

2026 Sponsorship Prospectus



Spring Conference
March 24, 2026
Gas South Convention Center
in Duluth



Fall Conference
September 23-25, 2026
Marriott Augusta Convention Center

Dear Potential Sponsor,

Thank you for your interest in supporting the Georgia Planning Association (GPA)! GPA is the premier professional planning organization in the state with over 1,100 members. We support planners at every stage of their career and in communities of every corner of Georgia.

With your help, GPA is able to do the following:

- Host two conference per year: a one-day session in the spring and a three-day session in the fall. This year we will be in Duluth and Augusta, respectively.
- Help prepare Georgia planners obtain and maintain their American Institute of Certified Planners (AICP) accreditation
- Grow the next generation of planners through our innovative Mentor Program, now in its 12th year
- Support education of local government and planning officials
- Recognize great planning through our annual awards program
- Advocate for the importance of thoughtful planning in our communities

Last year, over 17 firms and organizations supported GPA as a sponsor while increasing their exposure with our new sponsor programs last year. This year, we have made a few changes to streamline our sponsorship options. There are two overarching categories:

- Ultimate Sponsorships that represent a bundle of benefits over the course of the year, and
- Conference-specific sponsorships.

We thank you for considering sponsorship of GPA and look forward to a fantastic 2026.

Best Regards,



Allison Stewart-Harris, AICP

President
Georgia Chapter of the American Planning Association

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GPA sponsorship highlights



1,100+
GPA Members



2,960+ **1,000**
LinkedIn users Facebook users

29K **113,566**
Active website users Website views

20+
Georgia Planner
e-newsletters



17
Conference and Ultimate
sponsors



GPA hosts Spring and Fall conferences throughout the State of Georgia.

PREVIOUS HOSTS SITES INCLUDE

Athens, Atlanta/Georgia Tech, Augusta, College Park, Columbus, Decatur, Gainesville, Jekyll Island, Macon, and Savannah.



250-350

In-person attendees



A Typical Fall Conference features

30

Professional
sessions

7

Mobile
sessions

20

Certification maintenance credits

3+

Student sessions



60

Speakers



Become an Ultimate Sponsor in 2026

Maximum Impact

The GPA Ultimate Sponsorship offers an all-in-one solution for greater visibility and significant savings. With a one-time sign-up at your chosen level, maximize year-round benefits and industry recognition. With four sponsorship levels, find the perfect fit for your organization.

***For the reserved conference session benefit, the session must meet APA's Certification Maintenance (CM) program requirements; upon request, GPA can provide a 30-minute consultation with the sponsor to ensure session requirements would be met.*

	Premier* \$8,000	Partner \$5,000	Supporter \$3,500	Friend \$2,200
Fall Conference Registration(s)	5	4	3	1
Spring Conference Registration(s)	4	4	2	1
Exhibit space at the Fall Conference	●	●		
Exhibit space at the Spring Conference	●	●		
Reserved Session at Spring or Fall Conference**	●			
Opportunity to address audience for 3 minutes prior to an Awards lunch, dinner, or plenary session at the Fall Conference OR leave-behind	●			
Prominent menu banner ad in conference guide app	●			
Number of logo placements each day in the Social Interact section of the conference guide app	3	2	1	
Sponsor level logo recognition in the conference guide app	●	●	●	●
Display board with company name / logo at conference events	●	●	●	●
Donation in your company and GPA's name to the scholarship fund for the School of Planning or Public Administration at a Georgia college or university	\$250	\$100		
Informational articles in separate issues of GPA Monthly E-Newsletters (sponsor to provide articles, 250 words or less per article) OR four social media blurbs	2	1	1	
Logo on GPA website (with link) and in the GPA Monthly E-Newsletter	●	●	●	●

***Limited Availability:** Only 2 sponsorships available at the Premier level. Secure your spot before it's gone!



Become a Spring Conference Sponsor in 2026

Targeted Exposure Lasting Impact

The GPA Spring Conference Sponsorship provides valuable exposure at the Spring Conference while connecting you with planning leaders and professionals from across Georgia.

	Gold* \$1,500	Silver \$1,000	Bronze \$750	Community \$500
Spring Conference Registration(s)	2	2	1	
Exhibit space at the Spring Conference	●	●		
Opportunity to address audience for 3 minutes prior to an Awards lunch, dinner, or plenary session at the Spring Conference OR leave-behind	●			
Number of logo placements each day in the Social Interact section of the conference guide app	3	2	1	
Sponsor level logo recognition in the conference guide app	●	●	●	
Display board with company name / logo at conference events	●	●	●	
Sponsor continental breakfast and breaks in between sessions; includes promotional material at food table				●
Notable recognition for local non-profits				●
Logo on GPA website (with link)	●	●	●	●

***Limited Availability:** Only 1 sponsorship available at the Gold level. Secure your spot before it's gone!



Become a Fall Conference Sponsor in 2026

Expand Your Reach Elevate Your Impact

Gain meaningful exposure at the GPA Fall Conference while engaging with planning professionals from across Georgia during three days of networking and professional development.

	Gold* \$3,000	Silver \$2,000	Bronze \$1,400	Swag* \$TBD	Community \$500
Fall Conference Registration(s)	2	2	1		
Exhibit space at the Fall Conference	●	●			
Opportunity to address audience for 3 minutes prior to an Awards lunch, dinner, or plenary session at the Fall Conference OR leave-behind	●				
Number of logo placements each day in the Social Interact section of the conference guide app	3	2	1		
Sponsor level logo recognition in the conference guide app	●	●	●		
Display board with company name / logo at conference events	●	●	●		
Sponsor continental breakfast and breaks in between sessions; includes promotional material at food table					●
Notable recognition for local non-profits					●
Company Name on Fall Conference Swag				●	
Logo on GPA website (with link)	●	●	●	●	●

***Limited Availability:** Only 1 sponsorship available at the Gold level, and 2 at the Swag level. Secure your spot before it's gone!

How to become a sponsor



- 1 Sign up via the GPA website:
georgiaplanning.org/sponsorships
- 2 Contact Megha Young, VP of Chapter Services at
chapter.services@georgiaplanning.org and let her
know what level of sponsorship you are most interested
in. Have an idea not listed? Just ask!



THANK YOU

for supporting the
Georgia Planning
Association in 2026

