

NEIGHBORHOODS NOW

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Join us in support of NYC Community Recovery. Become a Sponsor of *Neighborhoods Now*

Sponsorship of the *Neighborhoods Now* initiative is an opportunity to signal support of Van Alen Institute and Urban Design Forum and our work with four NYC neighborhoods in response to COVID-19 and its disparate impact across communities of color. Sponsors receive enhanced visibility and brand recognition on *Neighborhoods Now* web, digital and printed material around public programming engagements and design recommendations.

Premier Sponsor—\$50,000

(in addition to Lead Sponsor benefits)

- Exclusive recognition as the Premier Sponsor of the *Neighborhoods Now* initiative
- Invitation to make a presentation at a *Neighborhoods Now* public programming engagement in September/October 2020
- Logo featured as Premier Sponsor on *Neighborhoods Now* web pages, printed, and digital materials, as well as in all related publicity collateral, invitations, event programs, social media and digital content
- Additional engagement opportunities

Lead Sponsor—\$25,000

(in addition to Benefit Sponsor benefits)

- Opportunity for contribute insights at a *Neighborhoods Now* public program in September/October 2020
- Preview of relevant findings and design recommendations in advance of wide release with opportunity for discussion with Executive Directors and key project partners
- Logo featured at the Lead Sponsor level on *Neighborhoods Now* web pages, printed, and digital materials, as well as in all related publicity collateral, invitations, event programs, social media and digital content

Benefactor Sponsor—\$10,000

(in addition to Advocate Sponsor benefits)

- Verbal mention and logo featured at the Benefactor level in *Neighborhoods Now* public program event invitations and opening slideshows, presented to 500+ invited attendees from community development organizations, city agencies, and neighborhood small business owners
- Access to special project briefings with Van Alen and Forum Executive Directors
- Logo featured at the Benefactor level on *Neighborhoods Now* web pages, printed, and digital materials, as well as in all related publicity collateral, invitations, event programs, social media and digital content

Advocate Sponsor—\$5,000

(in addition to Patron Sponsor benefits)

- Opportunity to contribute quote for select *Neighborhoods Now* collateral (details and timing to be agreed to between parties)
- Logo featured at the Advocate level in *Neighborhoods Now* public program event invitations and opening slideshows, presented to 500+ invited attendees from leading community development organizations, city agencies, and neighborhood small business owners
- Logo featured at the Advocate level on *Neighborhoods Now* web pages and all printed and digital materials

Patron Sponsor—\$2,500

- Special recognition of sponsorship in final recommendations shared with city agencies and available to small business owners, community-based organizations, and business improvement districts via free download on the *Neighborhoods Now* web pages on vanalen.org and urbandesignforum.org
- Logo featured at the Patron level on *Neighborhoods Now* web pages and all printed and digital materials

Supporting Sponsor—\$1,000

- Logo featured at the Supporting level on *Neighborhoods Now* web pages and all printed and digital materials, including final recommendations to city agencies and available to small business owners, community-based organizations, and business improvement districts via free download on the *Neighborhoods Now* web pages on vanalen.org and urbandesignforum.org

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50% of sponsorship funds will be directed to community partners for implementation of reopening and recovery solutions.

Contributions are 100% tax-deductible. Thank you for your generous consideration of support.

To make your reservation or for more information, please contact:

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About Van Alen Institute

Van Alen Institute envisions a world where cities, landscapes and regions support every human being's full potential. To achieve this, we help communities build social and physical resilience through inclusive design. Building on 125 years of experience, we collaborate with communities, scholars, policymakers, and professionals on local and global initiatives that rigorously investigate the most pressing social, cultural, and ecological challenges of tomorrow. With a core belief in an interdisciplinary approach to design, the Van Alen team has backgrounds in urban planning, public health, civic advocacy, community engagement, and arts and culture.

About Urban Design Forum

Urban Design Forum mobilizes civic leaders to confront the defining issues facing New York City's built environment. We are an independent membership organization that empowers professionals of diverse backgrounds, industries and perspectives to shape a better future for all New Yorkers. We investigate complex challenges in the built environment, study alternative approaches from cities around the world, and advance progressive strategies to build a more dynamic and democratic city.

vanalen.org/projects/neighborhoods-now/