



Sister Cities International

CITIES MEAN BUSINESS

JULY 17-19, 2019 HOUSTON



ANNUAL CONFERENCE & YOUTH LEADERSHIP SUMMIT

SPONSORSHIP OPPORTUNITIES

Celebrating 63 years of advancing peace and prosperity through cultural, educational, humanitarian, and economic development exchanges



CONNECT GLOBALLY. THRIVE LOCALLY.



Sister Cities International is a nonpartisan 501(c)(3) nonprofit which serves as the national membership organization for individual sister cities, counties, and states across the United States.

This network unites tens of thousands of citizen diplomats and volunteers in 500 cities with over 2,000 partnerships in more than 140 countries.

Sister Cities International was created at President Eisenhower's 1956 White House summit on citizen diplomacy, where he envisioned a network that would be a champion for peace and prosperity by fostering bonds between people from different communities around the world. By forming these relationships, President Eisenhower reasoned that people from different cultures could understand, appreciate, and celebrate their differences while building partnerships that would lessen the chance of new conflicts. Since its inception, the Sister Cities International network has played a key role in renewing and strengthening important global relationships. Our members focus on four main areas of exchange: arts and culture, youth and education, business and trade, and community development.

Our mission:

To promote peace through mutual respect, understanding, and cooperation — one individual, one community at a time.



SCI President & CEO Roger-Mark De Souza
with participants of the
Youth Leadership Summit



SCI 2019
Board of Directors

WHY SPONSOR THE SISTER CITIES INTERNATIONAL ANNUAL CONFERENCE?

Establish meaningful global connections and expand your network

Sister Cities International's Annual Conference will bring together over 500 elected and municipal officials, business leaders, and engaged citizen diplomats and over 100 high school students from across the U.S. and the globe.

This year, Sister Cities International focuses on the theme "Cities Mean Business," where you will hear from expert leaders in health, aeronautics, arts and music, business and trade, urban resilience, and disaster relief. We are also featuring two pre-conference symposiums on US / China Diplomatic Relations and Africa. We expect to bring together over 500 elected and community leaders and more than 100 youth participants. Attendees will include national leaders, international diplomats, mayors, local elected officials, city managers, business executives and educators, as well as community leaders.

MEETING ATTENDEES



*meeting attendee percentages based on average attendance

The Annual Conference is Sister Cities International's signature event and a way for members from across the globe to convene and share best practices to improve or grow their sister city programs back home. Through numerous networking opportunities, educational forums and sessions, and citywide events that highlight the successful program of the host city, attendees gain important tools and diverse connections to effect change in their local communities.

Houston Sister Cities

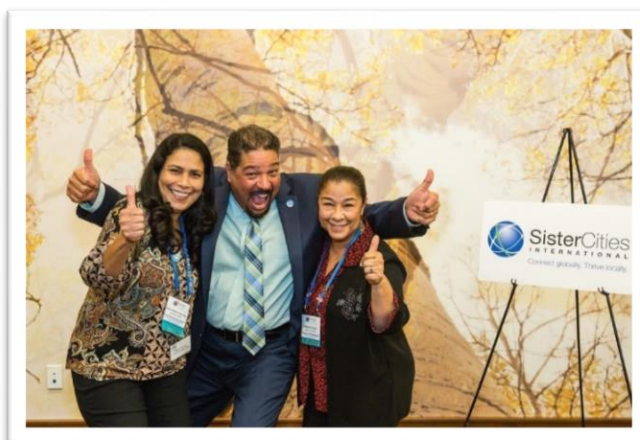
- Luanda, Angola
- Perth, Australia
- Baku, Azerbaijan
- Shenzhen, China
- Guayaquil, Ecuador
- Nice, France
- Leipzig, Germany
- Basrah, Iraq
- Chiba City, Japan
- Tampico, Mexico
- Stavanger, Norway
- Karachi, Pakistan
- Tyumen, Russia
- Grampian Region, Aberdeen, Scotland, United Kingdom
- Huelva, Spain
- Taipei, Taiwan
- Istanbul, Turkey
- Abu Dhabi, United Arab Emirates

Countries represented in attendance by Members, Embassies, and Consulates*

Algeria	Ireland	Pakistan
Australia	Israel	Panama
Bahamas	Japan	Peru
Cameroon	Jamaica	Philippines
Canada	Kenya	Portugal
China	Korea	Russia
Ethiopia	Liberia	Rwanda
France	Mali	Tanzania
Georgia	Mexico	Thailand
Germany	Mongolia	Trinidad &
Ghana	Morocco	Tobago
Haiti	Nigeria	Turkey
India	Norway	Uzbekistan
		Uganda
		Venezuela

*Based on previous conferences

AMD
Amazon Web Services, Inc.
Americans for the Arts
Azores TV
Brooks City Base
Casino M8Trix
CAVEDIGITAL
CPS Energy
Deloitte
Doggett Enterprises, Inc.
Google
IBC Bank
Kaiser Permanente
KIE Kintetsu International
Lockheed Martin
M.E. Fox and Company, Inc.
MGM Resorts International
National Park Service
Norman Y. Mineta International Airport
North American Development Bank
Pacific Gas and Electric Company
Philippine Airlines
Port San Antonio
San Antonio Hispanic Chamber of Commerce
San Francisco 49ers
San Jose Downtown Association
Servydine
Silicon Valley Bank
Southwest Airlines
Staples
SVG Partners
Texas A&M University, San Antonio
The Fairmont San Jose Hotel
Tourism Ireland
Toyota Motor North America
U.S. Department of Energy
Union Pacific
United Airlines
United Nations Environment Programme (UNEP)
Urban Environmental Accords (UEA)
Wells Fargo
Yellow Cab of Silicon Valley



SPONSORSHIP OPPORTUNITIES

*2019 Annual Conference & Youth Leadership Summit Title Sponsor | \$100,000

(Customizable benefits for Title Sponsor) (*Exclusive)

ANNUAL AWARDS DINNER AND CEREMONY

Sponsorship Levels | *\$50,000 | \$25,000 | \$15,000 | \$10,000 | \$5,000

Friday, July 19 – Marriott Marquis Houston

The Annual Awards Program, established in 1962, highlights sister city program achievements and brings international recognition to a community's contributions to the citizen diplomacy movement. Affiliate your organization with those individuals and programs that energize and inspire our work at one of the best attended events of the entire conference. This is a perfect opportunity to mingle with conference attendees and honor award winning programs. Award categories are Best Overall Program, Arts & Culture, Economic Development, Energy & Sustainable Development, Humanitarian Assistance, Youth & Education, Volunteer of the Year, and the Global Corporate Responsibility Award. Sponsor receives brand recognition on all materials related to the event, opportunity to emcee, VIP seating, and option to provide attendees with organization materials.



2019 YOUTH LEADERSHIP SUMMIT

Sponsorship Levels | *\$60,000 | \$50,000 | \$25,000 | \$15,000 | \$10,000 | \$5,000

Thursday, July 17 – Friday, July 19 – Rice University (housing at Rice University)

The 2019 Youth Leadership Summit, concurrent with the 2019 Annual Conference, will bring together over 100 students, ages 14-18, from across the globe. The summit is designed to engage the next generation of leaders and expose them to important global issues. Through a specialized service project, focused on International humanitarian assistance, speaker sessions, leadership training and peer interaction, students will learn how different national experiences drive international cooperation on critical issues.





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | *\$50,000

(Global Leadership Circle & VIP Reception)



2019 Global Leadership Circle & VIP reception

Sponsorship Levels | \$25,000 | \$15,000 | \$10,000 | \$5,000

Wednesday, July 17

Our Global Leaders Circle is a thriving network of individuals, businesses, and organizations that have publicly demonstrated their support for global peace and prosperity. Their generous gifts to Sister Cities International supports our work to promote peace through mutual respect, understanding, and cooperation — one individual, one community at a time, and gives each donor the opportunity to align with a powerful, thriving global and local network of those most committed to our mission.

The Global Leadership Circle & VIP Reception is not only the kickoff event to the 63rd Annual Conference & Youth Leadership Summit festivities, but allows Sister Cities International to honor and thank those who support and partner with us to fulfill our mission. Attendees will enjoy entertainment and international cuisine while they network and make connections with Ambassadors, embassy officials, key note speakers and other VIP's. Sponsor receives top billing in all pre-event advertising and on-site branding, opportunity to provide remarks, and access to the VIP reception for your guests.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | *\$50,000

(Opening Ceremony & Parade of Flags or City Mayor's Welcome Reception)

OPENING CEREMONY AND PARADE OF FLAGS

Sponsorship Levels | \$25,000 | \$15,000 | \$10,000 | \$5,000

Thursday, July 18

This is an excellent opportunity to align your company with one of the conference's most historical events. Sister Cities International's flag raising ceremony and parade has been an Annual Conference tradition for decades, and with an official welcome from the local city's government, nothing quite compares to seeing hundreds of flags parading through a city landmark. It is expected that many local citizens will be present for this landmark siting. Sponsor receives brand recognition on the ceremony stage, opportunity to provide remarks, VIP seating, and pre-ceremony meet and greet with key executives and VIPs.



CITY MAYORS WELCOME RECEPTION

Sponsorship Levels | \$25,000 | \$15,000 | \$10,000 | \$5,000

Thursday, July 18

Officiated by Houston, Texas Mayor's office, this event brings together conference attendees, donors, local citizens, and local elected officials to celebrate the city's commitment to global citizenship. As official welcome reception to the 63rd Annual Conference, the celebration will be a way for local citizens and officials to get a flavor of the local sister city program, and also participate in a fun event associated with the 2019 Annual Conference and Youth Leadership Summit. Sponsor receives brand recognition on all materials related to the event, opportunity to briefly address attendees during the reception, VIP seating and/or access to VIPs, and the opportunity to provide attendees with organization materials.





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR | *\$75,000

(All Three Plenary Sessions)

THREE KEYNOTE PLENARY SESSIONS

Sponsorship Levels | \$25,000 | \$15,000 | \$10,000 | \$5,000 ea.

Wednesday, July 17 – Luncheon – Keynote

Thursday, July 18 – Breakfast / Lunch Keynote

Friday, July 19 - Luncheon Keynote

The Annual Conference plenary sessions are a great opportunity to target all conference attendees in one location. Meet our keynote speaker, welcome attendees, and receive VIP seating with SCI executives. Sponsor will receive brand recognition on screens and on-stage signage. Sponsor may propose a keynote speaker and topic for the Plenary Sessions. All keynote speakers and session topics have to be approved by SCI President/CEO.

REGISTRATION WEBSITE SPONSOR | *\$10,000 | \$5,000

Wednesday, July 17 | Cvent Registration Site

A perfect way to make a great first impression! Conference attendees will see you first as they register for this exciting conference. Have your logo displayed with a live hyperlink to your website on the welcome page for registration. This sponsorship also includes a section on the webpage to display a message from you to all registrants and visitors of the website! You will also have the option to provide organization materials to the hundreds of conference attendees arriving from across the U.S. and globe.

WELCOME REGISTRATION AREA | *\$10,000 | \$5,000

Wednesday, July 17/ Marriott Marquis Houston

All attendees pass through this area on a daily basis. The sponsor is permitted to set up its own “Welcome Area” in a nearby space. It’s a great way to establish contacts and rapport with attendees.

CONFERENCE BADGE HOLDERS | *\$10,000 | \$5,000

One of the most desirable branding opportunities offered at the conference. Place your logo right on the name badge of every attendee!

CONFERENCE WI-FI SPONSOR | *\$10,000 | \$5,000

YOUTH LEADERSHIP SUMMIT SERVICE

ACTIVITIES | *\$10,000 | \$5,000

Sponsor the Youth Leadership Summit Service activities where youth participants travel to help the community in different projects around the city.

Special add on: Place your logo around all of our attendees, with branded lanyards! | \$5,000





SPONSORSHIP OPPORTUNITIES

SPECIAL ENVOY LEVEL | \$5,000

NETWORKING COFFEE BREAKS | \$5,000

Wednesday 17, Thursday 18, Friday, 19

Conference breaks are always an opportunity for conference attendees to meet, greet and discover potential new relationships. What better way to get your company noticed than to have the coffee break stations featuring your logo. This is a great way to show your commitment to people to people connections!

BREAKOUT SESSIONS – INDIVIDUAL SESSION | \$5,000

Wednesday, July 17-Friday, July 19 – The Marriott Marquis Houston

The Annual Conference breakout sessions will feature two days filled with dozens of fascinating and enlightening speakers. Topics will include innovation, fundraising, economic development, the history of sister cities and citizen diplomacy, post-conflict areas, technology, Mayors and cities, and more to be announced. Sponsors have the opportunity to make a brief welcome address and the option to distribute organization materials to attendees.

CONFERENCE TOTE BAG | \$5,000

Print your logo on the official Houston Conference tote bag so that conference attendees can promote your brand both at the conference and back in their hometowns.

Special add on: Purchase the tote bags and receive brand exclusivity on one side of the bag | \$10,000

WATER BOTTLE | \$5,000

Thirsty for visibility? Prominent brand recognition is available on this convenient and environmentally friendly item that will get great use not only at the conference, but throughout the entire year.

DIPLOMAT LEVEL | \$1,500 - \$2,500

RESERVED TABLE AT THE ANNUAL AWARDS DINNER | \$2,500

Reserve an exclusive table for 10 people at the 2019 Annual Awards dinner on Friday, July 19.

CONFERENCE E-NEWS BULLETINS | \$2,500

Place your logo on all pre and post e-newsletters going to all registered attendees and prospects. Banner will appear on both the SCI website and the CVENT registration site, providing sponsors with clickable links to their websites.

**Limited opportunities available*

EXHIBIT TABLE | \$1,000

A valuable way to network with conference attendees. Cost includes a 6 foot table to display literature and signage in a high traffic area, 2 chairs, standard hotel table cloth.

PROGRAM GUIDE ADVERTISING OPTIONS

Have a visible presence in our glossy program guide! This guide is distributed to all conference participants, media, and speakers. With the full schedule of daily events, it's the must have book for the conference. *Artwork deadline is Monday, June 3, 2019.* \$500 Full-page ad | \$300 Half-page ad | \$250 Quarter-page ad

TOTE BAG INSERTS | \$250

Get your message in the hands of each attendee. Feel free to insert printed materials, pens, CDs, or get creative!



BENEFITS

SPONSORSHIP

Learn about the different levels

ALL TOP SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Linkable logo on Sister Cities International website
- Tote bag insert
- Recognition on all sponsorship signage
- Reserved seating at the Annual Awards Dinner; a dinner ticket is included in every Full Conference Registration
- One-year corporate membership to Global Leaders Circle
- Year round recognition on Sister Cities International's home page
- One-year access to all Sister Cities International webinar series
- Listed in 2020 Membership Directory

PRESIDENT LEVEL | \$50,000

- 10 Full Conference Registrations
- Full page ad in program guide
- Full page ad in 2020 Membership Directory
- Logo on tote bag
- Exhibit table
- Host breakout session panel of your choosing
- Provide brief remarks at a special event of your choosing

AMBASSADOR LEVEL | \$25,000

- 8 Full Conference Registrations
- Full page ad in program guide
- Logo on tote bag
- Exhibit table

MINISTER LEVEL | \$7,500 - \$10,000

- 6 Full Conference Registrations
- Half page ad in program guide
- Logo on tote bag
- Exhibit table

SPECIAL ENVOY LEVEL | \$5,000

- 4 Full Conference Registrations
- Quarter page ad in program guide
- Exhibit table

DIPLOMAT LEVEL | \$1,500 - \$2,500

- 2 Full Conference Registrations

INTERNATIONAL ATTACHÉ LEVEL | \$1,000 - \$100

- Inclusion in all sponsorship signage
- Listed in program guide

To sponsor the Opening Ceremony and Parade of Flags or the City's Mayors Welcome Reception please

contact:

Jessica Ngo

via email:

Jessica.Ngo@houstontx.gov

TAILOR YOUR OWN PACKAGE

All sponsorship opportunities are open to negotiation and we are willing to discuss custom package options.

PAYMENT POLICY

All sponsorship opportunities are not confirmed until full payment is received.

Please make checks payable to:

Sister Cities International

915 15th Street, NW Suite 400

Washington, DC 20005

Attn: Leletha Marshall

For Individual registrations please visit our website at www.sistercities.org

If you're interested in being a sponsor or exhibitor at our 63rd Annual Conference, please contact:

Leletha Marshall

Director

**Advancement & Events
Sister Cities International**

(202) 347.8637

lmarshall@sistercities.org



We hope to see you there!



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