VANGUARD GREENSBORO

PRESENTED BY

NEXT CITY
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**VANGUARD**

*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 nearly 500 individuals and counting, this conference has become an invaluable touchstone in their professional development. This is your chance to stand with them, in a moment they’ll never forget.
Vanguard gathers 40 rising urban leaders working in the United States and around the world. Each year, Next City selects a different host city. So far, 12 conferences have been held across 12 different cities. Greensboro marks the 11th anniversary of the Vanguard Conference.

The conference (September 20-23) 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.

The 2021 Vanguard host committee, led by Action Greensboro, will select a theme and then Vanguards explore the city through this lens, including via panels, tours, and in-depth workshops with community organizations and cultural venues.
The Vanguard program is run by Next City in partnership with the Host Committee, led by Action Greensboro. The City of Greensboro is Vanguard’s title sponsor while Action Greensboro and the Downtown Greensboro Incorporated (DGI) are lead sponsors.
WHAT THEY’RE SAYING

“Action Greensboro is excited to host the 2021 Next City Vanguard Conference in our progressive, welcoming Southern city. We cannot wait to show off what we’ve done to help our city and our diverse residents thrive, and build strong connections with our peers from cities across the country. We look forward to working with the Next City staff to leverage our community’s unique assets. As a 2013 Vanguard, I know first-hand, the impact the Vanguard Conference makes on the individual participant and the host city.”

Cecelia Thompson, Executive Director, Action Greensboro

“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, Team Leader, Social Security Administration
VANGUARD 2014 ALUM

“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 we had been doing.”

Whit Bones, Rice University, Kinder Institute for Urban Research
VANGUARD HOST COMMITTEE 2016
WHEN AND HOW
SEPTEMBER 20-23, 2021

Opening Reception » As a prelude to the conference, Vanguards take part in a lightning round of introductions to their work.

Day 1 » Historic overview of Greensboro » Tour Greensboro, experiencing neighborhoods through the lens of conference theme.

Day 2 » Meet with community organizations, attend and participate in panel discussions, and connect with local innovators. » Local Ambassadors meet with Vanguards to share insights on the challenges they face. Sharing experiences helps create a long-term bond between Vanguards and the community. » Keynote address.

Day 3 » Vanguards present a range of solutions and tools to improve civic processes during a Big Idea Festival open to the public.
MEET THE VANGUARDS

GREENSBORO 2021

READ THEIR BIOS AT NEXTCITY.ORG/VANGUARD
MEET THE VANGUARDS

Edith Abeyta, Artist
Carlee Alm-LaBar, United Way of Acadiana
Camille Applewhite, Terra Engineering Ltd
Mike Barsotti, Philadelphia Youth Sports Collaborative
Brian Bonanno, Third Space DSM
Ivory Rose Chambeshi, Office of Mayor Eric Garcetti, Los Angeles
Allan Co, Hester Street
Aldea Coleman, NC Department of Transportation
Samir Dalal, Pennsylvania Horticultural Society
Desi Danganan, Kultivate Labs
Brittney Drakeford, Prince George’s County Planning Department
Theo Ellington, The Salvation Army
Amber Elliott, Community Solutions
Edward Faustin, AreaProbe LLC
Beau Frail, Activate Architecture
Nancy Gephart, Shift Capital
Yonina Gray, Reinvestment Fund
Brandon Greene, New Venture Fund
Adelyn Hall, Community Learning Center Institute
Emma Haney, Self-Help
Natalia Hernandez, Harbor District, Inc.

Jerrianne Jackson, City of Charlotte
Maxwell Lee, Creator
Sam Leichtling, City of Milwaukee
Tim Leisman, Center for Creative Leadership
Matt Martin, Trumbull Neighborhood Partnership
Alec Martinez, Red Wing
Abigail Moriah, the Black Planning project
Alyssa Nelson, City of Salisbury
Jane Nicholson, EDR
Nydia Parries, CGI Federal
Samantha Porter, Federal Reserve of Philadelphia
Afif Rahman, NuWatt Energy
Mary Quinn Ramer, VisitLEX
Emily Scott, Local Initiatives Support Corporation
Anais Tangie, A.T. Connections
Kate Tobey, The Platform; Cone Health
Dillon Tyler, International Civil Rights Center & Museum
Shehara Waas, Metropolitan Planning Council
Heather Williams, Ball State University
Richard Young, CivicLex
Snoweria Zhang, Kohn Pedersen Fox | Urban Interface

GREENSBORO 2021
The Vanguard network includes mayors, heads of planning departments, and founders of leading design firms devoted to social justice.
ABOUT NEXT CITY'S JOURNALISM
WHO WE ARE

Founded in 2003, Next City is a nonprofit journalism organization that believes in the power of storytelling to amplify solutions, helping spread workable ideas from one city to the next city. We 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 is a terrific resource for learning about practices and successes in other urban places, as well as what to look out for with potential potholes. Very thoughtful, well presented and helpful for those of us who care about our urban environment and humanity.”

Next City Reader, 2020 Reader Survey
OUR AUDIENCE

ANNUAL PAGEVIEWS
5M
WITH NEARLY 2 MILLION UNIQUEs

NEWSLETTER SUBS
40K
WITH AN OPEN RATE OF MORE THAN 20%

FOLLOWERS
170K
ACROSS FACEBOOK, TWITTER, LINKEDIN, AND INSTAGRAM
WE'RE PROUD TO SAY THAT ALMOST THREE QUARTERS OF OUR READERS SAY THEY USE NEXT CITY FOR THEIR JOBS.
WHERE THEY WORK

Our audience is invested in their communities. According to our reader survey, Next City’s journalism reaches changemakers working across sectors.

- 47% in City/Urban Planning.
- 23% in Architecture.
- 18% in Education.
- 15% in Community Organizing.
- 11% in Real Estate.
- 9% in Arts and Culture.
- 6% in Tech.
Our readers echo our values, with 80% of them or their organizations working toward greater racial equity.
SPONSORSHIP LEVELS
ARE YOU A SUPPORTER?

$1,000 DONATION
- Thanked in printed conference program
- Logo included in conference program
- Logo on Next City website among sponsors
- 2 passes to full conference as observers
- 2 invitations to Big Idea workshop
- 2 invitations to opening reception

$500 DONATION
- Thanked in printed conference program
- Pass to full conference as an observer
- 1 invitation to Big Idea workshop
- 1 invitation to opening reception
SPONSOR PACKAGES

OFFICIAL SPONSOR

$2,500

NAMING OF A VANGUARD CONFERENCE PANEL OR TOUR
NEXT CITY PANEL PRESENTED BY “OUR PARTNER”
+
INTRODUCTORY REMARKS
DURING THE PANEL OR TOUR
+
HALF-PAGE AD IN PRINTED CONFERENCE PROGRAM
LOGO INCLUDED IN CONFERENCE PROGRAM
+
LOGO INCLUDED ON VANGUARD TOTE BAG
+
2 PASSES TO FULL CONFERENCE AS AN OBSERVER
2 INVITATIONS TO BIG IDEA WORKSHOP
2 INVITATIONS TO OPENING RECEPTION

DIGITAL
LOGO ON NEXTCITY.ORG AMONG SPONSORS
+
THANKED IN 1 SOCIAL MEDIA POST
+
20,000 BANNER IMPRESSIONS,
INCLUDING INCLUSION OF ADS
ON CONFERENCE RELATED ARTICLES.
+
NEXT CITY MEMBERSHIP FOR 10 STAFF

ONLY 5 EVENTS LEFT!
OFFICIAL SPONSORS INCLUDE:

ARTS GREENSBORO
SPONSOR PACKAGES

MAJOR SPONSOR

$5,000

ONLY 6 EVENTS LEFT!
MAJOR SPONSORS INCLUDE:

greensboro
NORTH CAROLINA
Convention & Visitors Bureau

greensboro
chamber of commerce

NAMING OF A SEATED VANGUARD CONFERENCE, BREAKFAST OR LUNCH EVENT
NEXT CITY POLICY LUNCH PRESENTED BY “OUR PARTNER”
+ INTRODUCTORY REMARKS DURING THE BREAKFAST OR LUNCH
+ ONE-PAGE AD IN PRINTED CONFERENCE PROGRAM
LOGO INCLUDED IN CONFERENCE PROGRAM
+ LOGO INCLUDED ON VANGUARD TOTE BAG
+ 2 PASSES TO FULL CONFERENCE AS AN OBSERVER
5 INVITATIONS TO BIG IDEA WORKSHOP
2 INVITATIONS TO OPENING RECEPTION

DIGITAL
LOGO ON NEXTCITY.ORG AMONG SPONSORS
+ THANKED IN 2 SOCIAL MEDIA POSTS
+ 50,000 BANNER IMPRESSIONS, INCLUDING INCLUSION OF ADS ON CONFERENCE RELATED ARTICLES.
+ NEXT CITY MEMBERSHIP FOR 10 STAFF
PRESENTING SPONSOR

$10,000

NAMING OF BIG IDEA WORKSHOP OR KEYNOTE
NEXT CITY BIG IDEA WORKSHOP
PRESENTED BY “OUR PARTNER”
+
RECOGNITION IN CONFERENCE PRESS RELEASE
+
INTRODUCTORY REMARKS
AT KEYNOTE OR BIG IDEA WORKSHOP
+
ONE-PAGE AD IN PRINTED CONFERENCE PROGRAM
LOGO INCLUDED IN CONFERENCE PROGRAM
+
VERBAL RECOGNITION DURING
PUBLIC EVENTS THROUGHOUT
+
LOGO INCLUDED ON VANGUARD TOTE BAG
+
2 PASSES TO FULL CONFERENCE AS AN OBSERVER
10 INVITATIONS TO BIG IDEA WORKSHOP
4 INVITATIONS TO OPENING RECEPTION

DIGITAL
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 NEXTCITY.ORG
+
NEXT CITY MEMBERSHIP FOR 10 STAFF

PRESENTING SPONSORS ARE:

NO LONGER AVAILABLE!
PRESSENTING SPONSORS ARE:

DOWNTOWN GREENSBORO

SPONSOR PACKAGES
SPONSOR PACKAGES

**TITLE SPONSOR**

$20,000

NO LONGER AVAILABLE! TITLE SPONSOR IS:

GREENSBORO NORTH CAROLINA

- Naming of Vanguard Conference
  - Next City Vanguard Conference
  - Presented by “Our Partner”
- Recognition in conference press release
- Introductory remarks during the opening reception
- Back-page ad in printed conference program
- Logo on front of conference program
- Verbal recognition during public events throughout
- Logo included on Vanguard tote bag
- 2 passes to full conference as an observer
- 10 invitations to big idea workshop
- 10 invitations to opening reception

**DIGITAL**

- 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 nextcity.org
- Next City membership for anyone with company email
SPECIAL OPPORTUNITY

EBOOK SPONSOR

$5,000

ONLY 1 AVAILABLE

As Next City’s journalists encounter solutions in Greensboro, we will report on lessons for other cities and assemble articles into a special issue.

NAMING OF “SOLUTIONS FROM GREENSBORO” EBOOK
“SOLUTIONS FROM GREENSBORO” PRESENTED BY “OUR PARTNER”

FIRST FULL-PAGE AD IN EBOOK SPACE CAN BE USED FOR SPONSORED CONTENT

LOGO ON DOWNLOAD PAGE AT NEXTCITY.ORG

LOGO IN EMAIL BLAST SENT TO 40K SUBSCRIBERS ON NEXT CITY LIST

Produced in conjunction with Vanguard Newark
WHO WE’VE WORKED WITH
WHAT’S NEXT?

LET’S WORK TOGETHER TO HELP YOU REACH OUR NETWORK OF URBAN LEADERS, CHANGEMAKERS AND DREAMERS.

Cecelia Thompson
Executive Director, Action Greensboro
cthompson@actiongreensboro.org

Sara Schuenemann
Events Director, Next City
sara@nextcity.org
(267) 770-6870