



**20 WATERFRONT
23 CONFERENCE**

THE IMPLEMENTATION CHALLENGE

Climate solutions for all communities,
sectors, and systems

**MAY 8, 2023
NEW YORK CITY**



 **SPONSORSHIP PROSPECTUS**





▶ PARTNER WITH WATERFRONT ALLIANCE TO ADVANCE YOUR BRAND

Now in its 16th 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, and environmental advocates, as well as labor, real estate, insurance, and financial service professionals.

This year's gathering takes an in-depth look at what we can get done, and the best practices and strategies for implementation. Themes include climate-resilience and sustainability implementation; resilient infrastructure; the central role of ports and the maritime industry in the future of the region and for sustainability; the needs and challenges of the offshore wind sector; commitments to the most vulnerable and environmental justice communities; and ensuring best practices in planning, programs, and decision making.

Corporate leaders, grassroots organizers, and policymakers will provide their unique perspectives and cutting-edge solutions for the future of the New York and New Jersey harbor.

Sponsorship provides high visibility and access to Waterfront Alliance's broad network of regional leaders, elected representatives, field professionals, and grassroots organizers and advocates, as well as regional visibility in key communications and digital and print materials.

Partner with us today to elevate your brand and be part of the influence that Waterfront Alliance and our network bring to the greatest climate challenges we face today.

FOR QUESTIONS OR TO MAKE YOUR SPONSORSHIP PLEDGE:

Mackenzie Pope, Senior Development Manager
mpope@waterfrontalliance.org
212.935.9831 x106

Pledge online today at waterfrontalliance.org/sponsorship



► SPONSORSHIP LEVELS & BENEFITS

ELEMENT	BENEFIT	ADMIRAL (\$30,000)	COMMODORE (\$18,000)	CAPTAIN (\$12,000)	COMMANDER (\$6,000)	LIEUTENANT (\$2,500)	ENSIGN (\$1,250)
Tickets	Comp Tickets, can purchase additional at a discounted price	10	8	6	4	2	1
Sponsor Acknowledgment*	Placement level on all digital materials (website, app, emails) and onsite materials (program, signs, slides)	Premier	Priority	Priority	Regular	Regular	Basic
Digital Ad Journal	Digital ads displayed on screens during the conference, emailed to attendees and linked on conference website/app	Two full-page	Full-page	Half-page	Quarter-page		
Website/App	Name, logo, and link given in sponsor list; dedicated page for sponsor to upload additional information and links; logo appears in page headers of site and app	Logo in header of directory, main, info & schedule pages / logo+link & dedicated page	Logo in header of main, info & schedule pages / logo+link & dedicated page	Logo and link, dedicated page	Logo and link	Name and link	Name only
Push Notice	Conference app sends message from sponsor to all attendees	1 before, 1 during	1 during				
Social Media	Waterfront Alliance makes dedicated posts on social channels before the event including sponsor's preferred messaging, thanks sponsor during the event, and makes general thanks post with link to all sponsors	3 dedicated, 2 live	2 dedicated, 1 live	1 dedicated	Included in general	Included in general	Included in general
Seating	Reserved seats in the conference general sessions	Reserved seats for all attendees	4 reserved seats	2 reserved seats			
Branded Item	Sponsor logo to appear on (choose one): name badges, badge lanyards, OR mobile device charging station	✓	✓				
Giveaway	Provide a sustainable branded gift item to all attendees	✓	✓	✓			
Materials Distribution	Provide files (video, documents, slides) to include in a "digital tote bag" sent to all attendees	5 files	3 files	2 files	1 file		
Program Role	Three-minute remarks during a session	Intro (can include a video) of a general session	Intro (can include a video) of a concurrent session	Intro or conclusion of a concurrent session (pending availability)			
Hosted Event	Host a happy-hour reception	✓					
Hosted Table	Have a dedicated table at lunch for you and your guests	✓ (including Waterfront Alliance leadership)	✓	✓			
Expo	Exhibit table in BlueTech Expo	✓	✓	50% discount on table			
WaterWire	Sponsor has interview or can submit their own article to Waterfront Alliance's monthly newsletter	Exclusive interview OR article placement	Article placement	Referenced in articles about the conference			

*Definition of Sponsor Acknowledgment Levels:

Premier - Top placement in press release; verbal recognition in general session during the conference; logo appears in top position in save the date invitation, marketing eblasts, printed agenda, onsite signage, and on screens during program.

Priority - As above, with secondary placement.

Regular - Listed (by name, no logo) in save the date invitation, marketing eblasts, printed agenda, onsite signage, and on screens during program.

Basic - Listed (by name, no logo) on printed agenda, onsite signage, and on screens during program.

► SPECIAL SPONSORSHIP & EXHIBITOR OFFERINGS

LEVEL UP TO THE CHAIR'S CIRCLE

Commit to sponsoring both the 2023 Waterfront Conference and the fall Heroes of the Harbor gala and receive 10 percent off both sponsor packages, as well as special recognition as a member of the Chair's Circle. **Contact Mackenzie Pope, Senior Development Manager, mpope@waterfrontalliance.org / 212.935.9831 x106 for details.**

GREEN MEETING SPONSOR

Price: À la carte: \$7,500 | Add-on to Admiral/Commodore/Captain package: \$3,000

Partner with Waterfront Alliance and help us green the conference. Your brand will be connected to and promoted alongside our work to minimize the conference's environmental impact via actions such as purchasing carbon offsets, recycling materials, eliminating paper handouts, printing on recyclable materials, and much more.

The conference's green-meeting sponsor will receive special recognition in all printed materials, as well as verbal recognition in the opening general session regarding these efforts.

Benefits:

- 3 comp tickets, can purchase additional tickets at a discount (à la carte only)
- Logo in special green-meeting sponsor placement on all conference materials, web pages, and digital tote bag
- Half-page ad in the digital ad journal
- Your own sponsor page on the site/app
- Provide a sustainable branded gift item to all attendees
- 1 dedicated post + 1 live post and overall sponsor thanks post during live event

BLUETECH EXPO

Price: \$750

Any entity engaging in innovation in technology, energy, the living ocean, maritime, supply chain, shipping, engineering, architecture, and planning, are invited to showcase their cutting-edge work in BlueTech. Gain recognition as an innovator by sharing concepts, ideas, experience, and research with our cross-cutting multi-sector audience.

Exhibitors will have a six-foot table with a sign, placed in a visible, highly trafficked location in the conference venue with exposure to attendees during the event. Coffee service and breaks will take place in the expo space. **Please contact dezer@waterfrontalliance.org for a full exhibitor prospectus.**

WATERFRONT SCHOLARS SPONSORSHIP

Price: \$15,000

The Waterfront Scholars program is an integral component of the Waterfront Conference. The goal of the Waterfront Scholars program is to inspire, train, and educate the next generation of waterfront leaders; each year we welcome up to 100 undergraduate and graduate students as official Scholars to join us for a day of learning and networking, including programming tailored for them.

Benefits:

- Opportunity to present at Waterfront Scholars welcome breakfast for promising students
- Acknowledgment as Waterfront Scholars sponsor in conference press release, on screen and signage at the event, and via verbal recognition at opening general session
- All Commodore-level benefits above
- Provide access to climate education for up to 100 students in the New York and New Jersey region



MEDIA SPONSORSHIP

Waterfront Alliance welcomes the opportunity to form in-kind partnerships with media organizations and outlets that provide promotional exposure for the 2023 Waterfront Conference. We recognize the mutual benefits of media partnerships and have designed a sponsorship package that gives you the opportunity to meet business objectives, make new contacts, and extend readership and/or viewership.

Sponsors will list and promote the Waterfront Conference in their digital and/or print publications, and commit to providing coverage before, during and after. This can include interviews with key speakers at the media partner's discretion, features, and more.

To discuss your customized media sponsorship package, contact Aria Cochran, Director of Communications, at acochran@waterfrontalliance.org / 212.935.9831 x116.

Benefits:

- Opportunity to expose your media outlet to an influential multi-sector audience
- Listing as media sponsor on conference marketing materials, including materials leading up to the event and the conference program
- Logo featured on website with dedicated link to your media outlet's website
- Your publication distributed to all attendees (in tote bag for print, via email and push notification for digital)
- 4 comp conference tickets
- Table in public space
- Email contact list of conference attendees
- Access to high-level speakers for interviews

À LA CARTE SPONSORSHIP OPTIONS (PENDING AVAILABILITY)

- Your logo on the conference badge lanyards: \$5,000
- Your logo on the conference name badges: \$4,000
- Your logo on the mobile device charging station: \$2,000
- Ad purchase in digital journal
 - Full page: \$600
 - Half-page: \$400
 - Quarter-page: \$250



READY TO MAKE YOUR SPONSORSHIP PLEDGE?

VISIT

waterfrontalliance.org/sponsorship

OR CONTACT

Mackenzie Pope
Senior Development Manager
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