



the
Neighborhood
DesignCenter

2024–2025
Sponsorship
Opportunities



Our Mission

Founded in 1968, the Neighborhood Design Center is a nonprofit that facilitates the development of healthy, equitable neighborhoods through community-engaged [design] and planning services.

When a community has a vision but lacks resources or meets systemic roadblocks, we can help. Since our founding, the Neighborhood Design Center has worked on **more than 4,200 projects** that support the development of healthy, thriving, and equitable neighborhoods.

We've done this work **in collaboration** with visionary residents, design experts, government agencies, and nonprofit organizations in Baltimore City, Prince George's County, and beyond. We work where we are invited and foster participatory spaces anchored in support, connection, and mutual respect.

By providing the tools, expertise, and partnerships necessary to realize neighborhood visions, we support broad participation in the evolution of the built environment, positioning historically disinvested neighborhoods to **attract future investment**.



Our Audience and Reach



NDC sponsorships promote your organization and its mission across our network of designers, architects, leaders, and advocates in the Maryland and DC region.

Our reach is powered by our expansive collaborations with over **200 organizations each year**, and by strategic marketing efforts led by specialists in social media, graphic design, photography, video, marketing strategy, and media relations.

10,463 SOCIAL MEDIA FOLLOWERS

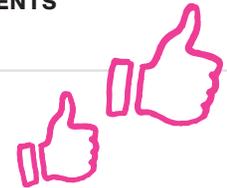
17,364 POST ENGAGEMENTS

14,513 LINK CLICKS

3,400 EMAIL SUBSCRIBERS

49.6% AVERAGE EMAIL OPEN RATE
Compare with Non-Profit Industry Average: 40%

6.03% AVERAGE EMAIL CLICKTHROUGH RATE
Compare with Non-Profit Industry Average: 3.27%



NDC Sponsorship Opportunities

We take pride in not hosting our network at every opportunity, activating our collaborators to participate meaningfully in professional activities relating to design and the built environment.

By supporting one or multiple Neighborhood Design Center events, you're supporting a vision of excellent public spaces that reflect residents' boldest dreams and encourage **equity for all**.

SAVE THE DATE!

2024–2025 Events

Annual Awards

OCTOBER 17, 2024
BALTIMORE

Bike the Sites

NOVEMBER 9, 2024
PRINCE GEORGE'S COUNTY

The Trash Dash

APRIL 4, 2025
BALTIMORE

The Vision is Yours! NDC's Placemaking Initiative and Annual Celebration

MULTIPLE EVENTS OCCURRING
BETWEEN MAY 14–18 2025
PRINCE GEORGE'S COUNTY

SPONSOR

The Neighborhood Design Center's Annual Awards

October 17, 2024 Baltimore City

Help us honor NDC allstars and celebrate their efforts and impact. Our work wouldn't be possible without our partners and volunteers—including you! Join the closing party for International Placemaking Week. Help us celebrate and honor community placemaking projects, practitioners and leaders.

SPONSORSHIPS RECEIVE THE FOLLOWING BENEFITS:



\$500—Community Sponsor

- Two invitations to the awards reception happy hour
- Logo Placement on Event Materials
- Professional digital photo assets licensed for your company use

\$1,000—Advocate Sponsor

ALL COMMUNITY SPONSOR BENEFITS, PLUS:

- Four invitations to the awards reception happy hour
- Logo placement on event materials
- Underwriting credit for award category of your choice;
- Professional digital photo assets licensed for your company use following the event

\$2,500—Champion Sponsor

ALL ADVOCATE SPONSOR BENEFITS, PLUS:

- Six invitations to the Awards reception happy hour
- Dedicated shout-out and sponsorship recognition in NDC marketing channels
- Premier logo placement and sponsorship credit on all event promotional materials
- Underwriting credit for award category of your choice;
- Professional digital photo assets licensed for your company use following the event

SPONSOR

Bike the Sites

**November 9, 2024 Prince George's County
Rain Date: November 10, 2024**

The Neighborhood Design Center will host our fourth annual bike tour of community design projects!

The excursion will take attendees on a ride through the area to hear from local leaders and designers about completed and upcoming projects, with stops to enjoy food and refreshments from small local businesses.

SPONSORSHIPS RECEIVE THE FOLLOWING BENEFITS:

\$500—Gear Sponsor

- 2 tickets to Bike the Sites
- Event takeaway item such as reusable water bottle or t-shirt
- Digital photo assets for your company use

\$1,000—Saddle Sponsor

- 5 tickets to Bike the Sites
- Recognition on all event collateral, including event tshirt
- Digital photo assets for your company use
- Feature on the NDC website
- Optional speaking opportunity at event

\$2,500—Handlebar Sponsor

- 10 tickets to Bike the Sites
- Handlebar Sponsor recognition on all event collateral, including event tshirt
- Digital photo assets for your company use
- Feature on the NDC website
- Special placement/display at event
- Optional speaking opportunity at event

SPONSOR

The Trash Dash Cleanup Competition

April 4, 2025 Baltimore City

Rain Date: April 5, 2025

Groups will compete to see who can pick up the most litter, AND raise funds for NDC — with prizes for spirit, costume, and best ‘found object’ trophy design. A family friendly, earth friendly FUNdraiser that brings community together to steward our public places — all for a great cause.



SPONSORSHIPS RECEIVE THE FOLLOWING BENEFITS:

\$500—Community Sponsor

- Our heartfelt gratitude
- Underwrite a community team
- Recognition on all event collateral
- Digital photo assets for your company use

\$1,000—Advocate Sponsor

ALL COMMUNITY SPONSOR BENEFITS, PLUS:

- Your firm’s 6-10 person dedicated corporate team with sponsor name
- Social media shout outs
- Give back, while participating in a unique, turnkey team-building activity

\$2,500 —Champion Sponsor

ALL ADVOCATE SPONSOR BENEFITS, PLUS:

- Event naming option
- Sponsorship of two additional community teams
- Major feature on the NDC website
- Optional speaking opportunity at event
- Special placement/display at event

SPONSOR

The Vision is Yours!

NDC's Placemaking Initiative and Annual Celebration

May 14-18, 2025 Prince George's County

Join us for a week of learning, networking, and placemaking in Prince George's County!

Following the significant regional momentum generated by International Placemaking Week in Baltimore, NDC is partnering with a local site to launch a multi-day placemaking initiative in Prince George's County.



THE PROGRAM WILL FEATURE:

- A learning symposium
- A hands-on design implementation day
- A culminating celebration gathering public space leaders from across the region

Feedback from community partners and local participants involved in Placemaking Week really indicates a strong feeling of sector-building in our region, and we're so excited to keep strengthening this network moving forward.

EXCITING SPONSORSHIP OPPORTUNITIES LISTED ON THE NEXT PAGE.





\$1,500 — Silver

RECEIVES THE FOLLOWING BENEFITS:

- Four invitations to the party
- Logo Placement on Event Materials
- Professional digital photo assets licensed for your company use following the event

\$4,500 — Gold

RECEIVES THE SILVER LEVEL BENEFITS, PLUS:

- Eight invitations to the party
- Logo placement on event materials
- Dedicated shout-out and sponsorship recognition in NDC marketing channels
- Exclusive naming rights for an event component such as the placemaking symposium, volunteer day, entertainment/performances, or dining experience
- Professional digital photo assets licensed for your company use following the event

\$7,500 — Platinum

RECEIVES THE GOLD LEVEL BENEFITS, PLUS:

- Ten invitations to the party
- Speaking opportunity during symposium program
- Premier logo placement and sponsorship credit on all event promotional materials
- Professional digital photo assets licensed for your company use following the event

GIVE SUSTAINED SUPPORT

Annual Sponsorship

Annual sponsors are a major partner to NDC, and receive an all inclusive package ensuring top visibility and connection with our work and partners.

In addition to receiving premium sponsorship packages at each of the enclosed events (a \$15,000 value), annual sponsors receive the exclusive visibility opportunities and custom recognition tailored to your company's marketing and engagement strategy.

IN ADDITION TO RECEIVING TOP-LEVEL SPONSORSHIP PACKAGES AT EACH OF THE ANNUAL EVENTS ATTACHED IN THIS PROPOSAL, ANNUAL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

\$12,000—Annual Sponsor

- Speaking opportunity at annual placemaking event;
- Exclusive tour of an NDC project site for your organization;
- Customized promotional editorial
- Underwriting credit for a pro-bono community design project of your choice





Thank you!

Your support is invaluable. Thank you for being a part of community-led design in Baltimore and Prince George's County.

Briony Hynson, Deputy Director for Development, can be reached via telephone at (301) 830-5219 or by email at bhynson@ndc-md.org to discuss donation and sponsorship opportunities.

The Neighborhood Design Center is a 501(c)3 organization, and your contribution is tax deductible (EIN 52-0913909).

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