



# NEWARK, NEW JERSEY 2019

**VANGUARD CONFERENCE**

June 26 to 29





NEW ORLEANS 2018

## VANGUARD CONFERENCE

### 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.

**NEXT  
CITY**

## 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

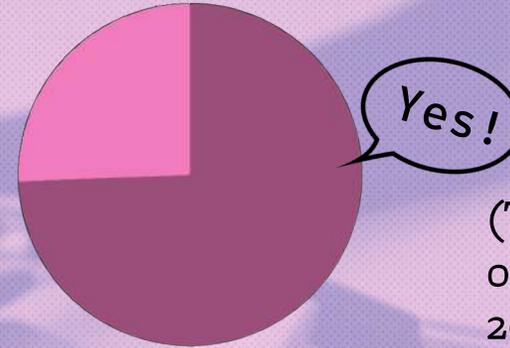


## ABOUT OUR JOURNALISM

Founded in 2003, Next City is a nonprofit journalism organization with a mission to inspire social, economic and environmental change in cities. Three pioneering Yale grads — Adam Gordon, Seth A. Brown, and Anika Singh Lemar — created a signature mix of high-quality journalism and impact-oriented events.

Our vision is a world in which cities are not in crisis but instead lead the way toward a more sustainable, equitable future. Next City provides daily coverage of the leaders, policies and innovations driving progress in metropolitan regions across the world. We reach 2 million people annually and have more than 125,000 followers on social media. Readers are leaders in the fields of urban design and planning, public policy, media and the arts. To complement our journalism, Next City organizes events including Vanguard, an annual 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 IS THE VANGUARD CONFERENCE?

Vanguard is a premier gathering for 40 of the brightest rising urban leaders working in the United States and around the world. Each Year Next City selects a different host city. **So far, 10 conferences have been held across 10 different cities.**

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 staff and the conference host. In addition, a cadre of Vanguard “alumni” (past conference participants) makes an annual pilgrimage to the conference to network with like-minded professionals and meet the new attendees. Roughly 450 individuals comprise the group of current Vanguards and Alumni.



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

The 2019 Vanguard Conference will select a theme and then explore the host city through this lens, including via panels, tours, and in-depth workshops with community organizations and cultural venues.

# WHEN & HOW

The conference fosters positive, creative change while highlighting vibrancy, solutions and diversity. Vanguard teams 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 Vanguard teams 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 Vanguard teams 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.
- » Each team presents a range of solutions and tools to improve civic processes at an event open to the public.

## Day 3



- » Share insights gained during the conference in a concluding half-day session.
- » 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.

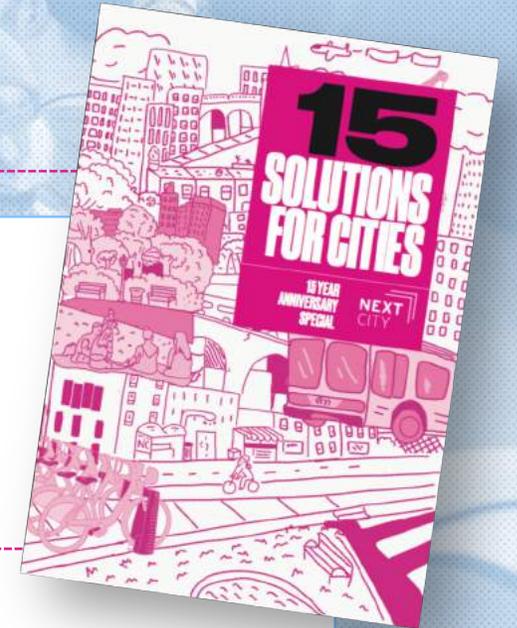
### Print Magazine

- » 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 the \$30K 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.

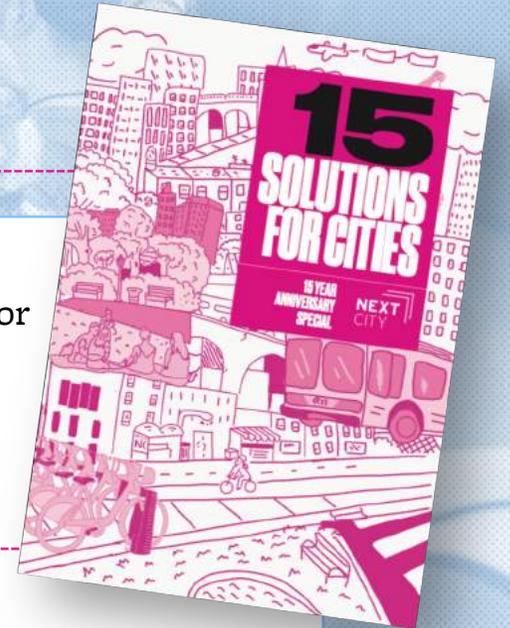
### Print Magazine

- » 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 the \$15K 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.

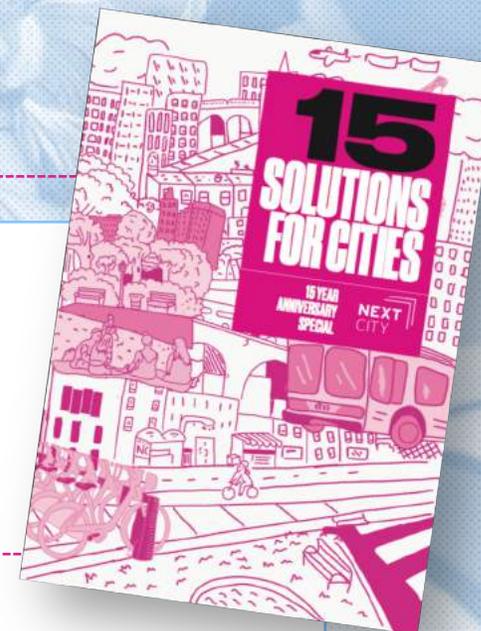
### Print Magazine

- » 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.

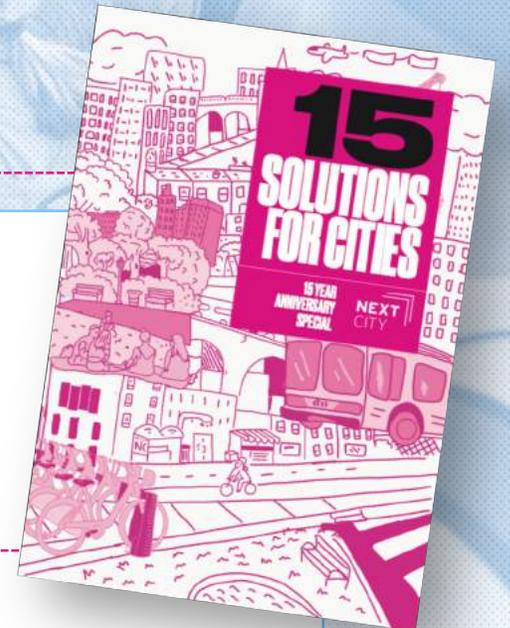
### Print Magazine

- » 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.

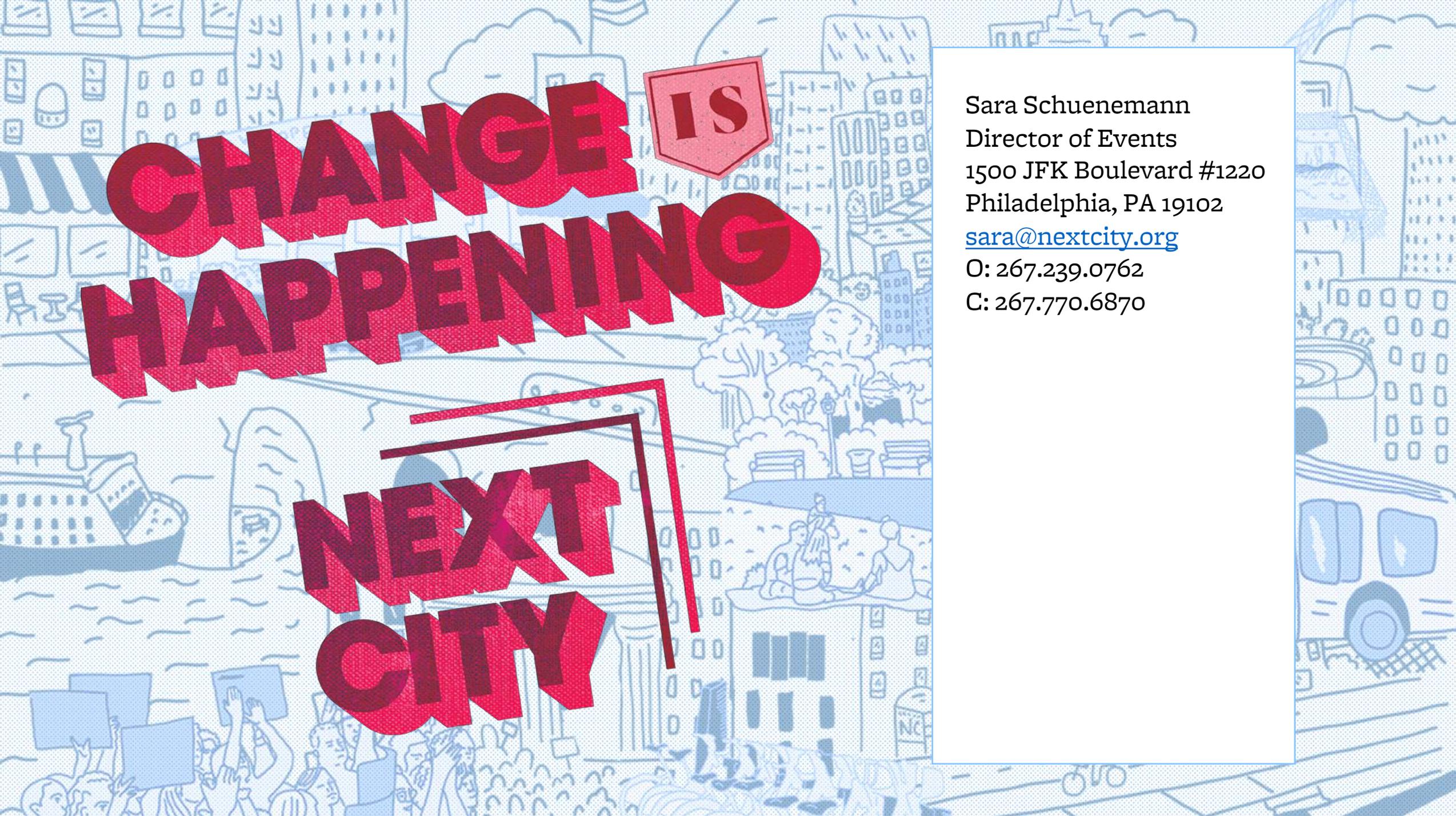
### Digital

- » 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







**CHANGE IS  
HAPPENING**

**NEXT  
CITY**

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