



PARKING REFORM NETWORK

# SPONSORSHIP OPPORTUNITIES

The Parking Reform Network unites hundreds of urban planners, academics, elected officials, and community activists working to create meaningful change through parking policies and programs. **There is no better way to demonstrate your commitment to addressing real change on crises facing climate, housing, traffic, and equity than to support the Parking Reform Network.**



# OUR IMPACT

The Parking Reform Network educates the public about the impact of parking policy on climate change, equity, housing, and traffic.

600+



ACTIVE  
MEMBERS

2300+



NEWSLETTER  
SUBSCRIBERS

70,000



WEBSITE  
VIEWS  
ANNUALLY

90+



minimum parking  
requirement elimina-  
tions across US and  
Canadian Cities

20



INSTANCES OF  
STATEWIDE LEGISLA-  
TION INTRODUCED

40+



EVENTS  
ANNUALLY

# OUR EVENTS

Our events include a variety of virtual and in person events drawing 20 to 200 attendees, including...



LUNCH & LEARN

WEBINARS

PARK & READ

NEW MEMBER  
ORIENTATION

ORGANIZER'S  
ROUNDTABLE

IN-PERSON EVENTS



# Private Partners

**Sponsoring PRN positions** your company as a leader in the parking and transportation field. Your support demonstrates corporate responsibility while providing access to PRN's national network of planning professionals and policymakers who shape communities across the country.

	<b>Parking Reform Champion</b> \$10,000+	<b>Parking Reform Hero</b> \$5,000-9,999	<b>Guardian</b> \$2,500-4,999	<b>Advocate</b> \$1,000-2,499
Name/Logo on PRN Website	✓	✓	✓	name only
Name/Logo in PRN newsletter	weekly	quarterly	quarterly	quarterly
Membership/Slack access	20	15	10	5
PRN swag sent to your door!	✓	✓	✓	✓
Opportunity to sponsor PRN event (see events page above)	1x year	1x year	1x year	
Feature a company project in newsletter	✓ with blog	✓ with blog	✓	
Priority notification selection for future PRN events + program	✓	✓		

# Individual Partners

Sole proprietor, small business (<15 staff) only

Your contribution to PRN provides access to specialized knowledge and a community of experts while elevating your professional profile within the planning and policy community.

**Multimodal Tier**  
\$501-\$999

**Visionary Tier**  
\$250-500

Name on Website

larger  
scale

smaller  
scale

Membership & Slack access



PRN swag sent to your door



## ONBOARDING MEETING

All sponsors will have an initial 'meet and greet' onboarding meeting with PRN staff to discuss:

- Mission alignment and sponsorship expectations
- Identify if there are specific opportunities best suited for your organization to support
- Person of contact and other logistics



# Public Partners & Allies

Non-profit, public agency, and municipality representatives only

Partnership with PRN amplifies your organization's impact by connecting you with peers tackling similar challenges and offering opportunities to showcase your successes.

Access Slack channel and general member benefits

Name on Website

Multimodal Tier

Connector Tier

larger scale

smaller scale

larger scale

smaller scale

Our public partner sponsorships will be geared towards your unique expertise and resources. We will discuss the scale and scope of your support and partnership during the on-boarding meeting discussed on page 2.