



2021 Conference Sponsorship Program

Changing the Landscape of Land Use: Planning for Equity & Sustainability

The purpose of the Changing the Landscape of Land Use conference is to engage participants in conversations and collaborative learning that will help inspire and advance equitable and sustainable land use practices, policies and outcomes. The conference is part of Fusion Learning Partners' Land Use Training and Education Program (www.fusionlp.org/landuse). From basic to advanced core content, to special and emerging topics, the program is designed to provide learning opportunities regarding ongoing and emerging land use issues for elected officials, appointed citizen planners, government staff, community-based organizations, the business community and interested citizens from cities, suburbs, towns, and rural areas.

By being a sponsor of this conference, your organization can show its commitment and support for equitable and sustainable land use to a broad audience of stakeholders who are driving planning and zoning decisions in communities across the state. Your financial contributions help to underwrite the cost of producing the conference, helping to keep the cost of attendance affordable for government and civic sector attendees.

OPPORTUNITIES

This year we are offering several opportunities to raise your organization's brand profile and position your organization as a leader and influencer. When you support the Land Use Training & Education Program's Virtual Conference, you increase your visibility to a wide-reaching community of engaged and influential attendees. The more you invest, the more visibility and sponsor benefits you receive! Contact Chris Kohn at ckohn@fusionlp.org or 952-885-7602.

Sponsor Benefits	Sustainable Sponsor \$1,500	Partner Sponsor \$750	Land Sponsor \$500	Planning Sponsor \$250
Digital booth during the event featuring your marketing materials and videos + live stream and live chat options	X			
Logo displayed within the virtual conference platform	X (home screen)	X (page banners)		
Logo displayed on the event registration landing page	X	X		
Verbal recognition/thanks at the beginning of the conference & logo displayed on screen	X	X	X	
Complimentary registration to attend conference & interact with attendees via community message board and in-app messaging	3	2	1	
Logo and link on Land Use website	X	X	X	X
Logo & link listed on all pre and post-conference e-mail promotions (over 25,000* impressions!)	X	X	X	X
Access to participant opt-in list after the conference	X	X	X	X

**Estimate only. Exact number depends on many factors including when sponsor joins.*