



# EQUITY IN /// ACTION



Prioritizing & Advancing  
Racial Equity & Equality of  
Underserved Communities



PITTSBURGH COMMUNITY REINVESTMENT GROUP

## 14<sup>TH</sup> ANNUAL COMMUNITY DEVELOPMENT SUMMIT MAY 8-9, 2024

In partnership with



pcrg.org



# ABOUT THE SUMMIT

Sponsors have  
the potential  
to reach:

272,000

views and engagements  
through PCRG's  
online media presence

52,340

per-month social media  
engagements

6,000

from invitation  
distribution

**The inaugural PCRG Community Development Summit took place in 2011**, a natural progression from PCRG's long-held annual reception. In our first year alone, **the demand for the event was evident as more than 300 individuals joined us to learn, share, and network.** Starting as a one-day event, the first six Summits held a steady trajectory, realizing 10 percent growth annually. Our partnership with the Urban Land Institute enabled us to pull speakers and participants from an even broader base so that the region could capitalize on national connections, trends, and opportunities. **The Summit has grown to over 600 attendees – increasing our reach and exposure, and along with it, our impact.**

Summit participants have come from an 11-state region from New York to Virginia, Michigan to Maryland and range from developers, elected officials, government representatives, community development practitioners, thought leaders, policymakers, advocates, financial institutions, and local businesses. Your message will reach them all.

The Summit's theme will explore **"Equity in Action"** and focus on prioritizing and advancing racial equity and equality of underserved communities. Participants will hear from industry-content experts who can speak about what initiatives and projects are taking place, how they were implemented, their plans for moving into the future, and how they are defining what success means.

Sponsors will have access to an ever-growing audience with even more earned media, a larger social media presence, and increased newsletter content and traffic. Our new, dedicated communications staff ensures that the Summit – and your organization – will be widely promoted, highly anticipated, and talked about across the community development region.

**We know that the Summit's remarkable advancements would not be possible without our sponsors' generosity.** Your contribution enables PCRG to attract nationally renowned keynote speakers, provide discounted registration to grassroots organizations, and continue to educate, influence, and celebrate the community development industry.

**We hope you'll consider supporting the event this year.** If we have learned anything over the years, it is that we all must come together and support each other if we hope to make change. Your investment as a sponsor will live beyond the event as an investment in people, this organization, and the region.

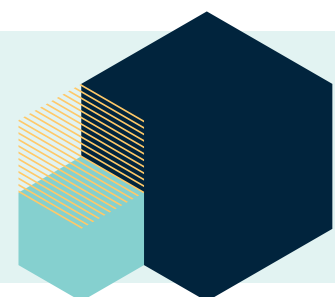


# SPONSORSHIP BENEFITS

	TITLE [\$35,000)	PLATINUM [\$20,000)	GOLD [\$10,000)	SILVER [\$5,000)	BRONZE [\$2,500)
Recognition on all Summit signage	✓				
Logo on all Summit Thank You Cards	✓				
Exclusive opportunity to address the audience and provide keynote introduction	✓	✓			
Logo on PCRG website	✓	✓			
Logo on Summit Registration Page	✓	✓	✓	✓	✓
Recognition as a sponsor in select PCRG scripted remarks	✓ [all remarks]	✓	✓		
Logo on Summit e-newsletters	✓	✓	✓		
Logo on a screensaver in breakout rooms and ballroom	✓	✓	✓	✓	
Name and logo in Program Book	✓	✓	✓	✓	✓
Full-color advertisement in Program Book	Full page Back cover	Full page	Full page	Half page	Half page
Full booth in Exhibitor Hall *Bronze Level Half Booth Only	✓ [center location]	✓	✓	✓	✓ [half booth]
Complimentary registrations	10	8	6	4	2
Special sponsor ribbon on name badge for designated attendees	✓	✓	✓	✓	✓



**Questions?**  
Email [cdsummit@pcrg.org](mailto:cdsummit@pcrg.org)



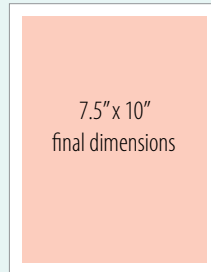
# Sponsorship Deadlines and Ad & Logo Specifications

## 2024 Program Book Ad Specifications

Please read specifications carefully.

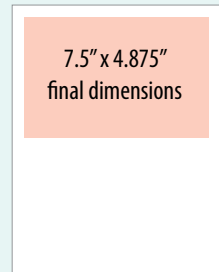
### Full-page Ad Specifications:

- 7.5" w x 10" h (vertical)
- full-color (CMYK)
- no bleeds



### Half-page Ad Specifications:

- 7.5" w x 4.875" h (horizontal)
- full-color (CMYK)
- no bleeds



## Acceptable File Formats

All files must be 300 dpi at full scale. All color must be CMYK/4c process. Any duotone, RGB, Lab, Pantone® spot or indexed colors will be converted. Color may shift when converted.

- PDF (Print-ready with all fonts and high-resolution images embedded)
- Illustrator: EPS Files (Fonts saved as outlines and embed any images)
- Photoshop JPEG, TIFF, and EPS files

Please note: Color viewed on a computer monitor is not an accurate representation of how the colors in the ad will print.

## Unacceptable Programs and Formats

We cannot accept files created in or from the following programs: Microsoft Word, Publisher, PowerPoint, Pagemaker, or Corel Draw. See the list above for the only acceptable file formats.

Artwork that does not adhere to these specifications will not be accepted. We cannot be held responsible for artwork, including logos, that is not produced to our specifications.

## Sponsorship Deadlines

If you would like to sponsor the Summit, please respond by sending in the completed form in this packet with payment in full.

To receive sponsor recognition your sponsorship reservation form must be submitted by **April 15, 2024**.

**E-mail questions or electronic files to: [cdsummit@pcrg.org](mailto:cdsummit@pcrg.org)**

Please send files larger than 10Mb via [www.hightail.com](http://www.hightail.com), Dropbox, or other file transfer site.



THANK YOU FOR YOUR SUPPORT!

## 2024 Community Development Summit Sponsorship Reservation Form

### Sponsor Information

Name of Organization

*Please provide name as you would like it listed on materials*

Contact Person

Mailing Address

City

State

Zip

Phone

Email

#### Please select the level at which you would like to sponsor.

*(Sponsor levels and benefits are outlined in this booklet.)*

- Title Sponsor:** \$35,000
- Platinum Sponsor:** \$20,000
- Gold Sponsor:** \$10,000
- Silver Sponsor:** \$5,000
- Bronze Sponsor:** \$2,500

#### Each sponsor is entitled to a booth in the Exhibitor Hall.

The booth may be staffed or unstaffed. All booths have electrical outlets and access to wireless internet. Would your company/organization like an exhibitor booth?

- ACCEPT** Booth
- DECLINE** Booth

**Checks should be made out to PCRG.** All sponsor forms and checks should be received by **April 15, 2024.**

Sponsorships received after April 15, 2024 will still be acknowledged on the website.

**Return this  
form via:**

**Email >**

[cdsummit@pcrg.org](mailto:cdsummit@pcrg.org)

**Mail >**

Pittsburgh Community  
Reinvestment Group  
1901 Centre Ave., Suite 200  
Pittsburgh, PA 15219



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In partnership with



**Urban Land Pittsburgh  
Institute**