

# PLANNING & REDEVELOPMENT CONFERENCE / 2025

VIRTUAL JUNE 11-12 / IN-PERSON JUNE 13 AT THE HYATT REGENCY, NEW BRUNSWICK

## SPONSORSHIP OPPORTUNITIES

New Jersey Future and the New Jersey Chapter of the American Planning Association are proud to present a three-day conference, which will be held virtually on June 11–12 and in person at the Hyatt Regency New Brunswick on June 13.

The 2025 New Jersey Planning and Redevelopment Conference (NJPRC) brings together bold ideas, innovative solutions, proven concepts, and best practices for creating stronger, more inclusive, and equitable places where people live, work, and play.

Sponsorship provides creative forms of visibility before, during, and after the conference for your organization's products and services while supporting the mission and work of New Jersey Future and APA-NJ.

- Over 800 leaders and decision makers attend
- Many features of the conference are recorded giving sponsors recognition throughout the year
- Opportunity to reach audiences through our dedicated conference emails from New Jersey Future and APA-NJ (10,000+ total subscribers)
- Sponsorships announced in a series of social media posts, reaching our combined audience of 20,000+ followers

### WHEN AND WHERE

#### Wednesday to Friday, June 11–13, 2024

Wednesday and Thursday: Virtual from anywhere! Program sessions from 8:50 a.m.—1:00 p.m.

Friday: Convene in person at the Hyatt Regency, New Brunswick, NJ for a full day of learning, connecting, and sharing ideas from 8:00 a.m.—5:00 p.m. (Including networking reception)

### WHO ATTENDS

The perfect mix of the private and public sectors: mayors; CEOs; community leaders and advocates; township managers; corporate program directors; local, regional, and state planners; and COOs and public finance managers, along with contractors, developers, attorneys, and environmental service providers—all of whom are influencers or decision-makers for how, when, and with whom redevelopment, planning, and infrastructure decisions are made.

### WHAT TO EXPECT

This year's conference format includes two days virtual and one day in person. This three-day event will feature over 30 sessions, a virtual and in-person exhibit area, networking opportunities, and continuing education credits.

## ☐ \$25,000 **TITLE SPONSOR** *(Limit 1 sponsor)*

Title sponsors receive high-profile recognition before, during, and after the NJPRC. Sponsorship provides many forms of visibility for your company's products and services while supporting the mission and work of New Jersey Future and APA-NJ. Title sponsor receives the following benefits:

- Program Book: Full-page ad
  - Logo on back cover and inside of program book
  - Logo included in promo video
  - Logo and hyperlink on New Jersey Future, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ (10,000+ total subscribers)
  - Sponsorship announced in a series of social media posts, reaching our combined audience of 20,000+ followers
  - Logo on attendee login page
  - 15 full conference registrations (includes virtual and in-person days)
  - Sponsor ribbon included on your team's name tags
- **Virtual Days:**
    - Logo included in conference lobby video
    - Linked logo in conference portal sponsor carousel
    - Recognition from virtual podium
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Recognition from podium during plenary sessions
    - The opportunity to address 800+ attendees by giving welcoming remarks from the podium, with a slide displaying your logo
    - Exhibit table or booth space, providing an opportunity to meet with and distribute materials to 800+ attendees
    - Your logo displayed on Title Sponsor signage
    - Logo in ballroom slideshow

---

## ☐ \$10,000 **COMMUNITY BUILDER** *(Limit 3 sponsors)*

- Program Book: Full-page ad
  - Logo included in promo video
  - Logo and hyperlink on New Jersey Future, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
  - Sponsorship announced via social media
  - Logo on attendee login page
  - Linked logo in conference portal sponsor carousel
  - 10 full conference registrations (includes virtual and in-person days)
  - Sponsor ribbon included on your team's name tags
- **Virtual Days:**
    - Included in conference lobby video
    - Linked logo in conference portal sponsor carousel
    - Recognition from virtual podium
    - Recognition during intro video for plenary session
    - Logo listed with plenary session
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Exhibit table or booth space
    - Recognition from podium during plenary sessions
    - Logo on sponsor signage and on plenary table signs
    - Logo in ballroom slideshow during plenary

---

## ☐ \$7,500 **KEYNOTES/PLENARIES SPONSOR** *(Limit 10 sponsors)*

(set of two: one in-person plenary + one virtual plenary)

- Program Book: Full-page ad
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
  - Sponsorship announced via social media
  - Logo on attendee login page
  - Linked logo in conference portal sponsor carousel
  - 6 full conference registrations (includes virtual and in-person days)
  - Sponsor ribbon included on your team's name tags
- **Virtual Days:**
    - Included in conference lobby video
    - Linked logo in conference portal sponsor carousel
    - Recognition from virtual podium
    - Recognition during introduction video for plenary session
    - Logo listed with plenary session
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Exhibit table or booth space
    - Recognition from podium during plenary sessions
    - Logo on sponsor signage and on plenary table signs
    - Logo in ballroom slideshow during plenary

## ☐ \$5,000

(one plenary - may be either virtual or in-person)

- Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
  - Sponsorship announced via social media
  - Logo on attendee login page
  - Linked logo in conference portal sponsor carousel
  - 6 full conference registrations (includes virtual and in-person days)
  - Sponsor ribbon included on your team's name tags
- **In-Person Day:**
    - Exhibit table or booth space
    - Recognition from podium during plenary sessions
    - Logo on sponsor signage and on plenary table signs
    - Logo in ballroom slideshow during plenary

\$4,000 **TRACK SPONSOR** *(Limit 8 sponsors)*

- Includes three sessions in one track (may be virtual and/or in-person)
  - Program Book: Half-page ad
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
  - Sponsorship announced via social media
  - 3 full conference registrations (includes virtual and in-person days)
  - Sponsor ribbon included on your team's name tags
- **Virtual Days:**
    - Linked logo in conference portal sponsor carousel
    - Logo listed with all sessions in track
    - Sponsor hall listing and exhibit portal
    - Logo included in introduction video for track sessions
  - **In-Person Day:**
    - Logo on sponsor signage
    - Logo on track-related room signs and on session slide
    - In-person exhibit (if available at time of sponsor commitment)

\$3,000 **EXHIBIT SPONSOR** *(Virtual + In-person: limited)*

- Includes **both** virtual and in-person exhibit
  - Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
- **Virtual Days:**
    - Linked logo in conference portal sponsor carousel
    - Sponsor hall listing and exhibit portal
  - **In-Person Day:**
    - Exhibit table or booth space

\$1,200 **VIRTUAL EXHIBIT SPONSOR** *(Virtual only)*

- Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
- **Virtual Days:**
    - Sponsor hall listing and exhibit portal

\$2,500 **RECEPTION SPONSOR** *(In-person day)*

- Program Book: Listing
  - 3 full conference registrations (includes virtual and in-person days)
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
- **Virtual Days:**
    - Sponsor hall listing
  - **In-Person Day:**
    - Logo on sponsor signage
    - Logo on Reception Sign

\$2,000 **SCHOLARSHIP SPONSOR** *(supports registrations for community members)*

- Program Book: Listing
  - 2 full conference registrations (includes virtual and in-person days) and 2 full registrations we give out as scholarships to emerging leaders
  - Logo and hyperlink on NJF, APA-NJ, and conference websites
  - Logo and hyperlink on dedicated conference emails from New Jersey Future and APA-NJ
- **Virtual Days:**
    - Sponsor hall listing
  - **In-Person Day:**
    - Logo on sponsor signage

# SPONSORSHIP LEVELS

2025 NJ Planning & Redevelopment Conference

\$2,200  
(in-person session)

## BREAKOUT SESSION SPONSOR

- Program Book: Listing
- 2 full conference registrations (includes virtual and in-person days)
- Logo and hyperlink on NJF, APA-NJ, and conference websites

\$1,700  
(virtual session)

### • Virtual Sessions:

- Linked logo in conference portal sponsor carousel
- Sponsor hall listing
- Logo listed with breakout session
- Logo included in session introduction video

### • In-Person Sessions:

- Linked logo in conference portal sponsor carousel
- Sponsor hall listing
- Logo on sponsor signage
- Logo on breakout session room sign

\$800

## COLLEAGUE SPONSOR

- Program Book: Listing
- 2 full conference registrations (includes virtual and in-person days)
- Logo and hyperlink on NJF, APA-NJ, and conference websites

## PROGRAM BOOK ADS

- |   |                        |                     |
|---|------------------------|---------------------|
| • <b>Full-page ad:</b> 5" wide x 7.75" high | Standard Price \$2,000 | Sponsor Price \$800 |
| • <b>Half-page ad:</b> 5" wide x 3.75" high | Standard Price \$1,000 | Sponsor Price \$500 |

For Program Book ads that are additional and not included in sponsorship, please reach out to Susan O'Connor, [soconnor@njfuture.org](mailto:soconnor@njfuture.org), 609-293-3797.

## REGISTRATION *Refer to sponsor level for complimentary registrations.*

### CONFERENCE REGISTRATION

Includes full-access pass to all conference programming on June 11–13 including over 30 sessions, virtual exhibits, an in-person exhibit hall, and networking with fellow attendees, speakers, and sponsors. A NJPRC25 Video On-Demand library, in addition to session files and resources, will be available to all conference attendees for two months following the Conference.

- **\$350** New Jersey Future supporters and members of APA-NJ
- **\$400** Non-Member
- **\$275** Elected Officials/Nonprofit/Speakers

## RESERVE YOUR SPONSORSHIP

### CONTACT

Susan O'Connor  
Director of Development  
New Jersey Future  
[soconnor@njfuture.org](mailto:soconnor@njfuture.org)

### SPONSORSHIP PAYMENT

Check (preferred) or credit card.

The attached form must be completed and emailed to [soconnor@njfuture.org](mailto:soconnor@njfuture.org) to reserve your sponsorship (payment can follow).



# YES!

We want to sponsor the 2025 NJ Planning & Redevelopment Conference and support the work of New Jersey Future and APA-New Jersey.

Convening virtually June 11–12 and in person on June 13 at the Hyatt Regency, New Brunswick, NJ.

Sponsorship amount: \$ \_\_\_\_\_

Sponsorship type: \_\_\_\_\_

Name: \_\_\_\_\_

Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

- Check enclosed, made payable to:  
New Jersey Future, 16 W. Lafayette St., Trenton, NJ 08608
- Please email me an invoice.
- Credit Card: Please email [soconnor@njfuture.org](mailto:soconnor@njfuture.org) for payment instructions.

To reserve your sponsorship, email this form to: [soconnor@njfuture.org](mailto:soconnor@njfuture.org). Payment can follow. Questions: Contact [Susan O'Connor](#), Director of Development, New Jersey Future.



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*