THE WATERFRONT CONFERENCE

Now in its 17th year, the Waterfront Conference is the premier forum for coastal, waterfront, harbor and estuary issues through the lens of equity, climate change, and resilience. 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. It is a curated, engaging experience that spurs unique cross-sector dialogue, brings forth interdisciplinary deliberation, and reveals proactive steps toward a more resilient and just future.

Multidisciplinary solutions form the bedrock of planning and building for a better and more climate resilient future. Strategies must work across boundaries, and they must center on the broadest interpretations of interconnectedness for a rapidly altering world. In the tradition of the Waterfront Alliance’s dedication to tackling the toughest issues and convening people for solutions, the 2024 conference will shed light on the steps we all must take to face a complex future.

OUR ATTENDEES

THEIR JOBS:
- President & CEO
- CMO/CTO
- Urban Planner
- Environmental Engineer
- Director of Capital Projects
- Community Engagement Specialist
- Senior Project Manager
- Architect
- Professor
- Executive Director

THEIR INDUSTRIES:
- Architecture/Engineering/Construction (24%)
- Nonprofit/Environmental (23%)
- Government (19%)
- Education (12%)
- Energy/Shipping/Maritime (12%)
- Real Estate/Asset Management/PropTech (6%)
- Media/Public Affairs (3%)
- Other Professional Services (1%)

THEIR EXPERIENCE AT THE CONFERENCE:
- 88% felt the conference was worth their time
- 89% felt it was a good opportunity to network
- 90% felt they gained new knowledge for them or their company
PARTNER WITH US TODAY

Sponsorship provides high visibility and access to Waterfront Alliance’s broad network of regional leaders, elected representatives and their staff, field professionals, and grassroots organizers and advocates, as well as visibility to our 14,000-subscriber list across key digital and print communications.

Elevate your brand and be part of the influence that Waterfront Alliance and our network bring to the greatest climate challenges we face.

FOLLOW US ON
LinkedIn: Waterfront Alliance
Instagram: @waterfrontalliance
#WaterfrontConference

FOR QUESTIONS OR TO MAKE YOUR SPONSORSHIP PLEDGE:
Mackenzie Pope, Senior Development Manager
mpope@waterfrontalliance.org
212.935.9831 x106

THE WATERFRONT CONFERENCE IS REMARKABLE IN THAT IT GATHERS EVERYONE WITH A STAKE IN THE WATERFRONT—THE SHIPPING INDUSTRY, MARITIME AND ENERGY PROFESSIONALS, ENVIRONMENTALISTS, COMMUNITY-BASED ORGANIZATIONS, CLIMATE CHANGE ACTIVISTS, DESIGNERS, GOVERNMENT AGENCIES—AND CREATES A POSITIVE SPACE FOR LEARNING AND NETWORKING.
– John Nardi, President
Shipping Association of New York and New Jersey

PLEDGE ONLINE TODAY AT WATERFRONTALLIANCE.ORG/SPONSORSHIP
## Sponsorship Packages

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

*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.
LEVEL UP TO THE CHAIR’S CIRCLE

Save money by showing your support for Waterfront Alliance across 2024’s key events. Commit to sponsoring both the 2024 Waterfront Conference and the Oct. 16 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. You can select different sponsor levels for each event. Contact Mackenzie Pope, Senior Development Manager, mpope@waterfrontalliance.org / 212.935.9831 x106 for details.

GREEN MEETING SPONSOR

**Price: $7,500 (or can be added to a Commander or higher package for $3,000)**

Partner with Waterfront Alliance and help us keep the conference sustainable. 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:**
- 4 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
- Full-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

PLEDGE ONLINE TODAY AT WATERFRONTALLIANCE.ORG/SPONSORSHIP

“THERE’S NO BETTER PLACE TO REACH THE PEOPLE WHO REALLY MAKE A DIFFERENCE IN THE WATERFRONT ENGINEERING, CONSTRUCTION, AND OPERATIONAL SECTORS IN THE NEW YORK REGION. IT’S ALWAYS A HIGHLIGHT OF MY YEAR.”

— Gregory Biesiadecki, Principal/Vice President Langan
WATERFRONT SCHOLARS SPONSORSHIP

Price: $15,000

The Waterfront Scholars program is an integral component of the Waterfront Conference. The program’s goal 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 the students
• Acknowledgment as Waterfront Scholars sponsor in conference press release, on website and marketing emails, on screens and signage at the event, and via verbal recognition at opening general session
• All Captain-level benefits as detailed above
• Provide information and resource for up to 100 students in the New York and New Jersey region
• Be listed as the sponsor of a WaterWire post interviewing one of the Scholars, which will highlight youth advocacy efforts to our 10K subscriber audience

BREAKFAST OR LUNCH SPONSOR

Price: $7,500 (or can be added to any sponsor package for $5,000)

Host breakfast or lunch at the conference!

• Be listed as the host on all digital and physical schedules
• Signage and materials you provide will be prominently displayed around the food and beverage stations
• Napkins will have your logo or message

COFFEE BREAK SPONSOR [2 AVAILABLE]

Price: $5,000 (or can be added to any sponsor package for $3,000)

Help conference attendees recharge by sponsoring the morning or afternoon coffee breaks.

• Be listed as the host on all digital and physical schedules
• Signage and materials you provide will be prominently displayed around the food and beverage stations
• Napkins and coffee-cup sleeves will have your logo or message
**SPONSORSHIP OPPORTUNITIES**

**HOSTED TABLE DISCUSSION**

*Price: $2,500 (or can be added to any sponsor package for $1,000)*

Convene a discussion on a topic of your choice at breakfast or lunch. Your topic will be listed in the schedule, and a table and sign provided in the main room.

**“AMERICA ADAPTS” PODCAST**

*Price: $10,000 (or can be added to any sponsor package for $6,000)*

Be the official sponsor of an “America Adapts” podcast episode to be recorded at the Waterfront Conference. With an average 10,000 downloads per month, America Adapts is the nation’s leading climate-change podcast. The sponsoring company will appear in all conference materials about the podcast’s presence, and will appear in the episode’s show notes, introduction, and web page, and a representative of the company will appear on the episode in an interview or panel setting.

**HEADSHOT HUB**

*Price: $5,000 (or can be added to any sponsor package for $2,500)*

Support career development for aligned industries, front-line community advocates, and students entering the workforce by branding the station where a professional photographer will provide headshots for conference attendees at no cost to them.

**À LA CARTE SPONSORSHIP OPTIONS (PENDING AVAILABILITY)**

- Your logo on the lanyards: $5,000 + cost of lanyards
- Your logo on the name badges: $4,000
- Your logo on the mobile device charging stations: $2,000
- Ad placement in digital journal
  - Full page: $600
  - Half page: $400
  - Quarter page: $250

"RELATIONSHIPS ARE CRITICAL TO OUR EFFORTS, AND THE WATERFRONT CONFERENCE IS AN AMAZING OPPORTUNITY TO BUILD THEM. OUR TEAM LEARNS SO MUCH EACH YEAR AND WE VALUE THE CHANCE TO SHARE OUR EXPERTISE WITH COLLEAGUES AND LOCAL STAKEHOLDERS."

– Damian Bednarz, Managing Director, Attentive Energy
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.

MEDIA SPONSORSHIP  
Waterfront Alliance welcomes the opportunity to form in-kind partnerships with media organizations and outlets that provide promotional exposure for the 2024 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

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