STRONG TOWNS



Support the Movement

2027 National Gathering Sponsor Guide

gathering.strongtowns.org

Dear Friend,

Strong Towns has always grown in a simple way: someone encounters an idea that changes how they see their community, and then carries that idea into their own work. Today, that has become a movement of local leaders, professionals, advocates and residents working to make their places stronger and more prosperous.

That makes the Strong Towns audience unusual. These are not passive observers. They are people making decisions, asking difficult questions and looking for practical ways to improve the places they care about.

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.

We value the trust this community places in Strong Towns, and we are thoughtful about the organizations we invite into it. The strongest partnerships are those where our work and yours genuinely align, where working together can create value for everyone involved.

Thank you for considering a partnership with Strong Towns. I look forward to finding the places where our work overlaps and exploring what we might accomplish together.

Sincerely,



Charles Marohn
President of Strong Towns
218-330-6694





Why Support the Gathering?

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. The National Gathering is our biggest annual event to convene advocates working locally to shift the city-building approach. This change can be seen in communities that transition:

From an approach that...	To an approach that...
Relies on expensive "transformative" projects to solve problems.	**Enables "little bets" to incrementally address problems and improve people's lives.**
Favors efficiency.	**Favors resilience.**
Looks to top-down systems for leadership.	**Is responsive to the needs of residents.**
Serves national economic systems.	**Serves local economic systems.**
Obscures fiscal conditions.	**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.

2.2 million
annual website visitors

132,000
Instagram followers

24,000
email subscribers

53,000
LinkedIn followers

193,000
YouTube subscribers

62,000
average monthly podcast downloads

131,000
Facebook followers

5,700
active, financially supportive Strong Towns members

96,800
X followers

260+
Local Conversations



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.

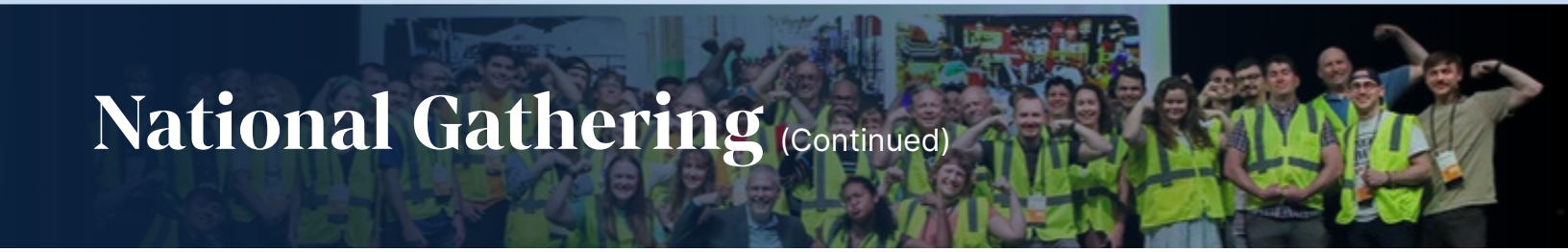
Event Details:

- Dates: June 2-4, 2027
- Location: Sacramento, California.
- Number of in-person attendees: 400-600.
- Ticket price: $100 - $350.

Attendees Include:

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

Sponsorship of the 2027 National Gathering gets your message in front of approximately 500 attendees and tens of thousands of email and social media subscribers leading up to the event in June 2027.

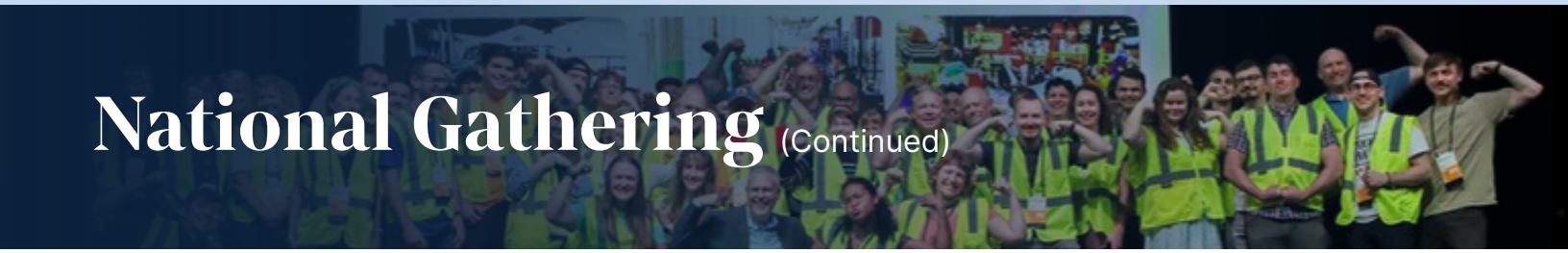


National Gathering (Continued)

Sponsorship Opportunities and Benefits:

Benefits	Presenting Sponsor: $25,000 (1 available)	Community Sponsor: $10,000	Neighborhood Sponsor: $5,000	Block Sponsor: $2,500
Complimentary tickets to event	10 ($3,500 value)	4 ($1,400 value)	3 ($1,050 value)	2 ($700 value)
Tickets to VIP/sponsor reception	10	4	3	2
Exhibitor booth	✓ Prime Location	✓	✓	✓
Presenting Sponsor for VIP Reception	✓			
Opportunity to sponsor need-based scholarship(s)*	6	3	1	N/A
Verbal recognition during program	✓	✓	✓	✓
Sponsor name and logo featured in event collateral	✓	✓	✓	✓
Sponsor is tagged in social media posts	✓	✓	✓	
Opportunity to display signage at event	✓	✓		
Sponsor name and logo featured on attendee lanyards	✓			

*Sponsors are asked to inform Strong Towns if you wish to use this benefit and associate it with your company/organization. Need-based sponsorship applications will be made available on the Strong Towns website and additional details will be shared with committed and interested sponsors.



National Gathering (Continued)

Add-on Special Event Sponsorship Opportunities:

- **Opening night party (1): $10,000**
- **Breakfast throughout the Gathering (1): $5,000**
- **Debate Night (1): $5,000**
- **Evening happy hour (2): $5,000**
- **Individual session/workshop (10+): $4,000***
- **Cohort luncheon (1): $3,000**
- **Booth sponsor (only): ** $1,000**

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; exhibitor booth.

*These sponsorships are available to all Presenting, Community, Neighborhood, and Block Sponsors of the National Gathering and are intended to enhance a sponsor's visibility at a specific event during the Gathering. The content, speakers, and title must be mutually agreed upon.
** Available beginning March 2027 only if space is available.

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.

Your Support Is What Makes This Work Possible

Visit strongtowns.org/support to stay up to date on how you can support the Strong Towns movement.

Please contact **Carlee Alm-LaBar** if you have any questions or would like to discuss a particular opportunity:

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(337) 257-8570