



GREAT LAKES AND
ST. LAWRENCE
CITIES INITIATIVE



CLIMATE ACTION

Perfecting Your City's Plan

2023 Annual General Meeting (AGM)
June 06 - June 09 – **Chicago, IL**

AGM
SPONSORSHIP
GUIDE

Showcase your
company as a
leader in the
sustainability
space

Reach over
200+ Mayors
throughout
the basin

2023 AGM SPONSORSHIP GUIDE

Chicago, Illinois

Whether you're a company looking to grow your reach amongst U.S. and Canadian mayors and political leaders, or a well-known brand wanting to help restore and protect the Great Lakes and St. Lawrence River Basin, by sponsoring the [Great Lakes and St. Lawrence Cities Initiative's Annual General Meeting in Chicago, Illinois](#), our team can create a sponsorship opportunity for you to achieve your strategic goals—**with measurable results.**

Our organization can help you reach over 200+ Mayors throughout the basin in a meaningful and impactful way. Here are some of the ways your organization can engage our U.S. and Canadian mayors and local officials who attend the Annual General Meeting (AGM):

- Event Exhibitor Area – where you can share your brand and organization's activities;
- Profiling within our conference platform (Event Cadence) – here you can connect directly with all the attendees, share branding content (videos), and make links to your company's social media;
- Speaking opportunities – both in person within the event program and through prerecorded videos;
- Welcome reception, workshops, gala event (multiple days) – in-kind and activation opportunities;

- Branding opportunities on signage at the event, through our event communications such as our social media, Cities Initiative website, newsletter etc.

As part of your sponsorship package, we will report back and measure your return on your investment.

We can customize a sponsorship agreement between \$2,500 to \$75,000 based on your budget and goals at the event.

Contact us today at
SPONSORSHIP@GLSLCITIES.ORG

and we'll collaborate on a sponsorship proposal that meets your corporate social responsibility, brand objectives and budget.



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ST. LAWRENCE
CITIES INITIATIVE



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WHO WE ARE, AND WHAT DO WE DO:

The Great Lakes and St. Lawrence Cities Initiative is a bi-national coalition of mayors whose populations and economies rely on the waters of the Great Lakes and the St. Lawrence River. We actively work with cities, government agencies and key partners to drive positive change in the basin through our programs, mayoral commissions and educational events.

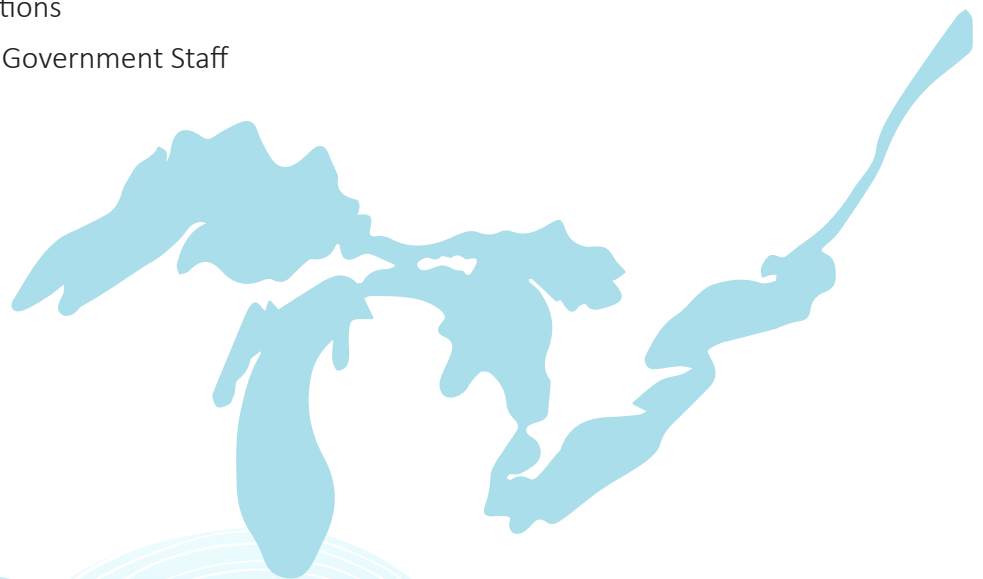
The AGM is one of our main activities where our mayors become active participants in Great Lakes and St. Lawrence River issues relating to governance, economics and science. At our 20th anniversary meeting this year, our mayors will engage in a series of workshops and plenary events to advance climate action in their cities.

WHAT THE EVENT CAN DO FOR YOU

The event will provide access to over 200+ Mayors from the United States and Canada, representing eight States (Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin) and two provinces (Ontario, Quebec). We represent communities in and around Lakes Erie, Huron, Michigan, Ontario, Superior and the St. Lawrence River PLUS the St. Clair River, Lake St. Clair, Detroit River, Georgian Bay, St. Mary's River, the Niagara River, Gulf of St. Lawrence, Rivière de Prairies, Welland Canal and the Ottawa River.

In addition to mayors, expected attendees will include:

- Engineering Firms
- Utilities and Industry Associations
- Water- and Climate-Focused Government Staff
- Financial Service Firms
- Construction Firms
- Chicago Tourism Industry
- Real Estate Firms



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ST. LAWRENCE
CITIES INITIATIVE



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Chicago, Illinois

THIS YEAR'S AGM IS TAKING PLACE IN CHICAGO!

Bursting with world-class, it has big city culture but at its heart it's a Midwestern city — which means a warm welcome and genuine hospitality. A jaw-dropping waterfront, famed restaurants, world-renowned museums, groundbreaking music, Tony Award-winning theatres, iconic architecture designed by legendary architects, over 300 parks and green spaces, one of the most inclusive LGBTQ+ communities and 77 vibrant, ethnically diverse neighborhoods, this is the heart and soul of Chicago!



COME AND MEET THE MAYORS OF THE GREAT LAKES AND ST. LAWRENCE RIVER BASIN

Through your sponsorship of our Annual General Meeting (AGM) in Chicago, Illinois, you will gain the attention of more than 200+ political and community leaders while demonstrating your commitment to preserving our precious freshwater resources.

- This year's conference focuses on key sustainability issues important to your brand and your company's vision
- The event can potentially create media opportunities on a local level in each of our member communities to help communicate your company messaging
- It has the potential to weave your company's thought leadership into each of the climate plans being developed in each community which will impact industries across the basin
- It can showcase you as a leader in the sustainability space

Are you an organization interested in sponsoring this event?

Contact us today at sponsorship@glslcities.org!



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ST. LAWRENCE**
CITIES INITIATIVE



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Chicago, Illinois

We can customize a sponsorship agreement between \$2,500 to \$75K based on **your budget and goals** at the event. Here are some examples of what sponsor levels could potentially include:

\$75,000 [SUGGESTED EXAMPLE]

- Speaking opportunities in person within the AGM program (15 minutes)
- Speaking opportunities through prerecorded videos (15 minutes)
- Programmatic input for one (1) of our breakout session
- Verbal recognition at opening plenary sessions on all three (3) days and in closing remarks
- Verbal Recognition of daily sponsorship (e.g., Day 1 brought to you by “Company X”)
- Gala event (evening of June 8th) and Chicago showcase tours (June 6th) - in-kind and activation opportunities
- Primary logo placement in Exhibitor Area (June 7-8th) - plus exhibitor space where you can share your brand and organization’s activities (full table, plus addition tech support)
- Primary logo placement and profiling within our conference platform (Event Cadence) - here you can connect directly with all attendees, share branding content, and make links to your company’s social media
- Primary logo placement on the Cities Initiative’s 2023 AGM web page
- Pre and post event branding opportunities
 - o Primary logo placement and messaging in the Cities Initiative’s event-specific social media communications([LinkedIn](#), [Twitter](#), [Facebook](#) (3 pre-event posts)
 - o Primary logo placement [Cities Initiative website](#)
 - o Primary logo placement in one (1) [Making Waves Newsletter](#)
- Acknowledgement of support in all event communications to members and guests about the AGM
- Four (4) complimentary full registrations to the AGM, luncheons and dinners
- Primary logo placement on all AGM collateral (podium sign, easel boards, table tent cards, program)
- Primary logo placement on the participants’ Hotel Key Card
- Primary logo placement on all AGM badges
- Opportunity to have materials included in the participants’ “swag bag”
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post-event thank you social media
- Primary logo placement on 3 future [Webinar series](#), with potential to share further company details
- Opportunity to ask a question of the participants in our post event survey



GREAT LAKES AND
ST. LAWRENCE
CITIES INITIATIVE



2023 AGM SPONSORSHIP GUIDE

Chicago, Illinois

\$50,000 [SUGGESTED EXAMPLE]

- Speaking opportunities in person within the AGM program (2 minutes)
- Speaking opportunities through prerecorded videos (2 minutes)
- Programmatic input for one (1) breakout session
- Verbal recognition at opening plenary sessions on all three (3) days of the event and in closing remarks
- Verbal Recognition of daily sponsorship (e.g., Day 1 brought to you by “Company X”)
- Gala event (evening of June 8th) - in-kind and activation opportunities
- Logo placement in Exhibitor Area (June 7-8th) plus exhibitor space where you can share your brand and organization’s activities (full table and addition tech support)
- Logo placement and profiling within our conference platform (Event Cadence) - here you can connect directly with all the attendees, share branding content, and make links to your company’s social media
- Logo placement on AGM section of the website
- Pre and post event branding opportunities
 - o Messaging in the Cities Initiative’s event-specific social media communications [LinkedIn](#), [Twitter](#), [Facebook](#) (2 pre-event posts),
 - o Logo placement [Cities Initiative website](#);
 - o Logo placement in one (1) [Making Waves Newsletter](#)
- Newsletter; Acknowledgement of support in all communications to members and guests about the AGM
- Two (2) complimentary full registrations to the AGM, luncheons and dinners
- Logo placement on AGM collateral (easel boards, table tent cards, program)
- Logo placement on all AGM badges
- Opportunity to have materials included in the participants’ “swag bag”
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you social media
- Logo placement on one (1) future Cities Initiative [Webinar series](#), with potential to share further company details
- Opportunity to ask a question of the participants in our post event survey



GREAT LAKES AND
ST. LAWRENCE
CITIES INITIATIVE



2023 AGM SPONSORSHIP GUIDE

Chicago, Illinois

\$30,000 [SUGGESTED EXAMPLE]

- Speaking opportunities in person within the event program (2 minutes)
- Speaking opportunities through prerecorded videos (2 minutes)
- Programmatic input for one (1) breakout session
- Verbal recognition at opening plenary sessions on all three (3) days of the event and in closing remarks
- Exhibitor space where you can share your brand and organization's activities (full table)
- Logo placement within our conference platform (Event Cadence)
- Logo placement on the Cities Initiative's 2023 AGM web page
- Messaging in the Cities Initiative's event-specific social media communications [LinkedIn](#), [Twitter](#), [Facebook](#) (2 pre-event posts)
- Logo placement and acknowledgement of support in all communications to members and guests about the event
- One (1) complimentary full registration to the AGM, luncheons and dinners
- Logo placement on AGM collateral (easel boards, program)
- Opportunity to have materials included in the participants' "swag bag"
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you on social media
- Logo placement on one (1) future Cities Initiative [Webinar series](#), with potential to share further company details

\$15,000 [SUGGESTED EXAMPLE]

- Verbal recognition from the Cities Initiative at opening plenary sessions on all three (3) days of AGM and closing remarks
- Exhibitor space where you can share your brand and organization's activities (full table)
- Logo placement within our conference platform (Event Cadence)
- Logo placement on the Cities Initiative's 2023 AGM web page
- Acknowledgement of support in all communications to members and guests about the event
- Logo placement on all AGM collateral (easel boards, program)
- Opportunity to have materials included in the participants' "swag bag"
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you on social media



GREAT LAKES AND
ST. LAWRENCE
CITIES INITIATIVE



2023 AGM SPONSORSHIP GUIDE

Chicago, Illinois

\$10,000 [SUGGESTED EXAMPLE]

- Verbal recognition from the Cities Initiative at the event
- Exhibitor space where you can share your brand and organization's activities (half table)
- Logo placement and acknowledgement of support within our conference platform (Event Cadence)
- Acknowledgement of support on the Cities Initiative's 2023 AGM web page
- Opportunity to have materials included in the participants' "swag bag"
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you on social media

\$5,000 [SUGGESTED EXAMPLE]

- Verbal recognition from the Cities Initiative at the event
- Acknowledgement of support within our conference platform (Event Cadence)
- Acknowledgement of support on the Cities Initiative's 2023 AGM web page
- Acknowledgement of support in communications to members and guests about the event
- Exhibitor space where you can share your brand and organization's activities (half table)
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you on social media

\$2,500 [SUGGESTED EXAMPLE]

- Acknowledgement of support within our conference platform (Event Cadence)
- Acknowledgement of support on the Cities Initiative's 2023 AGM web page
- Exhibitor space (half table)
- Acknowledgement of support in post event thank you email
- Acknowledgement of support in post event thank you on social media

Our goal is to customize a sponsorship agreement based on your budget and objectives at the event.



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**Sponsor our annual meeting and help demonstrate
your commitment to preserving the Great Lakes
and St. Lawrence River.**

For more information please contact:

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