3rd International Placemaking Week
October 1–4, 2019
Chattanooga, TN, USA

Sponsorship Invitation
Placemaking Week is an intimate, four day-long global gathering of public space practitioners, researchers and advocates that combines hands-on learning with innovative social events, and leaves behind a public space legacy in host cities.

This event is organized by Project for Public Spaces (PPS). With experience working in over 3,000 communities in all 50 U.S. states and in 43 countries, PPS is the hub of the global “placemaking” movement, and Chattanooga was chosen through a competitive application process to host the 2019 event.

Placemaking Week provides a platform for public space experts and advocates alike to share tools, stories, and lessons learned. As a result of this event, we not only help communities improve their public spaces firsthand; we also work to change policies and support the people that make great public spaces possible.

Want to learn more about placemaking? Read more at www.pps.org
A NOTE FROM CHATTANOOGA

A small group of Chattanoogans was thrilled at the prospect of having a global event in our own city to provide a platform for public space experts and advocates to share tools, stories, and lessons learned. This conference also allowed Chattanooga the autonomy to showcase the city’s unique identity and steer the content toward issues our citizens most care about. Above all, Project for Public Spaces is committed to improving the cities in which they work and pledges to leave a lasting legacy as a result of the conference.

When the local conference organizing team applied to host the Placemaking Week conference, we highlighted equity and inclusion as key themes we wanted to focus on. However, we did not recognize how hard it is to achieve genuine equity, and we were not as inclusive as we should have been in creating the application itself.

Since then, we formed a local host committee to discuss openly how Chattanooga has utilized placemaking in its own cultural renaissance, but also where these practices have fallen short. Does everyone benefit equally from past and current efforts? What can we learn from ourselves and the global community about how to be most equitable in placemaking efforts moving forward?

As a result of our experience, the local host committee now strives to put equity at the center of every decision. This ongoing learning process has been difficult at times, but it also means that this conference will tackle the issues that really matter with an amazing array of speakers, each addressing equity and placemaking in their own way.

HIGHLIGHTS

- Best practices and inspiring placemaking projects—local, statewide and international
- Innovative, interactive Creative Placemaking examples with sponsorship opportunities
- Stimulating and provocative thought leaders’ visions for our City
- A mix of insightful local and national speakers and case studies

Placemaking Week will highlight 10 urban and regional creative placemaking efforts underway and help propel their efforts into the future.
**WHY BE A PLACEMAKING WEEK SPONSOR?**

We are seeking sponsorship from organizations, foundations, and companies that believe in the power of building stronger relationships through dialogue; in fostering great public spaces that can be and are for everyone; and supporting healthier communities. Not only will your sponsorship help us give back to Chattanooga and its communities, but it can also help place your organization, business or foundation, and its mission into the hands of the right people through our vast, energized network of public space professionals and advocates.

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<thead>
<tr>
<th>ONLINE AUDIENCE AND REACH</th>
<th>PARTICIPANTS</th>
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<tbody>
<tr>
<td><strong>200k</strong> followers across social media</td>
<td><strong>400</strong> participants from across the U.S and over <strong>15</strong> other countries</td>
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<td><strong>45k</strong> newsletter followers</td>
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<td><strong>1.6m</strong> unique website pageviews in 2018</td>
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<td><strong>7m</strong> social media impressions in 2018</td>
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<td><strong>135k</strong> engagements in 2018</td>
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In 2017, I had the opportunity to attend Placemaking Week Amsterdam where two colleagues and I presented our work on activating downtown Chattanooga’s public spaces. The experience provided a rare opportunity to learn from Placemaking experts from around the globe. We received direct feedback on our projects and gained knowledge on best practices that continues to impact the local Chattanooga community.

— Meagan Shinn, Placemaking Week 2017 attendee
HERE’S HOW YOU CAN CONTRIBUTE!

Your support at the event gives directly back to Chattanooga by providing seed funding for local projects; getting the right people involved by providing local scholarships for those otherwise unable to attend; and providing experiences for our attendees who travel from far and wide to collaborate and share knowledge.

$15k+ Placemaker Sponsor

- Includes all media promotion from the Innovation package.
- Admission for 4 to the event (or scholarships)
- Contributes 8 scholarship tickets to locals interested in the event
- Attendance at VIP reception
- Contributes $5,000 to support local projects (or additional scholarships)
- Sponsorship recognition at a reception via signage and specialty drink
- Featured in PPS online write-up
- Major representation at plenary (podium representation)
- Speaking opportunity

$10k+ Impact Sponsor

- Includes all media promotion from the Innovation package.
- Admission for 3 to the event (or scholarships)
- Contributes 5 scholarship tickets to locals interested in the event
- Attendance at VIP reception
- Sponsorship recognition for selected meal or reception
- Contributes $2000 to support local projects (or additional scholarships)
- Contributes to 1-2 stipends for local artists for participatory experiences for our city to enjoy as well as participants
- Volunteer opportunities for sponsor attendees to give back to the Chattanooga community

$5k+ Connectivity Sponsor

- Includes all media promotion from the Innovation package.
- Admission for 2 to the event (or scholarships)
- 2 scholarship tickets to locals interested in the event
- Attendance at VIP reception
- Contributes $1000 to support local projects (or additional scholarships)
- Sponsorship recognition for selected meal or reception
- Opportunities for product placement (if applicable)

$2k+ Innovation Sponsor

- Admission for 1 to the event (or scholarship)
- 1 scholarship ticket to locals interested in the event
- Shout out on Project for Public Spaces’ social media (200k followers)
- Shout out in Project for Public Spaces newsletter (40k subscribers)
- Logo on Placemaking Week newsletter & Placemaking Week website
- Logo in Placemaking Week program

We want everyone to be able to contribute to Placemaking Week. If you would like to sponsor in another way, we can tailor a package for you.

CONTACT US

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