

CONFRONTING UNPRECEDENTED CHALLENGES AND OPPORTUNITIES



2021 Waterfront Conference

**May 10, 12,
and 14, 2021
including
Happy Hours**



Sponsorship Opportunities

Now in its 14th year, the Waterfront Conference is our region's premier forum for the shared waterfront. Annually, the event attracts more than 600 participants, including policymakers, community leaders, scientists, engineers, architects, academics, environmental advocates, labor, real estate, insurance, and financial services professionals.

Thought leaders—from corporate leaders to grassroots organizers to policymakers—will discuss unique perspectives and cutting-edge solutions for the future of our harbor.

We will uncover innovative paths forward on climate adaptation, industry, sustainability, resilience, and nature, from the regional to the neighborhood levels.

Sponsorship provides visibility and access to Waterfront Alliance's broad network of regional leaders, elected representatives, grassroots representatives, and regional visibility in key communications markets and social media platforms.

Join us today to elevate your brand while being a part of the thought leadership that the Waterfront Alliance and our network brings to the greatest challenges we face today.

Follow us on Twitter:

[@ourwaterfront](https://twitter.com/ourwaterfront)
[#WaterfrontConference](https://twitter.com/WaterfrontConference)

For questions or to make your sponsorship pledge:

Megan Loeb, *Director of Development*
mloeb@waterfrontalliance.org
212.935.9831 x109

Sponsorships may also be purchased online: waterfrontalliance.org/waterfront-conference

SPONSORSHIP LEVELS AND BENEFITS

	Steward \$25,000	Guardian \$15,000	Champion \$10,000	Partner \$5,000	Advocate \$2,500	Supporter \$1,500	Friend \$1,000
Sponsorship acknowledgment In press release; logo included on conference website, electronic invitation, and in digital platform	Premiere	Priority	Priority	Regular	Regular	Regular	Regular
Advertisement (sponsor provides videos, ads, and logos)	Video and full-screen digital ad	Video and half-screen digital ad	Half-screen digital ad	Half-screen digital ad	Quarter-screen digital ad	Digital logo placement	Digital logo placement
Conference Tickets	15	10	8	6	4	4	2
Social Media	10 dedicated posts and 3 live posts	8 dedicated posts and 2 live posts	6 dedicated posts	4 dedicated posts	2 dedicated posts	2 dedicated posts	
WaterWire	Exclusive interview with logo	Mention in article	Mention in article				
Branding (details below)	Event co-branding	Exclusive opportunity	Exclusive opportunity				

Sponsorship Upgrade Options

Conference sponsorship upgrades are a great way to increase visibility to our more than 600 conference participants. Options include:

Self-recorded advertisement video for breaks (\$5,000/each time played)

Digital advertisement upgrade

- Logo to ¼-screen ad (\$1,000)
- Logo to ½-screen ad (\$2,400)
- Logo to full-screen ad (\$3,500)
- ¼-screen ad to ½-screen ad (\$1,400)
- ¼-screen ad to full-screen ad (\$2,500)
- ½-screen ad to full-screen ad (\$1,500)

Social media add-on

- 2 dedicated pre-event posts (\$800)
- 2 dedicated live posts (\$2,500)

WaterWire add-on

- WaterWire mention (\$800)
- WaterWire exclusive interview (\$5,000)

Branded opportunity add-on

- Break out room host (\$3,000)
- Panel introduction (\$5,000)
- Happy hour sponsor (\$7,500)

Branding Opportunities

Exclusive branding opportunities are available to our Steward, Guardian, and Champion sponsors. Your sponsorship of \$10,000 or higher will include uniquely tailored opportunities during the main event, panel discussions, and breaks. Tailoring specifics will be

finalized in your sponsorship agreement. Tailoring could include: co-branding in top level material, co-branding prior to panel and opportunities to introduce panel, and opportunities to host break-out rooms and happy hours.



@OurWaterfront



WaterfrontAlliance

#OurWaterfront

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The Waterfront Alliance inspires and effects resilient, revitalized, and accessible coastlines for all communities.