



GOVERNING SUMMIT | SUSTAINABILITY

June 21-22, 2011 – 1.5 days
Lincoln Center – New York, New York
Building Sustainable 21st Century Communities

Hosted in cooperation with the City of New York and the City University of New York (CUNY)

The Summit is a national event designed to tackle the pressing issue of creating Smart, Sustainable, Livable communities. Beyond “thinking green,” the Summit will address the topic of sustainability in the context of economic, health, social and environmental issues. As a critical strategy for long-term economic vitality of a region, we’ll discuss best practices and policies around jobs, finance, energy, facilities, infrastructure and urban planning.

On a practical level, the Summit will help government leaders address the pressing financial challenges they face by unlocking new sources of revenue, cost savings and economic development strategies associated with building 21st century communities.

Event Format

- 70 hand-selected government executives from across the nation, plus significant NYC government participation
- Interactive, facilitated discussion with general sessions

Program Highlights

- PlaNYC in 2011 and Beyond
- Keynote
- Panel of government leaders, featuring executive local, state and federal elected and appointed officials, will discuss the challenges and opportunities in building smart and sustainable communities
- Program topics with highlighted speakers and audience discussion (tentative):

1. Jobs

2. Energy

3. Infrastructure/Facilities

4. Leadership/Policy

- Lunch
- Dinner and reception at the end of the first day

In addition to the networking and collaboration that will take place at the Summit, the GOVERNING editorial team will capture conversations by creating the Sustainability *Playbook* to be published and widely distributed post-event.



Post Event: GOVERNING's Sustainability Playbook

The Sustainability Playbook based on Summit outcomes will be accompanied by a designated landing page on governing.com. This page will feature other significant papers and articles of interest to the *Sustainability* conversation and community.

Playbook Distribution

- Insert into GOVERNING
- Posted on governing.com (6 months)
- Hardcopy mailing to 500 executive titles (include chief of staff for each transition team)
- Custom mailing to 100 titles selected by sponsor with cover letter from GOVERNING Publisher
- 100 hard copies to each sponsor

Playbook Deliverables

- Corporate logo on Playbook
- Sponsors may submit materials and other resources for consideration to be included in an "other references" listing in the back of the playbook
- Inserted into upcoming issue of GOVERNING
- Custom mailing to 100 titles selected by sponsor with cover letter from GOVERNING Publisher
- 100 hard copies to each sponsor

Benefits of Sponsorship

- Two sponsor representatives in attendance at the Summit and Summit dinner
- Sponsors may submit a "wish list" for Summit delegates
- Logo placement on promotional materials
- Half-page corporate profile in printed program
- Participation in the discussions throughout the conference including the general session and breakout sessions
- Access and networking opportunities with leaders from NYC and the rest of the nation

Audience Profile

Governor policy staff

Legislators (environment, sustainability, public works and economic development committee members)

Agency Directors and Commissioners

City Managers

County Commissioners

Facility Executives

Public Works Executives

Utility Executives

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