



International Making Cities Livable

Invitation to Sponsor - IMCL 2024 in Newport, RI

A unique opportunity to celebrate your organization, company or project with an international audience of distinguished researchers, city leaders and practitioners



Michael W, Mehaffy, Ph.D.

As Executive Director, I would like to personally thank you for considering a sponsorship!

Our goal in the IMCL conferences is to celebrate good work that is aligned with our mission, and share the knowledge of how it has been achieved. We do this through peer-to-peer exchanges at instructive case-study locales of transformation into more livable, ecological, equitable, beautiful cities, towns, and suburbs. We welcome the opportunity to celebrate your achievements as they relate to the conference topics, and disseminate knowledge of your organization or project, as well as your lessons learned.

The 2024 IMCL conference will offer sponsors the option of purchasing tickets for themselves, or making tickets available as scholarships for qualified attendees in need of financial assistance. In addition, sponsors will be recognized with a number of benefits as described below.

There are also potential opportunities for presentations, tours, or other features of your work, depending on its relevance to the conference. (For example, builders, developers, architects, business owners and others are warmly invited to become sponsors, and showcase their work during the conference. I will be happy to personally discuss this and other opportunities with you in more detail.)

The IMCL is a premier international leadership conference on urban quality of life since 1985, bringing together a number of the world's most innovative and successful mayors, planners, economic development specialists, designers, developers, NGO officials, and researchers and scholars. Importantly, the IMCL conferences cover not just big cities but also small towns and suburbs, since such a large percentage of the world's inhabitants live in these areas, and they are also the location for many of the world's most pressing social, economic and environmental challenges.

Our 60th IMCL conference is titled, "Making Cities Livable: Research into Communication, and ACTION." The transformation of sprawling, fragmented, dysfunctional places into livable, walkable, sustainable neighborhoods remains an urgent challenge, especially so in an age of unprecedented rapid urbanization. Our next conference will be an important in-person gathering as we emerge from the pandemic and assess the many important lessons for a time of dynamic transformation for cities, towns, suburbs and countrysides.

We'll gather in Newport, Rhode Island, at the beautiful and historic Bois Doré estate (made available through the generosity of Fairfax and Sammons Architects). Newport is a beautiful historic city with modern challenges, and with a wide range of practices and tools to study and share. Using other case studies from other parts of the world, we'll ask, what are the effective new tools and strategies to bring positive change to suburban as well as urban areas? What are the lessons from the pandemic for healthy and inclusive cities, and especially, their public spaces? What are the barriers that successful examples faced, and how did they overcome them? (Or if they didn't, what can we learn from those lessons too?) What are their successes and lessons learned, and what can other places learn from them?

And we'll examine other related challenges for cities and towns today, including the crisis of affordable housing, the need for climate resilience and adaptation, promoting neighborhood health, achieving urban equity, promoting active mobility, age-friendly cities, neighborhoods for children, and much more. We'll also consider the timeless requirements for human scale architecture and mixed-use urban fabric, for reviving city and town centers, and creating vibrant public places where people can gather for farmers markets, festivals, outdoor cafes and community social life.

We'll hear from leading researchers about the best evidence on emerging challenges and effective methods, including financial tools, regulatory innovations, design strategies, and promising (and occasionally worrisome) new technologies. We'll hear from practitioners on the front lines about their successes and challenges, and the latest research on effective approaches. We'll learn the latest trends from around Europe, North America, and other parts of the world, in livable and sustainable development.

We would be honored if you would consider becoming a sponsor for this important gathering. The information below covers the sponsorship levels and benefits. For more information, please email me personally at michael.mehaffy@livablecities.org, or call +1 503-250-4449.

Sincerely,

Michael W. Mehaffy, Ph.D., Executive Director
Suzanne C. and Henry L. Lennard Institute for Livable Cities

Lennard Institute for Livable Cities Inc. DBA International Making Cities Livable (IMCL)
*A 501(c)(3) Public Benefit Corporation * Registered in the USA * 506 E. 9th Street, The Dalles, Oregon 97058*

THE DETAILS

WHERE: Newport, Rhode Island USA

WHEN: April 26-28, 2024 (*With optional events the morning of April 26th, and all day April 29th*)

WHAT: The International Making Cities Livable (IMCL) Conference is a venerable and prestigious annual gathering of some of the leading urban thinkers in the world today. It was founded in 1985 by Henry Lennard, a Viennese medical sociologist, and Suzanne Lennard, a British architectural scholar.

WHO: This conference will bring together over 100 outstanding delegates - elected officials, practitioners and scholars in planning, urban design, architecture, landscape architecture, land use development, transportation planning, public health, human development, and social sciences from around the world - to share experiences, ideas and expertise.

WHY: At this conference, we will examine creative strategies, tools and design solutions for achieving livable cities (and suburbs, and towns) for ALL. The conference will examine timely topics like zoning reform, neighborhood health, social capital, green cities, affordable housing, active mobility, gentrification, displacement and homelessness, age-friendly cities, resilience and adaptation, and other related issues.

SPONSOR: Your sponsorship will emphasize your organization's dedication to the goals of making cities and suburbs more healthy, green and livable. It will help ensure the highest quality speakers on these topics, and carry this message to a broad international audience.

By bringing together a diverse group of delegates from the planning, urban design, public health and other fields, we will increase the understanding of why it is so important to achieve livable cities and suburbs, and highlight exemplary organizations, firms, and projects worldwide that are achieving these goals.

HOW: Please feel free to reach out to discuss the details with our director, Michael Mehaffy, at michael.mehaffy@livablecities.org.

The Lennard Institute for Livable Cities, Inc., is a 501 (c)(3) non-profit public benefit corporation registered in Indiana, USA. Donations are tax-deductible according to US charitable donation laws (please verify your own eligibility).

SPONSORSHIP LEVELS AND BENEFITS:

PARTNER (\$50,000 and above)

- Promotion in the 2024 IMCL Conference Program and materials
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- Reserved exhibit table for your organization's literature or display (or included in the conference packet, negotiable)
- Invitation to discuss participation & featuring of work in conference content (negotiable, depending on relevance)
- Ten (10) free conference participant registrations (or scholarships)
- Reserved VIP Sponsors table (up to ten participants) at the Discussion Dinner- Awards Ceremony
- Recognition of sponsorship at the Awards Ceremony

DONOR (\$25,000 - \$49,999)

- Promotion in the 2024 IMCL Conference Program and materials
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- Reserved exhibit table for your organization's literature or display (or included in the conference packet, negotiable)
- Invitation to discuss participation & featuring of work in conference content (negotiable, depending on relevance)
- Six (6) free conference participant registrations (or scholarships)
- Reserved VIP Sponsors table (up to six participants) at the Discussion Dinner- Awards Ceremony
- Recognition of sponsorship at the Awards Ceremony

SPONSOR (\$10,000 - \$24,999)

- Promotion in the 2024 IMCL Conference Program and materials
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- Reserved exhibit table for your organization's literature or display (or included in the conference packet, negotiable)
- Invitation to discuss participation & featuring of work in conference content (negotiable, depending on relevance)
- Three (3) free conference participant registrations (or scholarships)
- Reserved VIP Sponsors table (up to three participants) at the Discussion Dinner- Awards Ceremony
- Recognition of sponsorship at the Awards Ceremony

SUPPORTER
(\$5,000 - \$9,999)

- Promotion in the 2024 IMCL Conference Program
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- Reserved exhibit table for your organization's literature or display (or included in the conference packet, negotiable)
- Two (2) free conference participant registrations (or scholarships)
- Reserved VIP Sponsors table (up to two participants) at the Discussion Dinner- Awards Ceremony

ADVOCATE
(\$2,500 - \$4,999)

- Promotion in the 2024 IMCL Conference Program
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- Reserved exhibit table for your organization's literature or display (or included in the conference packet, negotiable)
- One (1) free conference participant registration (or scholarship)
- Reserved VIP Sponsors table (up to one participant) at the Discussion Dinner- Awards Ceremony

ASSOCIATE
(\$1,000 - \$2,499)

- Promotion in the 2024 IMCL Conference Program
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- 50% discount on up to two conference participant registrations

FRIEND
(\$500 - \$999)

- Promotion in the 2024 IMCL Conference Program
- Promotion and placement of your organization's logo and direct link on the IMCL Conference website if requested
- Announcement and sign acknowledging support at conference events
- 50% discount on one conference participant registration

ABOUT US

Begun in 1985, the International Making Cities Livable (IMCL) conference series, hosted by the Lennard Institute for Livable Cities, has become a premier international gathering and resource platform for more livable, humane and ecological cities and towns. Our flagship conferences are held in beautiful and instructive cities hosted by visionary leaders who are able to share key lessons. We are a 501(c)(3) public benefit corporation based in the USA, with alternating events and activities in Europe and other parts of the world.

*"I heard nothing but positive comments... I learned so much and so enjoyed myself."
Christopher Leinberger, Professor Emeritus, George Washington University*