I have learned over my career, but it also provided an amazing network of bright thinkers, leaders, and innovators [from] whom I continually learn and [with whom I] am forever connected.”

**Marita Garrett**

Mayor, Wilkinsburg, PA

### Vanguard Houston 2016 Host Committee

“Our Institute had long been working to break down barriers between organizations that were doing similar work but with little collaboration. When we were able to include all these organizations and individuals in representing our city to the Next City Vanguards, we removed decades of barriers. After the conference, people working in their silos began communicating in a way I had not seen before. There seemed to be a feeling that other people had something to learn from the work that we had been doing.”

**Whit Bones**

Rice University, Kinder Institute for Urban Research,  
Web and Event Specialist

### VANGUARD CHATTANOOGA 2014

“At Vanguard, you’ll meet artists and filmmakers, attorneys and financiers, coders and game developers. By the conference’s end, you’ll have a new optimism for the future of our cities and a new network of professionals who will help you make your own impact.”

**Peter Smith**

Policy Advisor for the U.S. Social Security  
Administration and Director, Condesa Union

# WHEN & HOW

The conference fosters positive, creative change while highlighting vibrancy, solutions and diversity. Vanguarders learn from one another and from the host city and its delegation. This exchange of experiences leads to incredibly productive outcomes.



## Opening Reception

» As a prelude to the conference, Next City hosts a reception where Vanguarders meet informally to share excitement and expectations.

## Day 1



- » Tour the city, experiencing neighborhoods through the lens of the conference theme.
- » Meet with community organizations, attend and participate in panel discussions, and connect with local innovators.
- » Prepare for the “Big Idea Workshop,” a design-thinking collaboration where teams of Vanguarders leverage their expertise alongside what they have learned.
- » Keynote speaker caps the night, adding local insight to the conference’s theme.

## Day 2



- » Local Big Idea Ambassadors meet with Vanguard teams and share insights on the challenges they face. They discuss how potential proposals can be implemented over the next year to leave a lasting impact and create a long-term bond between the Vanguard and the community.
- » Vanguarders learn from each other in mini-presentations about the work they’re doing within the region, bolstering connections within the network.

## Day 3



- » Each team presents a range of solutions and tools to improve civic processes at an event open to the public.
- » Follow up on opportunities to put newfound knowledge and experiences to the test.
- » Forge professional and personal connections with Vanguard colleagues and depart with a commitment to inspire change in cities.

## TITLE SPONSOR (\$25K)

### Events

- » Named sponsorship of the Vanguard Conference.  
**Next City Vanguard Conference  
Presented by “Our Partner”**
- » Recognition in official conference press release.
- » Inclusion of logo on the call for applications.
- » Introductory remarks during the opening reception.
- » 1 page ad in the printed conference program.
- » Logo on the front of the conference program.
- » Verbal recognition during public events throughout.
- » Logo included on Vanguard tote bag.
- » 2 passes to attend full conference as an observer.
- » 10 invitations to the Big Idea Workshop.
- » 4 invitations to the conference opening reception.
- » Next City Membership for 10 staff.

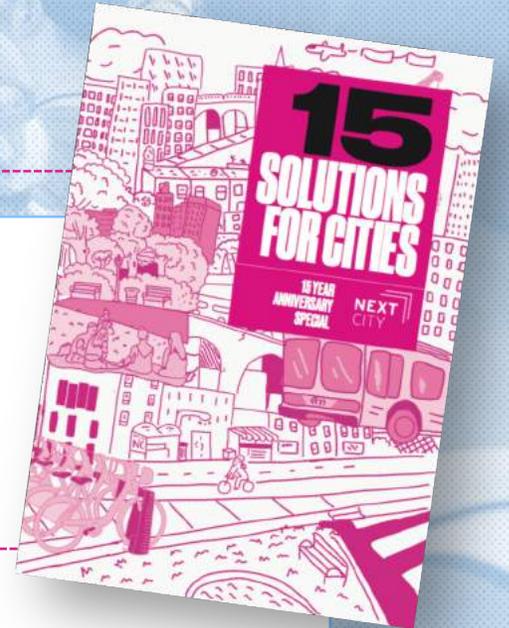
### Print Magazine

- » Named sponsorship of the special issue magazine sent to 5,000 Next City members and supporters. The magazine will be exclusively devoted to sharing lessons learned from the host city.
- » Two-page advertising spread in the print magazine.

### Digital

- » Logo on the Next City website among the sponsors.
- » Logo inclusion in conference emails.
- » Thank-you’s in 1 Facebook post, 1 tweet ahead of conference’s start
- » 50,000 banner impressions on Next City’s website ahead of the event, including inclusion of ads on conference related articles.
- » 3 weeks of banners in Next City’s Monday-Friday email newsletters.
- » 1 Sponsored Post on the Next City website
- » 1 Facebook post, 1 tweet, 1 insertion in newsletter for sponsored post.

Included at  
\$30,000 level



## PRESENTING SPONSOR (\$12K)

### Events

- » Named sponsorship of Big Idea Challenge or Keynote.  
**Next City Big Idea Challenge Presented by “Our Partner”**
- » Recognition in official conference press release.
- » Introductory remarks at Big Idea Challenge or Keynote.
- » 1 page ad in the printed conference program.
- » Logo included in the conference program.
- » Verbal recognition during public events throughout.
- » Logo included on Vanguard tote bag.
- » 2 passes to attend full conference as an observer.
- » 10 invitations to the Big Idea Workshop.
- » 4 invitations to the conference opening reception.
- » Next City Membership for 10 staff.

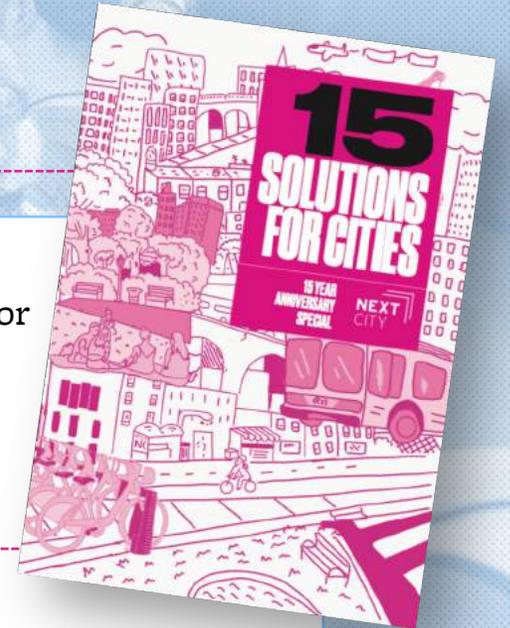
### Print Magazine

- » Recognition as Big Idea Challenge or Keynote sponsor in special issue sent to 5,000 Next City members and supporters. The magazine will be exclusively devoted to sharing lessons learned from the host city.
- » Two-page advertising spread in the print magazine.

### Digital

- » Logo on the Next City website among the sponsors.
- » 2 weeks of banners in Next City’s Monday-Friday email newsletters.
- » 1 Sponsored Post on the Next City website
- » Thank-you’s in 1 Facebook post, 1 tweet ahead of conference’s start
- » 1 Facebook post, 1 tweet, 1 insertion in newsletter for sponsored post.
- » Logo inclusion in conference emails.
- » 50,000 banner impressions on Next City’s website ahead of the event, including inclusion of ads on conference related articles.

Included at  
\$15,000 level



## MAJOR SPONSOR (\$5K)

### Events

» Named sponsorship of a seated Vanguard Conference breakfast or lunch event.

#### **Next City Policy Breakfast Presented by “Our Partner”**

- » Introductory remarks during the breakfast or lunch.
- » Opportunity to distribute materials during the meal.
- » 1 page ad in the printed conference program.
- » Logo included in the conference program.
- » Logo included on Vanguard tote bag.
- » 2 passes to attend full conference as an observer.
- » 5 invitations to the Big Idea Workshop.
- » 2 invitations to the conference opening reception.
- » Next City Membership for 10 staff.

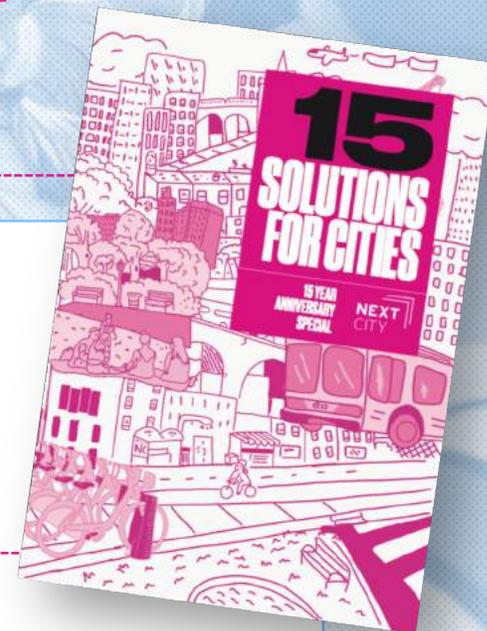
### Print Magazine

- » Recognition as the breakfast or lunch sponsor in special issue sent to 5,000 Next City members and supporters. The magazine will be exclusively devoted to sharing lessons learned from the host city.
- » Full-page ad in the print magazine.

### Digital

- » Logo on the Next City website among the sponsors.
- » Thank-you’s in 1 Facebook post, 1 tweet ahead of conference’s start
- » 50,000 banner impressions on Next City’s website ahead of the event, including inclusion of ads on conference related articles.

Included at  
\$5,800 Level



## OFFICIAL SPONSOR (\$2,500)

### Events

» Named sponsorship of a Vanguard Conference panel discussion or tour.

#### Next City “Topic” Panel Presented by “Our Partner”

- » Introductory remarks during the panel or tour.
- » Half-page ad in the printed conference program.
- » Logo included in the conference program.
- » Logo included on Vanguard tote bag.
- » 2 passes to attend full conference as an observer.
- » 2 invitations to the Big Idea Workshop.
- » 2 invitations to the conference opening reception.
- » Next City Membership for 10 staff.

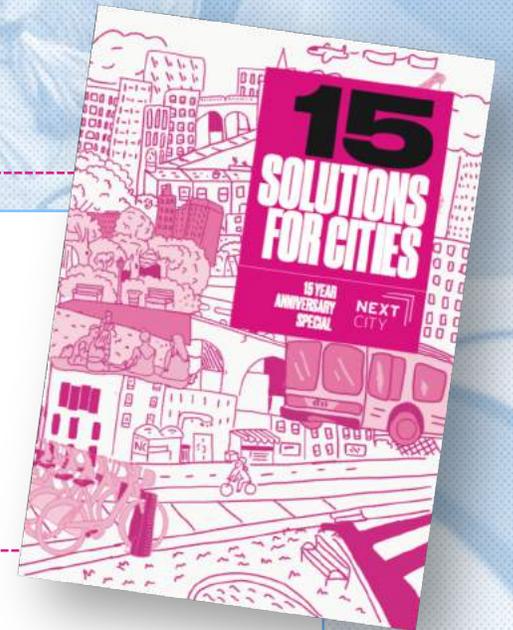
### Print Magazine

- » Recognition as the panel sponsor in special issue sent to 5,000 Next City members and supporters. The magazine will be exclusively devoted to sharing lessons learned from the host city.
- » Full-page ad in the print magazine.

### Digital

- » Logo on the Next City website among the sponsors.
- » Thank-you in 1 tweet ahead of conference’s start
- » 20,000 banner impressions on Next City’s website ahead of the event, including inclusion of ads on conference related articles.

Included at  
\$3,500 level



## MAGAZINE SPONSOR (\$1,200)

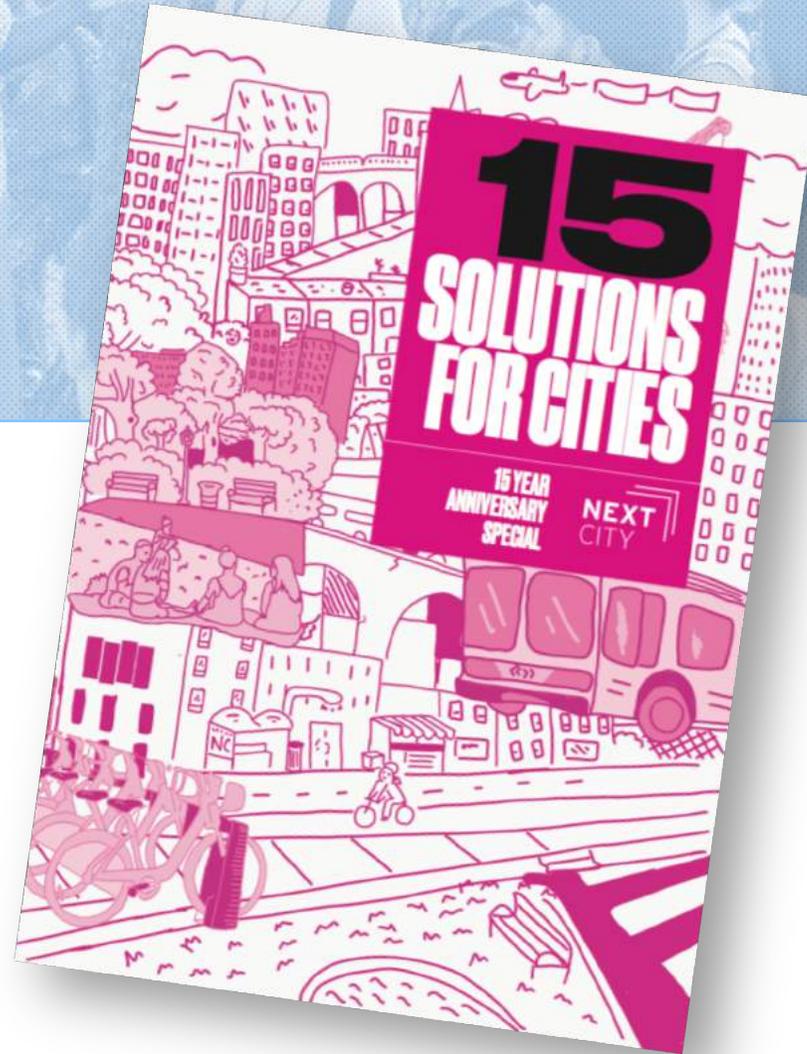
### Place an Ad in the Newark Special Issue

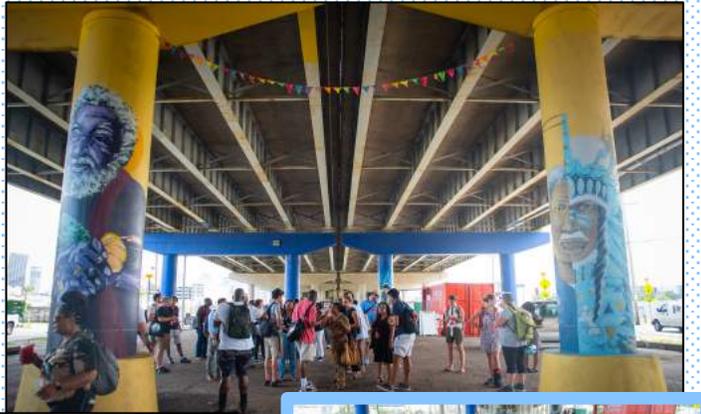
Help spread the story of Newark as a center for equitable economic development and as an example of community collaboration in action. A special issue of Next City will be devoted to sharing lessons learned from the Vanguard conference. If you're a part of the Newark story, don't be left out.

**Mails: August    Circulation: 5,000 donors and members**

**Full-page ad: \$1,200    Two-page spread: \$3,000**

**Sponsored content: Inquire for rates**







**CHANGE IS  
HAPPENING**

**NEXT  
CITY**

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