

# THE NEXT CITY VANGUARD CONFERENCE



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The Next City 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, they're walking the walk. 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 intersects arts, culture, tech, business, urban planning and sociology, which broadened my horizons and made me realize that partners are abound in the community development and civic engagement process. I was happy to bring back that mindset to my community and work.”*

**Sruti Basu**

Vanguard Australia  
Director of Community Programs,  
FutureHeights Community  
Development Corporation



*“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**

Vanguard 2016 Host Committee  
Rice University, Kinder Institute  
for Urban Research, Web and  
Event Specialist



*“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**

Vanguard Australia  
Mayor, Wilkinsburg, PA



*“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**

Vanguard 2014  
Policy Advisor for the U.S. Social  
Security Administration and  
Director, Condesa Union

# NEXT CITY & NOLABA

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**Next City** is a non-profit organization with a mission to inspire social, economic and environmental change in cities through journalism and events around the world. Our vision is for a world in which cities are not in crisis but instead, lead the way towards a more sustainable, equitable future. Next City provides daily online coverage of the leaders, policies and innovations driving progress in metropolitan regions across the world. We reach half a million people each month 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. In addition to online journalism, Next City organizes events including Vanguard, an annual urban leadership conference.

**The New Orleans Business Alliance** (NOLABA) is the public-private partnership hosting the 2018 Vanguard conference in collaboration with Next City and a committee of local leaders from government, urban design and planning, the arts, transportation and community sectors. NOLABA, a non-profit organization, is led by a 17-member board of directors, composed of a cross-section of New Orleans leaders, including the Mayor and representatives of the city's diverse industries. As the city's official economic development partnership and the hub of its business community, NOLABA can help inform, educate and prepare individuals to capitalize on the many opportunities New Orleans has to offer. Our vision is to reposition New Orleans as the next great American city for business investment, quality of life and economic opportunity.

# WHAT IS THE VANGUARD CONFERENCE?

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Vanguard is a premier gathering of 40 of the best and brightest rising urban leaders working in North America and around the world. 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. The 2018 Vanguard Conference will explore equity as a growth strategy through panels, tours, and in-depth workshops with a variety of community organizations and cultural venues.

Conference Attendees (called Vanguard) 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 in order to network with like-minded professionals and meet the new attendees. Roughly 400 individuals comprise the group of current Vandguards and Alumni. In addition, public events held during the conference draw local professionals from creative industries — architects, developers, urban designers, community investors, city planners, media and artists.

Each Year Next City selects a different host city from North America. The conference is typically held annually in either the spring or fall. This year, through innovative collaboration, Next City and the New Orleans Business Alliance are bringing Vanguard to New Orleans from September 12 to September 15, 2018.

## WHEN AND HOW?

The conference aims to promote and implement positive, creative change while highlighting the vibrancy, growth and diversity of New Orleans. Vanguarders learn from one another and from the host city and its delegation. This exchange of ideas and experiences leads to incredibly productive outcomes for the attendees and the city alike.

### Opening Reception

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

### Day 1

» Spend the first day hearing from national and local leaders about the opportunities and challenges facing New Orleans.

» Tour the city, experiencing neighborhoods through the lens of equity as a growth strategy.

» Meet with community organizations, attend and participate in panel discussions, and connect with local innovators.

» Prepare for the Big Idea Workshop.

### Day 2

» Brainstorm and co-design the “Big Idea Workshop,” a design-thinking collaboration where teams of Vanguarders leverage their own expertise alongside what they have learned and understood about the challenges of New Orleans.

» Each team presents a range of solutions and tools to improve civic processes at an event open to the public.

» Local Big Idea Ambassadors will highlight Vanguard team proposals that can be implemented over the next year, to leave a lasting mark and create a long-term bond between the Vanguard network and the New Orleans community.

### 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.

# SPONSORSHIP LEVELS

## WALK / \$25,000 / 1 AVAILABLE

- » Named sponsorship of the Vanguard Conference (Next City Vanguard Conference Presented by <Your Brand Here>)
- » Opportunity to give introductory remarks at the opening reception
- » 4 passes to attend full conference as an observer
- » 10 invitations to the Big Idea Workshop
- » 4 invitations to the conference opening reception
- » Social media acknowledgement leading up to event
- » 1 page ad in Vanguard conference print program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » 1 month of banner ads on Next City website leading up to event
- » 1 month newsletter banner ads in our daily newsletter
- » Naming rights of all Vanguard emails leading up to and following up after the conference
- » 1 Sponsored Post on the Next City site
- » Branding on Vanguard Tote/ Swag
- » Next City Membership for 10 staff

## BIKESHARE / \$15,000 / 1 AVAILABLE

- » Named Sponsorship of the Big Idea Workshop (Next City Big Idea Workshop Presented by <Your Brand Here>)
- » Opportunity to give introductory remarks at the Big Idea Workshop
- » 2 passes to attend full conference as an observer
- » 6 invitations to the Big Idea Workshop
- » 2 invitations to the conference opening reception
- » Social media acknowledgement leading up to event
- » Half-page ad in Vanguard conference print program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » 1 month of banner ads on Next City website leading up to event
- » 2 weeks newsletter banner ads in our daily newsletter
- » 1 Sponsored Post on the Next City site
- » Next City Membership for 8 staff

## LIGHT RAIL / \$10,000 / 3 AVAILABLE

- » <Your Brand Here> presents a Networking Reception
- » Opportunity to give introductory remarks at the evening reception
- » 4 invitations to the Big Idea Workshop
- » 2 invitations to the conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard conference print program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » 2 weeks of banner ads on Next City website leading up to event
- » 2 weeks newsletter banner ads in our daily newsletter
- » 1 Sponsored Post on the Next City site
- » Next City Membership for 6 staff

## BUS RAPID TRANSIT / \$5,000 / 3 AVAILABLE

- » <Your Brand Here> presents a Vanguard Panel
- » Opportunity to give introductory remarks at the panel
- » 6 invitations for company representatives to join the panel discussion
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

## FERRY / \$2,500 / 2 AVAILABLE

- » <Your Brand Here> presents a Vanguard lunch
- » Opportunity to give introductory remarks at lunch
- » 6 invitations for company representatives to join lunch and network with the Vanguards
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

## SCOOTER / \$1,000 / 2 AVAILABLE

- » <Your Brand Here> presents a Vanguard breakfast
- » Opportunity to give introductory remarks at breakfast
- » 6 invitations for company representatives to join breakfast and network with the Vanguards
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

# SPONSORSHIP LEVELS & ASSOCIATED PRIVILEGES

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Sponsoring Vanguard demonstrates a commitment to urban revitalization, while providing opportunities to connect with high-caliber urban professionals from around the world. Fueled by national press through Next City and local press through the New Orleans Business Alliance, the Vanguard conference receives tremendous media attention, which gives sponsors additional recognition for their support. Sponsorship opportunities range from deep impact with the Vanguard cohort to public events that reach influencers and thought leaders.

## **WALK / \$25,000 / 1 AVAILABLE**

Conference Presenting Partner will Walk throughout the conference with the Vanguards, getting exclusive access to this group.

- › Named sponsorship of the Vanguard Conference (Next City Vanguard Conference Presented by <Your Brand Here>)
- › Opportunity to give introductory remarks at the opening reception
- › 4 passes to attend full conference as an observer
- › 10 invitations to the Big Idea Workshop
- › 4 invitations to the conference opening reception
- › Social media acknowledgement leading up to event
- › 1 page ad in Vanguard conference print program
- › Logo in the conference program
- › Logo on the Next City site
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- › 1 Sponsored Post on the Next City site
- › Branding on Vanguard Tote/ Swag
- › Next City Membership for 10 staff

### **BIKESHARE / \$15,000 / 1 AVAILABLE**

The Big Idea Workshop Sponsor will pedal through the Big Idea Workshop, the Vanguard Conference's cornerstone event.

- » Named Sponsorship of the Big Idea Workshop (Next City Big Idea Workshop Presented by <Your Brand Here>)
- » Opportunity to give introductory remarks at the Big Idea Workshop
- » 2 passes to attend full conference as an observer
- » 6 invitations to the Big Idea Workshop
- » 2 invitations to the conference opening reception
- » Social media acknowledgement leading up to event
- » Half-page ad in Vanguard conference print program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » 1 month of banner ads on Next City website leading up to event
- » 2 weeks newsletter banner ads in our daily newsletter
- » 1 Sponsored Post on the Next City site
- » Next City Membership for 8 staff

### **LIGHT RAIL / \$10,000 / 3 AVAILABLE**

The Networking Reception Sponsor will have the opportunity to be the presenting sponsor of one evening reception on September 12th, 13th or 14th and glide through networking with Vanguards, Alumni and the Next City and NOLABA teams.

- » <Your Brand Here> presents a Networking Reception
- » Opportunity to give introductory remarks at the evening reception
- » 4 invitations to the Big Idea Workshop
- » 2 invitations to the conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard conference print program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » 2 weeks of banner ads on Next City website leading up to event
- » 2 weeks newsletter banner ads in our daily newsletter
- » 1 Sponsored Post on the Next City site
- » Next City Membership for 6 staff

### **BUS RAPID TRANSIT / \$5,000 / 3 AVAILABLE**

Get the opportunity to represent forward-thinking panelists sharing innovations from their home cities and New Orleans and cruise your brand to the top of the conversation.

- » <Your Brand Here> presents a Vanguard Panel
- » Opportunity to give introductory remarks at the panel
- » 6 invitations for company representatives to join the panel discussion
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

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### **FERRY/ \$2,500 / 2 AVAILABLE**

Let Vanguard's know your brand is eager to facilitate conversations and meals as you float through this group of urban changemakers.

- » <Your Brand Here> presents a Vanguard lunch
- » Opportunity to give introductory remarks at lunch
- » 6 invitations for company representatives to join lunch and network with the Vanguard's
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

### **SCOOTER / \$1,000 / 2 AVAILABLE**

Let Vanguard's know your brand is eager to facilitate conversations and meals as you scoot through this group of urban changemakers.

- » <Your Brand Here> presents a Vanguard breakfast
- » Opportunity to give introductory remarks at breakfast
- » 6 invitations for company representatives to join breakfast and network with the Vanguard's
- » 2 invitations to the Big Idea Workshop
- » 2 invitations to conference opening reception
- » Social media acknowledgement leading up to event
- » Quarter-page ad in Vanguard Program
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference

# SPONSOR A VANGUARD

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Although Next City covers the cost of the Vanguard conference, participants need to pay for their travel and accommodation during the event. These sponsorships directly help a conference attendee pay for these expenses.

Next City makes sure the Vanguard conference is financially accessible to all participants. Show your commitment to the future of cities by supporting the people working on making change in their cities.

## **RIDESHARE / \$500 / 6 AVAILABLE**

Pick up a Vanguard's hotel expenses and receive a named scholarship for the participant in need of additional funding to attend the event.

- » Social media acknowledgement leading up to event
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » Naming rights for the scholarship

## **ELECTRIC CAR / \$250 / 6 AVAILABLE**

Glide a Vanguard to the conference and receive a named scholarship for a participant in need of additional funding to travel to the event

- » Social media acknowledgement leading up to event
- » Logo in the conference program
- » Logo on the Next City site
- » Verbal recognition at the public events throughout the conference
- » Naming rights for the scholarship

# DEADLINE & CONTACT

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Deadline for Next City  
Vanguard 2018 sponsorships  
is July 20, 2018

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