

2025 Sponsorship Prospectus



Spring Conference
March 13, 2025
Gainesville Civic Center



Fall Conference
October 8-10, 2025
Classic Center in Athens

Dear Sponsor,

We invite you to join the Georgia Planning Association as a sponsor in 2025. This year, GPA has consolidated its sponsor program into a single request to cover the entire year to include annual and conference sponsorship opportunities. We have also created a new “all-in” ultimate sponsorship level which combines the benefits of the annual and conference sponsorships.

GPA is the premier professional planning organization with over 1,100 members in Georgia. GPA supports planners throughout the state at whatever stage of their career.

Sponsorships help support our Chapter to continue to provide high-quality educational and professional development opportunities, including:

- Training for obtaining and maintaining accreditation in the American Institute of Certified Planners (AICP)
- Hosting the 2025 Spring Conference in Gainesville on March 13 and the Fall Conference in Athens from October 8-10

- Developing the next generation of planners through a Mentor Program, now beginning its 11th year
- Supporting education of local government and planning officials in zoning, land use, and comprehensive planning
- Speaking up for the importance of planning in all of our communities
- Recognizing great planning through an annual awards program to celebrate local governments and individuals for effective and impactful planning efforts

In 2024, over 30 firms and organizations supported GPA as an annual or conference sponsor. Can we count on you to join GPA as a sponsor in 2025? We look forward to collaborating with you. Thank you for your support.

Best Regards,



Kristen Wescott, AICP

President

Georgia Chapter of the American Planning Association

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GPA sponsorship highlights



1,100+
GPA Members



2,900
LinkedIn users

1,000
Facebook users

27K
Active website users

113,566
Website views

23
Georgia Planner e-newsletters



35
Conference and annual sponsors



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



250-350

In-person attendees

PREVIOUS HOSTS SITES INCLUDE

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



60

Speakers



A Typical Fall Conference features

28

Professional sessions

7

Mobile sessions

20

Certification maintenance credits

3+

Student sessions



NEW! Become an Ultimate Sponsor in 2025

Maximum Impact Exceptional Value

The NEW 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.

Note: Proposed values for combined annual + conf sponsorships include a 25% discount on value of combined benefit (except for Friend Plus).

	Premier Plus* \$4,200	Partner Plus \$3,200	Supporter Plus \$2,000	Friend Plus \$1,350
Fall Conference Registration(s)	4	3	2	
Spring Conference Registration(s)	3	3	1	
Exhibit space at the Fall Conference	●	●		
Exhibit space at the Spring 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 Plus level. Secure your spot before it's gone!

Become an Annual Sponsor in 2025

Flexible Levels Year-Round Impact

The GPA Annual Sponsorship offers a range of options to fit organizations of all sizes, providing consistent, year-round support and visibility. With four sponsorship levels, find the perfect fit for your organization.

	Premier* \$3,000	Partner \$2,300	Supporter \$1,500	Friend \$1,000
Fall Conference Registration(s)	2	1	1	
Spring Conference Registration(s)	1	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	●			
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		
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 2025

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.

	Platinum* \$1,100	Gold \$850	Silver \$500	Bronze \$400	Hospitality \$350	Community \$250
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 Platinum level. Secure your spot before it's gone!



Become a Fall Conference Sponsor in 2025

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.

	Platinum* \$2,100	Gold \$1,700	Silver \$1,200	Bronze \$600	Swag* \$TBD	Hospitality \$450	Community \$300
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 Platinum 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 2025

