



**STRONG  
TOWNS**

Support the Movement

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# 20 26 Sponsor Guide

# Dear Friend,

Everyone who supports Strong Towns has their own story of how they found this movement. Maybe a friend shared an episode of Upzoned. Maybe a colleague invited you to one of our virtual trainings. Or maybe you've been part of the energy at one of our National Gatherings.

However you arrived here, your support is what makes this movement real. Because of you, we're putting practical tools and powerful ideas in the hands of local leaders who are changing the way their cities are built, maintained, and renewed.

Our sponsorship program offers a way for some of our most dedicated partners to take that impact even further. The opportunities outlined in this booklet support some of the highest-value work we do, from equipping reform-minded professionals to helping local advocates get housing built. Sponsorship lets you invest directly in the part of Strong Towns' mission that connects most closely with your own goals and values.

Thank you for considering this partnership. I look forward to the opportunity to work together to build stronger towns across North America.

Sincerely,



**Charles Marohn**

President of Strong Towns  
218-330-6694





# Why Support Strong Towns?

## Strong Towns Is Building a Bottom-Up Revolution To Rebuild North American Prosperity

Strong Towns is fostering a bottom-up movement to transform the way cities are built. Advocates are working locally to shift the city-building approach:

From an approach that...

**Relies on expensive “transformative” projects to solve problems.**

**Favors efficiency.**

**Looks to top-down systems for leadership.**

**Serves national economic systems.**

**Obscures fiscal conditions.**

To an approach that...

**Enables “little bets” to incrementally address problems and improve people’s lives.**

**Favors resilience.**

**Is responsive to the needs of residents.**

**Serves local economic systems.**

**Rigorously accounts for revenues, expenses, assets and long-term liabilities.**



# Connect, Engage and Amplify Your Brand

Every month, Strong Towns reaches millions of people who care about their communities and are taking action across North America.



**2 million +**

annual website visitors.



**113,000**

Instagram followers.



**70,000**

email subscribers.



**47,000**

LinkedIn followers.



**174,000**

YouTube subscribers.



**54,900**

monthly podcast downloads.



**123,000**

Facebook followers.



**6,400**

active, financially supportive  
Strong Towns members.



**98,900**

X followers.

## Our Audience and Membership Includes:



**Elected officials** (from city council members to governors).



**Municipal government staff** at all levels.



**City planners, engineers and architects** at top firms across the country.



**Business owners.**



**Nonprofit leaders.**



**University professors and graduate students.**



**Engaged citizens.**

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## Your Support Is What Makes This Work Possible

On the following pages, you will see a variety of ways that you can support and be a deeper part of the Strong Towns movement.

Please contact **Chris Allen**, our director of Events and Partnerships, if you have any questions or would like to discuss a particular opportunity:

**chris@strongtowns.org**  
**479-200-6214**





# National Gathering

## Overview

This is the place where bottom-up ideas and advocates from across North America meet to ignite another year of action. Attendees of the National Gathering have the opportunity to connect with fellow Strong Towns members in person; attend educational sessions on a range of Strong Towns topics hosted by experienced speakers and leaders; and get inspired to bring these lessons back to their own cities and neighborhoods to take action.

### Event Details:

- Dates: May 11-13, 2026.
- Location: Fayetteville, Arkansas.
- Number of in-person attendees: 600.
- Ticket price: \$100 - \$350.

### Attendees Include:

- Elected officials and city staff.
- Urban planners, architects and engineers.
- Local nonprofit and business leaders.
- Planning and engineering graduate students.

Sponsorship of the 2026 National Gathering gets your message in front of 600 attendees and tens of thousands of email and social media subscribers leading up to the event in May 2026.

# National Gathering (Continued)

## Sponsorship Opportunities and Benefits:

Benefits	Presenting Sponsor: \$25,000 (1 available)	Community Sponsor: \$10,000	Neighborhood Sponsor: \$5,000	Local Government or Nonprofit Supporter: \$2,500
Complimentary tickets to event	10 (\$3,500 value)	4 (\$1,400 value)	2 (\$700 value)	3 (\$1,050 value)
Tickets to VIP/sponsor reception	10	4	2	N/A
Exhibitor booth	✓ Prime Location	✓	✓	
Sponsor name featured in event title	✓			
Opportunity to sponsor scholarship(s) for lower-income attendees	6	3	1	N/A
Sponsor name and logo featured on attendee lanyards	✓			
Sponsor name and logo featured in event collateral	✓	✓	✓	✓
Opportunity to display signage at event	✓	✓		
Opportunity to deliver remarks to conference	✓			
Verbal recognition during program	✓	✓	✓	✓
Sponsor is tagged in social media posts	✓	✓	✓	

# National Gathering (Continued)

## Add-on Special Event Sponsorship Opportunities\*:

**Opening night party (1): \$20,000**

**Sponsor reception (1): \$20,000**

**Keynote presentation (2): \$15,000**

**Breakfast throughout the Gathering (1): \$15,000**

**Evening happy hour (2): \$5,000**

**Leadership award (1): \$10,000**

**Individual session/workshop (10+): \$4,000**

**Cohort luncheon (1): \$3,000**

National Gathering Sponsors have the opportunity to support specific programming at the event.

All additional special event sponsors receive the following benefits, scaled to the event selected: Recognition as sole sponsor of selected event on signage; complimentary tickets to Gathering and/or sponsor reception; recognition on website and other printed materials; verbal recognition during program; tagging in social media posts; exhibitor booth.

\*These sponsorships are available to all Presenting, Community, Neighborhood, and Nonprofit Sponsors of the National Gathering and are intended to enhance a sponsor's visibility at a specific event during the Gathering.



# For More Information:

Visit [strongtowns.org/support](https://strongtowns.org/support) to stay up to date on how you can support the Strong Towns movement.

If you are a company or organization interested in a customized package to support the movement, contact [chris@strongtowns.org](mailto:chris@strongtowns.org).

If you want to bring Strong Towns to your community for an event, visit [strongtowns.org/speaking](https://strongtowns.org/speaking).

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## Contact us:

844-218-1681  
1001 Kingwood Street  
Studio 116  
Brainerd, MN 56401