**FOUNDED IN 2003**, we are a multinational coalition of local governments, led by more than 250 mayors and chief elected officers, that are working actively to promote the environmental, economic and social health of communities across the Great Lakes and St. Lawrence River Basin. Our member cities represent over 19 million people in the basin, spanning from Duluth, MN to Rimouski, QC.

As a region with a water-based economy, we are building a stronger, more resilient and economically vibrant basin by tackling some of the most pressing issues facing cities and towns today through advocacy, collaboration and education. We are helping to prepare our communities to face those challenges head-on and leverage some of the unique opportunities that come from being in a basin that represents more than 20 percent of the world’s surface freshwater and over $6 trillion in economic activity annually.
ABOUT OUR ANNUAL CONFERENCE

Each year, more than 150 attendees – including members of the Cities Initiative and industry and government leaders – gather around a key topic of interest to the basin and our communities.

The world is changing, and local economies must change too. As communities struggle with preparing for climate change, achieving emissions reductions goals and improving sustainable water management, there are opportunities to leverage these challenges into sustainable development. Now is the time to push the envelope to secure our region’s prosperity.

At this conference, we will look at how we can harness our advantage as a region built around the largest reserve of fresh water in the world to drive clean and durable economic transformation in this vital trade corridor. We will also examine how to leverage municipal and corporate climate action to attract new investment opportunities to the basin and assure the health of our freshwater for future generations and sustainable prosperity.

Topics that will be covered at the conference include:

- Transforming our region to advance a green economic corridor
- Transforming our waterfronts to unlock new opportunities
- Transforming our energy grids to power our future
- Transforming our mobility to improve how we get people and goods moving
- Transforming water innovation to better manage this vital resource

IN 2024, the Cities Initiative is gathering May 15 to 17 in Montréal, Québec, around the theme of Economic Transformation.
**PARTNER WITH THE CITIES INITIATIVE**

Partner with the Cities Initiative to make our 2024 annual conference our best yet. Through your contribution, you will also support our mission to advance the environmental, economic and social health of communities across the basin.

You can contribute according to the suggested levels outlined below so that it best corresponds to your budget and objectives.

**BENEFITS OF PARTNERING WITH OUR ANNUAL CONFERENCE**

- Connect with 250+ mayors and 1,000+ contacts in local government; federal, state and provincial agencies; nonprofits and industries across the basin
- Access thought leaders and industry champions in green and water-based industries
- Gain visibility with an audience of 150+ municipal and industry leaders, freshwater champions and government officials through marketing and speaking opportunities at the conference and beyond
- Work with our team to host side events and coordinate bilateral meetings with attendees
- Demonstrate your commitment to sustainable development and protecting our freshwater resources for the benefit of future generations

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<thead>
<tr>
<th>Level</th>
<th>Category</th>
<th>Key Benefits*</th>
<th>Comp. Passes</th>
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<tbody>
<tr>
<td>BASIN</td>
<td>$45,000</td>
<td>Signature Partner</td>
<td>7</td>
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<tr>
<td></td>
<td></td>
<td>15-minute opening keynote; Logo throughout the conference</td>
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<tr>
<td>ST. LAWRENCE</td>
<td>$35,000</td>
<td>Keynote Luncheon</td>
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<td></td>
<td></td>
<td>10-minute speaking opportunity; Keynote speaker introduction</td>
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<tr>
<td>SUPERIOR</td>
<td>$25,000</td>
<td>Plenary Sessions</td>
<td>4</td>
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<tr>
<td></td>
<td></td>
<td>5-minute plenary introduction &amp; opportunity to moderate</td>
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<tr>
<td>HURON</td>
<td>$17,500</td>
<td>Dinners</td>
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<td></td>
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<td>5-minute speaking opportunity</td>
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<tr>
<td>MICHIGAN</td>
<td>$10,000</td>
<td>Breakout Sessions</td>
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<td>5-minute plenary introduction &amp; opportunity to moderate</td>
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<tr>
<td>ERIE</td>
<td>$7,500</td>
<td>Breakfasts</td>
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<td>Logo placement during sponsored breakfast</td>
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<td>ONTARIO</td>
<td>$5,000</td>
<td>Coffee Breaks</td>
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<td></td>
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<td>Logo placement during sponsored breaks</td>
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Contributions of $10,000 or more can be tailored to meet your organization’s needs. All amounts are in CAD.
BASIN $45,000 (LIMIT OF 1)

BENEFITS

- Signature annual conference partner – Logo included on main stage backdrop; special signage throughout the conference space; special message broadcast on conference app
- VIP room sponsorship – Room reserved on the conference floor for partners, speakers, Cities Initiative board members and special guests of Basin partner; opportunity to host conference guests
- Opening keynote opportunity – 15-minute inaugural speaking opportunity
- Opportunity to organize a tailored side-event (for example: VIP meet-and-greet)
- Special email message broadcast to attendees before and after the event
- Seven (7) complimentary full registrations to the annual conference, luncheons and dinners
- 50% discount on additional annual conference registrations
- Two (2) invitations to Board of Directors dinner at the annual conference (May 14, 2024)
- Two (2) invitations to Board of Directors dinner at the Mid-Year Meeting (Cleveland, OH – December 2024)
- One (1) complimentary exhibitor table with priority positioning
- Opportunity to co-create one (1) webinar in 2024, with logo and 5-minute introductory remarks
- Opportunity to have sponsor-branded materials delivered to AGM participants’ rooms (optional; materials to be provided by partner at their expense)

- Visibility and recognition:
  - Verbal recognition during morning plenary session on all conference days, during closing remarks and at the awards dinner
  - Logo placement on hotel key cards for conference guests
  - Top logo placement on conference event page of Cities Initiative website
  - Top logo placement in communications to members and guests about the conference
  - Top placement on all conference badges and on lanyards
  - Top placement in conference event app
  - Logo placement on-screen thanking partners
  - Logo placement on Partners page of Cities Initiative website for 2024
  - Recognition on Cities Initiative social media channels

- Invitation to join Cities Initiative Advisory Board
- Invitations to exclusive virtual and in-person events throughout the year
- Special consideration for other opportunities as they arise
ST. LAWRENCE $35,000 (LIMIT OF 1)

BENEFITS

- Luncheon sponsorship – Verbal and visual recognition (for example: logo on menus and on tables, company name on agenda); 10-minute speaking opportunity with introduction of keynote luncheon speaker; special podium signage on day of luncheon; special message broadcast on event conference app ahead of sponsored plenary
- Special email message broadcast to attendees before and after the event
- Five (5) complimentary full registrations to the annual conference, luncheons and dinners
- 50% discount on additional annual conference registrations
- One (1) invitation to Board of Directors dinner at the annual conference (May 14, 2024)
- One (1) invitation to Board of Directors dinner at the Mid-Year Meeting (Cleveland, OH – December 2024)
- One (1) complimentary exhibitor table
- Opportunity to have sponsor-branded materials delivered to AGM participants’ rooms (optional; materials to be provided by partner at their expense)

- Visibility and recognition:
  - Verbal recognition during morning plenary session on all conference days, during closing remarks and at the awards dinner
  - Logo placement on annual conference event page of Cities Initiative website
  - Logo placement in communications to members and guests about the conference
  - Logo placement on all annual conference badges
  - Logo placement in event conference app
  - Logo placement on-screen thanking partners
  - Logo placement on one (1) Cities Initiative webinar in 2024
  - Recognition on Cities Initiative social media channels

- Invitations to exclusive virtual and in-person events throughout the year
- Special consideration for other opportunities as they arise
SUPERIOR $25,000 (LIMIT OF 6)

BENEFITS
• Plenary sponsorship – Verbal and visual recognition; 5-minute introduction and opportunity to moderate session; company name on agenda; special message broadcast on event conference app ahead of sponsored plenary
• Four (4) complimentary full registrations to the annual conference, luncheons and dinners
• 50% discount on additional annual conference registrations
• One (1) invitation to Board of Directors dinner at the annual conference (May 14, 2024)
• One (1) complimentary exhibitor table

HURON $17,500 (LIMIT OF 2)

BENEFITS
• Dinner sponsorship – Verbal and visual recognition (for example: logo on menus and on tables, company name on agenda); 5-minute speaking opportunity; special message broadcast on event conference app ahead of sponsored dinner
• Three (3) complimentary full registrations to the annual conference, luncheons and dinners
• 25% discount on additional annual conference registrations
• One (1) complimentary exhibitor table

Visibility and recognition:
• Verbal recognition during morning plenary session on all conference days, during closing remarks and at the awards dinner
• Logo placement on annual conference event page of Cities Initiative website
• Logo placement in communications to members and guests about the conference
• Logo placement in event conference app
• Logo placement on-screen thanking partners

Invitations to exclusive virtual and in-person events throughout the year
**MICHIGAN $10,000 (LIMIT OF 8)**

**BENEFITS**
- Breakout session sponsorship – Verbal and visual recognition; five-minute introductory remarks and opportunity to moderate session; company name on agenda; special message broadcast on event conference app ahead of sponsored breakout
- Two (2) complimentary full registrations to the annual conference, luncheons and dinners
- 25% discount on additional annual conference registrations
- One (1) complimentary exhibitor table

- Visibility and recognition:
  - Verbal recognition during opening and closing remarks of the conference
  - Logo placement on annual conference event page of Cities Initiative website
  - Logo placement in communications to members and guests about the conference
  - Logo placement in event conference app
  - Logo placement on-screen thanking partners

**ERIE $7,500 (LIMIT OF 4)**

**BENEFITS**
- Breakfast sponsorship – Verbal and visual recognition (for example: logo placement on menus and tables); special message broadcast on event conference app ahead of sponsored breakfast [*Note: breakfasts may be sponsored by up two to partners*]
- Two (2) complimentary full registrations to the annual conference, luncheons and dinners
- 10% discount on additional annual conference registrations
- One (1) complimentary exhibitor table (*dependant on availability*)

- Visibility and recognition:
  - Verbal recognition during opening and closing remarks of the conference
  - Logo placement on annual conference event page of Cities Initiative website
  - Logo placement in communications to members and guests about the conference
  - Logo placement in event conference app
  - Logo placement on-screen thanking partners
ONTARIO $5,000 (LIMIT OF 3)

BENEFITS

- Coffee break sponsorship – Verbal and visual recognition throughout the day of sponsored breaks (for example: logo placement at coffee stations)
- One (1) complimentary full registration to the annual conference, luncheons and dinners
- 10% discount on additional annual conference registrations
- One (1) complimentary exhibitor table (dependant on availability)

Visibility and recognition:
- Verbal recognition during opening and closing plenaries of the annual conference
- Logo placement on-screen thanking partners
- Logo placement on annual conference event page of Cities Initiative website
- Logo placement in communications to members and guests about the conference

OUR HOST CITY  Montréal, Quebec

A striking union of European and North American cultures, Montréal seduces visitors with a wonderful pairing of history, beautiful architecture and exquisite fine dining and entertainment.

The island of Montréal was originally a diplomatic trading area for regional First Nations: the Atikamekw to the north, the Anishinaabe (Algonquin) to the west and the Kanien’kehá:ka (Mohawk), part of the Haudenosaunee (Iroquois) Confederacy, to the south.

During the 16th century, the first French settlers arrived at the shores of this island, followed by the English, the Scottish and the Irish. Today, more than 3.6 million people representing over 120 distinct ethnic communities have come to call Montréal home.

The world’s second largest francophone city after Paris, Montréal is a cosmopolitan centre with proud roots in the past and an enthusiastic embrace of the future.

Whether strolling in the Old Port, around the city’s many distinct neighbourhoods or up Mount Royal, where the city derives its name, there is no shortage of things to do during your stay in Montréal.

Come discover all that the Francophone Metropolis of the Americas has to offer!
PARTNER WITH US AND CONTRIBUTE TO THE SUSTAINABLE TRANSFORMATION OF A $6 TRILLION REGIONAL ECONOMY

For more information please contact:
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