PARKS &
GREENSPACE
2027
CONFERENCE
Community Powered Parks
Monday, March 22, 2027 | Atlanta Botanical Garden

Parks & Greenspace Conference

Each year, Park Pride hosts the Parks & Greenspace Conference — the largest parks conference in the southeast — showcasing thought leaders from Atlanta and across the nation. With over 500 attendees, the Parks & Greenspace Conference is a wonderful environment for networking with elected officials and industry experts. Through education and inspiration, the Conference focuses on best practices for companies and individuals who are united by a common desire to improve parks and strengthen communities.

Theme: Community Powered Parks

Parks exist for the benefit of communities. The best and most loved parks owe their success to a combination of players: the individual park user, community groups, design professionals, volunteers, nonprofits, donors, private sector, and government. With the theme of Community Powered Parks, the 2027 Parks & Greenspace Conference will highlight the role of community in designing, creating, supporting, activating, and advocating for our parks and greenspaces.

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2026 Conference Highlights

Keynote Speakers

Gena Wirth, RLA, FASLA
Design Principal and Partner
SCAPE Studio

Anika Goss
Chief Executive Officer
Detroit Future Fund

Melvin Carter
Former Mayor
Saint Paul, Minnesota

At a Glance

- 550+ registered park advocates, professionals, and government officials
- 3 keynote presentations and 16 breakout sessions addressing the most pressing park issues, led by over 50 industry and community leaders
- 41 dedicated event sponsors
- 8 emails with sponsor recognition sent to Park Pride's constituency
- 27 social media posts dedicated to recognizing sponsors to 8,000+ followers

Survey Says...

- 99% of attendees gave the overall event a 4 or 5 star rating
- 96% of attendees are interested in attending the Conference next year

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Parks & Greenspace Sponsorship Opportunities

Reception Sponsor: $30,000

We'll toast to your company as the host of the Conference's most anticipated celebration! The Reception Sponsor takes center stage at the Opening Reception, where community spirit comes alive.

- Exclusive sponsor of the Opening Reception*
- Speaking opportunity at the Opening Reception and during the Conference closing keynote session*
- Exclusive logo recognition on Opening Reception invitations*
- Large logo recognition in Conference marketing materials
- Dedicated social media recognition
- One year of recognition as a Conference Sponsor
- Opportunity to provide a premium item to attendees
- Private employee engagement opportunity
- Opportunity to host a booth in the Sponsor Hall
- 6 Conference tickets
- 8 Opening Reception tickets*

Inspiration Awards Sponsor: $20,000

Represent the moment that celebrates community leadership. As the Inspiration Awards Sponsor, your company will honor the visionaries shaping Atlanta's parks and inspire others to follow their lead.

- Large logo recognition on the Inspiration Award presentation and in Conference marketing materials*
- Speaking opportunity during the Inspiration Award presentation*
- Verbal recognition during the Conference opening remarks
- Dedicated social media recognition
- One year of recognition as a Conference Sponsor
- Opportunity to provide a premium item to attendees
- Private employee engagement opportunity
- Opportunity to host a booth in the Sponsor Hall
- 6 Conference tickets*
- 6 Opening Reception tickets*

*Indicates new benefits introduced at this level

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Parks & Greenspace Sponsorship Opportunities

Sustainability Sponsor: $15,000

Represent the Conference's commitment to environmental responsibility and innovation. This opportunity positions your brand as a leader in advancing greener parks, cleaner communities, and a sustainable future.

- Verbal recognition during Conference opening remarks
- Logo recognition on recycling signage at the Conference*
- Medium logo recognition in Conference marketing materials
- Dedicated social media recognition
- One year of recognition as a Conference Sponsor
- Opportunity to provide a premium item to attendees*
- Private employee engagement opportunity
- Opportunity to host a booth in the Sponsor Hall
- 4 Conference tickets
- 4 Opening Reception tickets

Scholarship Sponsor: $10,000

Champion access and community connection. As the Scholarship Sponsor, your company will directly support local residents and leaders, empowering them to attend and contribute to the Conference conversation.

- Verbal recognition during Conference opening remarks*
- Medium logo recognition in Conference marketing materials*
- Dedicated social media recognition*
- One year of recognition as a Conference Sponsor
- Private employee engagement opportunity*
- Opportunity to host a booth in the Sponsor Hall
- 4 Conference tickets
- 4 Opening Reception tickets*

*Indicates new benefits introduced at this level

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Parks & Greenspace Sponsorship Opportunities

Session Sponsor: $7,500

- Small logo recognition for one Breakout Session*
- Small logo recognition in Conference marketing materials
- Social media recognition
- One year of recognition as a Conference Sponsor
- Opportunity to host a booth in the Sponsor Hall
- 4 Conference tickets*
- 2 Opening Reception tickets

Community Sponsor: $5,000

- Small logo recognition in Conference marketing materials*
- Social media recognition*
- One year of recognition as a Conference Sponsor
- Opportunity to host a booth in the Sponsor Hall*
- 2 Conference tickets
- 2 Opening Reception tickets

Supporting Sponsor: $3,000

- Name recognition in Conference marketing materials
- One year of recognition as a Conference Sponsor
- 2 Conference tickets
- 2 Opening Reception tickets

New to the Conference?

If you are not sure which sponsorship level is right for you, please contact Shannon Roudebush at shannon@parkpride.org or (678) 439-7181 to learn more about sponsorship opportunities.

Please see the following page for a comparison of sponsorship benefits.

*Indicates new benefits introduced at this level

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Sponsorship Level	Presenting Sponsor	Reception Sponsor $30,000	Inspiration Awards Sponsor $20,000	Sustainability Sponsor $15,000	Scholarship Sponsor $10,000	Session Sponsor $7,500	Community Sponsor $5,000	Supporting Sponsor $3,000
Exclusive Sponsorship	SECURED	✓	—	—	—	—	—	—
Speaking Opportunity	Opening Remarks	Closing Remarks	Mid-day Remarks	—	—	—	—	—
Verbal Recognition	Mainstage	Mainstage	Mainstage	Mainstage	Mainstage	—	—	—
Printed Recognition	Large Logo	Large Logo	Large Logo	Medium Logo	Medium Logo	Small Logo	Small Logo	Name
Corporate Partner	✓	✓	✓	✓	✓	—	—	—
Social Media Recognition	Dedicated	Dedicated	Dedicated	Dedicated	Dedicated	✓	✓	—
Employee Engagement	✓	✓	✓	✓	✓	—	—	—
Sponsor Hall Booth	✓	✓	✓	✓	✓	✓	✓	—
Premium Item	✓	✓	✓	✓	—	—	—	—
Conference Tickets	10	6	6	4	4	4	2	2
Opening Reception Tickets	6	8	6	4	4	2	2	2

Park Pride Employee Engagement

Give your employees a meaningful experience they'll love! Park Pride Corporate Partners receive a private *Walk in the Park*, a guided tour of a local park led by our staff. It's a fun, easy way to get your team outside and connected to the community where you work. Become a Corporate Partner by sponsoring the Parks & Greenspace Conference at $10,000 or above.

Walk in the Park

- Explore a park in the neighborhood your company calls home
- Discover the history, wildlife, and communities that make it special
- Get an inside look at how Park Pride and local residents are working together to shape its future
- Receive dedicated social media posts highlighting your team's outing

Questions? Contact Shannon Roudebush at shannon@parkpride.org to learn more about employee engagement opportunities.

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PARK PRIDE IMPACT

45
AND GROWING
Park Stewardship Academy alumni activating parks across Atlanta

$3.8 **MILLION INVESTED**
in community-led park improvements in 2026

10K HOURS
of sweat equity invested annually in parks through the Volunteer Program

26th
Annual Parks & Greenspace Conference

70
PARKS
reimagined through the Park Design Studio

200+
GREENSPACES
stewarded by Friends of the Park groups

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