



2018 APA LA Annual State Conference

October 3-5, 2018

Shreveport, LA

Sponsorship Packet

May 11, 2018

Greetings from the American Planning Association Louisiana Chapter (APA-LA),

We are excited to host this year's annual state conference—themed: The Face of Planning: for Everyone, by Everyone —from October 3rd to October 5th in beautiful Shreveport/Bossier City (Louisiana's "*Other*" side). The conference will showcase and support best planning practices throughout the State of Louisiana, while providing networking, educational, and business outreach opportunities for our 400+ professional membership of urban planners and those with similar career paths in real estate development, economic development, land development law, and public policy. As a non-profit, the APA LA relies on the generosity of its conference sponsors and registration fees to carry out this mission. For more information on who we are as a professional organization, please find the "Sponsorship Fact Sheet".

What can you expect from our conference? In short, two and a half days of thought-provoking, professional development sessions (including law, ethics, and mobile workshops), two delicious breakfasts, keynote and awards luncheons, as well as two drink tickets for the opening reception on the first evening of the conference. Our keynote speaker is Mr. Paul Farmer, FAICP, HON ASLA, HON (life) RTPI, HON PIA; former CEO of APA and its professional institute, AICP; three careers in planning: a decade teaching at Cornell University and University of Wisconsin-Milwaukee; two decades in senior management positions as Deputy Planning Director of Pittsburgh, Planning Director of Minneapolis, and Executive Director of Planning & Development in Eugene, Oregon.

In closing, we invite you to participate in this year's event as a Conference Sponsor and support our organization and its mission to further smart, innovative planning in the State of Louisiana. To assist you with determining the sponsorship package that best suits your organization, please find enclosed a Sponsorship Form for your consideration.

Please contact Derek Chisholm, APA LA Chapter President, (president@louisianaplanning.com) if you require additional information regarding sponsorship or the impact of our organization. We hope to develop great partnerships with our sponsors as we move into 2018 and continue in our mission of Making Great Communities Happen around Louisiana!

Sincerely,

2018 APA LA Annual Conference Co-Chairs

Joanne C. Poret, AICP
Planning & Zoning Director
LA APA North Section Director

Mark W. Sweeney, AICP
Executive Director
Shreveport/Caddo MPC



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Sponsorship Fact Sheet

American Planning Association - Louisiana Chapter

Who We Are:

The American Planning Association is a professional membership organization for urban planners and those with similar career paths in real estate development, economic development, land development law, and public policy. Our mission is to promote the practice of community and regional planning in Louisiana by enhancing the effectiveness of planners in impacting public policy. The goals of the organization are three-fold: increase networking opportunities for those within the field, build political support for responsible planning principles in our communities, and promote excellence in the profession by means of spotlighting outstanding examples of developments, projects and policies.

The Louisiana Chapter and its regional Sections are made up of approximately 500 members, many from a variety of disciplines and organizations, including municipal planning offices, economic development agencies, planning commissions, private planning and development firms, land development attorneys, regional governments and agencies, transportation planners/engineers, water management agencies, architects, and landscape architects, among others.

Why Support Us:

Support for the Louisiana Chapter of the American Planning Association helps to advance the planning profession and a better future for Louisiana. As we move into 2018, the Chapter plans to continue to advocate for the use of proven, successful tools in shaping urban development - like community-oriented development and streamlined government efficiency, etc. By partnering with the Chapter, your brand will reach over 200 influential leaders and policy-makers across the state while demonstrating your commitment to quality development that supports a community purpose. Further, we feel that sponsorship of the 2018 State Planning Conference will help us provide a better opportunity to reach potential members and leaders in urban policy.

Please let Alan Clarke, Treasurer of the State Chapter, or Stephen Jean, Deputy Director of the Shreveport/Caddo MPC and Sponsorship Chair, know if you need any more information regarding sponsorship or the impact of our organization. We hope to develop great partnerships with our sponsors as we move into 2018!

Sincerely,

2018 APA LA Annual Conference Co-Chairs

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Sponsorship Guide

APA LOUISIANA CHAPTER welcomes and thanks our many returning partners and new sponsors! Being a sponsor of this year's event demonstrate your organization's commitment to the advancement of the planning profession, while taking advantage of benefits specially designed to promote your company or organization! As partners, we appreciate our common commitment to the future of Louisiana. Please demonstrate your commitment by considering one of the sponsorship opportunities listed below. If you desire more information or have specific questions regarding sponsorship opportunities, please feel free to contact Stephen Jean at stephen.jean@shreveportla.gov or (318) 673-6467. Thanks again for your continued support!

For a preview of this year's beautiful conference venue, you may visit Sam's Town Casino's website at: <https://www.samstowndshreveport.com/>

DIAMOND SPONSOR: \$5,000 or more

Five Complimentary Conference Registrations

Full Page Ad in Conference Program

Reception sponsor with ability to have table alongside check-in for Reception

Acknowledgement at APA LA Chapter Conference and on website: louisianaplanning.org

PLATINUM SPONSOR: \$2,000-\$4,999

Two Complimentary Conference Registrations

Full Page Ad in Conference Program

Lunch Sponsor with display signage (shared) Acknowledgement at APA LA Chapter Conference and on website: louisianaplanning.org

GOLD SPONSOR: \$1,000

One Complimentary Conference Registration

Half Page Ad in Conference Program

Breakfast Sponsor with display signage (shared) Acknowledgement at APA LA Chapter Conference and on website: louisianaplanning.org

SILVER SPONSOR: \$750

1/4 Page Ad in Conference Program

One Complimentary Awards Luncheon Ticket Break sponsor with display signage (shared)

Acknowledgement at APA LA Chapter Conference and on website: louisianaplanning.org

BRONZE SPONSOR: \$500

Business Card Sized Ad in Conference Program

Acknowledgement at APA LA Chapter Conference and on website: louisianaplanning.org

BUSINESS SPONSOR: \$250

Listing in Conference Program

Acknowledgement at APA LA Chapter Conference and on website



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Sponsorship Form

SPONSORSHIP FORM: Louisiana Chapter of the American Planning Association

Please remit payment by September 28, 2018

Yes, I/we want to be part of the 2018 APA Louisiana Chapter State Conference.

(Please print clearly.)

Firm/Organization: _____

Contact Person: _____

Person(s) Attending: _____

Address: _____

Phone: (____) _____ Fax: (____) _____

Email: _____

Contact for Graphics: _____

Phone Number: _____

Email: _____

Address: _____

My organization/firm will participate in this year's event as a (please check below) Sponsor:

- Diamond: \$5,000 or greater
- Platinum: \$2,000 - \$4,999
- Gold: \$1000
- Silver: \$750
- Bronze: \$500
- Business: \$250

TOTAL DUE: \$ _____

Enclosed is our check in the amount of \$ _____.

Please make checks payable to: APA LOUISIANA CHAPTER

Please mail payment and forms to:

Mr. Alan Clarke
APA Louisiana Chapter
P.O. Box 29673
Shreveport, LA 71149

Sign up now by using this Sponsorship Registration form or contact: Mary Findley, (318) 673-6498 or marybeth@louisianaplanning.com.