



Promotional Partner Agreement

2019 National Brownfields Training Conference

Los Angeles, California, December 11-13, 2019
With Pre-Conference Programming on December 10

Introduction

The National Brownfields Training Conference is the largest event of its kind, devoted exclusively to the remediation, redevelopment, and reuse of environmentally impaired properties. Featuring educational sessions, plenary events, mobile workshops, exhibit hall and trade show programming, the conference convenes key stakeholders from the private sector, public agencies, nonprofit organizations, and academia.

Partner Responsibilities

For purposes of this agreement, “partners” are national and regional organizations that agree to support the development and implementation of the National Brownfields Training Conference. In general, organizations are expected to be participatory partners. There is no fee to become a partner. However, partner organizations are required to support marketing and outreach efforts. If a partner does not follow through with their commitment, conference organizers have the right to terminate this agreement.

Benefits of Partnering

ICMA recognizes that partnering organizations substantially contribute to the overall success of the National Brownfields Training Conference. In recognition of this support, partners receive several benefits for their participation.

- ⇒ Partners’ logo will be featured in all mailed marketing materials, in the onsite publication and in notable locations throughout the conference site in Pittsburgh and recognized as “proud partners of the National Brownfields Training Conference.”
- ⇒ Partner’s logo will be featured on the official Brownfields 2019 website, www.brownfields2019.org.

Marketing and Outreach

Provide us with details for your organization’s involvement in Brownfields 2019. *Please note all mailing lists will only be used for Brownfields 2019 marketing materials and will not be shared with outside sources.*

(MANDATORY, PLEASE COMPLETE)

Please provide the name, phone number, and e-mail address of the primary point of contact that will represent your organization in any of the above-mentioned partner activities.

Organization: _____
Name: _____
Phone Number: _____
E-mail: _____

(CHECK A MINIMUM OF 5 TO QUALIFY AS A PARTNER)

Mailing Lists

Direct Mail

We will provide a list of _____ contacts in an Excel file.

E-Mail

We will provide a list of _____ e-mail addresses in an Excel file.

We will provide conference information to our members and contacts via our email distribution list which includes _____ # of contacts.

Website/Weblinks/Listservs

We will post conference information on our website using a link to www.brownfields2019.org.

We will post a Brownfields 2019 graphic on our website.

We will post conference information on our listservs.

Newsletters, Journals, and Other Publications

We will include an article, notice, or ad for Brownfields 2019 in an issue(s) of our newsletter, journal, or another publication.

- Total Circulation _____
- Publication Deadlines _____

Promotion of Brownfields 2019 at Events and Meetings

We will distribute conference marketing materials at upcoming events.

- # of materials needed _____
- Date needed by _____

Social Media

We will post conference information on our organization's Facebook, Twitter, and/or LinkedIn accounts.

- # of Facebook Likes _____
- # of Twitter Followers _____
- # of LinkedIn Followers _____

Note: ICMA requests being copied on all promotional material that mentions Brownfields 2019.

Actualizing this Agreement

Please sign a copy of this letter and send to Rebecca DeSantis (rdesantis@icma.org).

Signature: _____

Date: _____

ICMA Signature: _____

Date: _____