

SPONSORSHIP

BENEFITS



All sponsorship levels include acknowledgment at gobrownfields.org, on print and digital signage at the conference, and in pre-conference and on-site publications. You can find more information about additional benefits for the Bronze, Silver, Gold and Platinum sponsorship levels below:

BENEFIT	BRONZE \$3,000+	SILVER \$9,000+	GOLD \$18,000+	PLATINUM \$30,000+
Complimentary 10' by 10' Exhibit Hall booth			1	2
Complimentary registrations	1	2	4	8
Program guide advertisement		Quarter Page	Half Page	Full Page
Website recognition	✓	✓	✓	✓
Logo on digital signage	✓	✓	✓	✓
Logo recognition in all pre-conference and on-site publications	✓	✓	✓	✓
Logo recognition at entrance to Exhibit Hall	✓	✓	✓	✓
Sponsor recognition sign for booth display	✓	✓	✓	✓
Sponsor ribbons for all booth staff	✓	✓	✓	✓

PROMOTIONAL

SPONSORSHIPS

BRANDED HOTEL KEYCARDS | \$20,000

Brand the hotel keycards that every Brownfields attendee will receive at hotel check-in with your logo. Sponsorship includes 2 branded keycards per attendee.

CONFERENCE TOTE BAGS | \$12,000

Your company logo will be printed on all conference tote bags alongside the Brownfields logo, and will be distributed to all attendees at registration.



LANYARDS | \$9,000

Reach all conference attendees by having your company logo printed on all conference lanyards, alternating with the Brownfields 2025 logo.

REGISTRATION BADGES | \$6,000

Support the conference by helping to supply the attendee badge holders, and gain great visibility with your company logo printed on the back of all attendee badges.

PROGRAM GUIDE SPONSOR | \$6,000

Help attendees find sessions and plan their day at the conference by sponsoring the handy program guide. Includes prominent full page, color advertisement.



BRANDING

OPPORTUNITIES

HYATT WELCOME BRANDING PACKAGE | \$30,000

Help attendees navigate the walk from the Marriott Marquis and Hyatt Regency hotels to Lakeside Center. This Welcome Branding Package will include your logo along with Brownfields welcome messaging to help attendees find their way.

TECH CHARGING KIOSK | \$20,000

Strategically placed at different locations throughout the convention center, these kiosks offer attendees a convenient place to recharge their phone or computer. Sponsorship includes branding on one kiosk.

SIGN POST REST AREA | \$15,000

Add your own branded arrow sign to the Brownfields sign post directionals that point attendees to registration, the exhibit hall, and sessions. Your branded sign will include your company name and booth number on the sign post near a rest area with benches.

BROWNFIELDS 2025 REGISTRATION BRANDING | \$18,000

Welcome attendees to Brownfields with the registration sponsorship. Package includes hyperlinked banner ad on registration confirmation emails and custom branding with logo recognition at on-site registration counters.

SKY BRIDGE WINDOW CLINGS | \$12,000

The sky bridge to the Lakeside Center offers a beautiful view of the Chicago Skyline and Lake Michigan. Alternate your branding with Brownfields branding on the bottom half of the sky bridge windows leading into registration.



BRANDING

OPPORTUNITIES

(CONTINUED)

WATER STATIONS | \$9,000

Help the attendees stay hydrated throughout the conference by sponsoring water stations. Sponsorship includes your company logo and booth number on floor decals at eight water stations located throughout the exhibit hall and registration areas.

AISLE SIGNS | \$9,000

Put your company at the center of the attention. Brownfields 2025 Exhibit Hall aisle signs help attendees navigate the busy exhibit floor. Enjoy your company logo prominently displayed on all aisle signs. Exclusive opportunity.

DIRECTIONAL SIGNAGE | \$9,000

Attendees regularly seek out directional signs that help them navigate the conference to find the registration desk, session rooms, exhibit hall and more. Add your logo and booth number to these signs and add a reminder with each glance.

STACKED CUBES | \$12,000

Your company designed artwork will be placed on 2 of 3, stacked, 4-sided square cubes. Each side measures 39" X 39" and there are a total of 8 sides available for branding on the top and bottom cubes. The middle cube will feature Brownfields branding. These will be placed in high traffic areas within the conference.



BRANDING

OPPORTUNITIES

(CONTINUED)

STANDING SIGN | \$3,000

Get your message in front of attendees directly. Design a standing sign that will be placed in a high traffic area that will help drive attendees to your booth.

FLOOR DECALS | \$3,000

Direct attendees to your booth in the exhibit hall with a clever set of 8 footprints, starting at the front of the hall and leading to your booth.

WELCOME TO BF25 FLOOR DECAL | \$1,500

Welcome attendees to the Brownfields 2025 Exhibit Hall. Catch the eye of every attendee with a large floor decal just inside the entrance of the exhibit hall, prominently featuring your company's logo. 6 logo placements/opportunities available.

CUSTOM BRANDING

The Lakeside Center at McCormick Place offers a wide variety of branding opportunities in the expansive main ballroom area and throughout the center. Establish your presence with hanging banners, column wraps, window clings, and more. For a list of locations and pricing, contact Emma at emcelherne@corcexpo.com.



EVENTS

& RECEPTIONS

COMMUNITY RECEPTION | \$25,000- \$100,000

ICMA and the Local Planning Committee work together to host a local community reception in Chicago. Signage acknowledging your sponsorship will be placed throughout the venue, and your company logo will be featured on table tents placed on the bars and tables. Your company will also receive acknowledgment on a sponsored e-blast invitation to attendees, and on a sponsored blog post announcing the reception at goBrownfields.org, as well as complimentary admission to the reception for a select number of staff and guests.

Offered as an exclusive sponsorship at \$100,000 if reserved by 5/2/25.

OPENING CELEBRATION IN THE EXHIBIT HALL | \$15,000-\$30,000

Welcome all conference attendees by sponsoring the Grand Opening of the Exhibit Hall on Tuesday, August 5 from 5:45 – 7:30 p.m. Signage acknowledging your sponsorship will be placed at the entrance and throughout the exhibit hall, in addition to your company logo appearing on table tents placed on the bars and tables.

MAYOR'S ROUNDTABLE | \$18,000

By sponsoring the Mayor's Roundtable, you will be providing the opportunity to learn about the Brownfields process from a panel of mayors.

KEYNOTE PRESENTATION | \$18,000

As the Keynote Presentation sponsor, you'll be helping attendees engage with a keynote speaker who provides a new, dynamic view of Brownfields revitalization.

PHOENIX AWARDS | \$18,000

Be the presenting sponsor of the 2025 Phoenix Awards, the Brownfields Conference community and individual awards reception. Sponsorship includes opening remarks at the ceremony, light refreshments for attendees, digital logo placement, a sponsored blog post on Brownfields2025.org, and sponsorship recognition on signage. Help us to celebrate excellence in Brownfields Redevelopment, and take advantage of this can't miss event for industry professionals. Exclusive opportunity.



EVENTS

& RECEPTIONS

(CONTINUED)

BREAKFAST IN THE EXHIBIT HALL | \$9,000

Start the day with visibility by introducing your company to attendees at a breakfast in the exhibit hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

AFTERNOON COFFEE BREAK | \$6,000

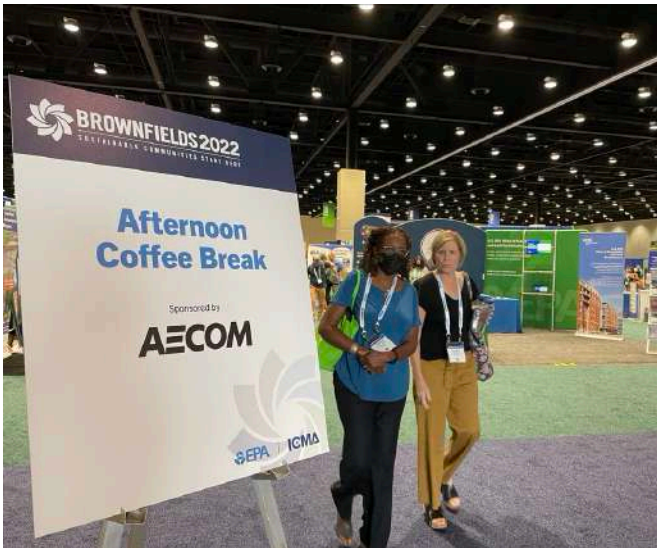
Offer attendees a little energy boost and sponsor an Afternoon Coffee Break in the Exhibit Hall. Signage with your company name will be at each of the distribution stations, and a push notification alerting attendees of the breakfast will be sent featuring your logo.

FILM FESTIVAL | \$6,000

The Brownfields Film Festival provides an artistic media to showcase redevelopment stories. Show your support for this important, story-telling component of the conference. Sponsorship includes branding at the Film Festival stage.

PEACEFUL PAUSE | \$500

What better way to start the day than by sponsoring early morning yoga and offering the attendees a place to catch their breath throughout the day. The Peaceful Pause room hosts a dedicated, relaxed environment for anyone who needs a moment to recoup. 4 opportunities available.



DIGITAL

SPONSORSHIPS

BROWNFIELDS WIFI | \$14,000

Help Brownfields attendees stay connected by providing WiFi in conference meeting spaces. Your logo will be on signage throughout the conference and your choice of custom password will be used by every attendee who connects to the WiFi.

BROWNFIELDS MOBILE APP | \$9,000

At Brownfields 2023, 82% of attendees downloaded the mobile app. Add your brand to this useful tool which will be heavily promoted to attendees and available for free download approximately 2 weeks before the start of the conference.

KNOW BEFORE YOU GO EMAIL | \$6,000

Sponsor the most highly anticipated attendee email of the conference. The Know Before You Go email is sent to Brownfields attendees one week before the conference and includes key information the attendees will refer back to as they navigate the event. Include your hyperlinked banner ad at the top of this email.

PRE-CONFERENCE E-NEWSLETTER | \$3,000

Draw attention with your hyperlinked banner ad included on a pre-conference e-newsletter distributed to more than 20,000 email addresses in the conference database.

EDUCATIONAL

EXPERIENCES

ROUNDTABLE CONVERSATIONS | \$6,000

The Roundtable Conversations are where thoughts and ideas are shared and improvements begin. Sponsorship includes signage and table tents with your logo and booth number.

MOBILE WORKSHOPS | \$3,000

Support attendees as they learn more about the Brownfields process firsthand by visiting sites in different stages of development.

GENERAL CONFERENCE SUPPORT

Looking to support Brownfields in the \$500-\$2,999 range? Contact [Emma McElherne](#) to find out how to be listed as a Supporting Sponsor.

PROMOTIONAL PARTNERSHIPS

For more information on opportunities for foundations and non-profit groups, please contact Travis Childrey at tchildrey@icma.org.

CONTACT US TO RESERVE YOUR SPONSORSHIP:

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Sponsorship details are
subject to change.

