



Metropolitan Planning Council (MPC) invites you to join us in commemorating our 90th Anniversary Year celebration in 2024. This pivotal year marks a significant milestone in MPC's legacy of driving impactful change within the built environment of the Chicago region. Throughout this celebratory year, MPC will host two public signature events leading up to our main Annual Event in the fall.

Please consider supporting MPC's 90th Anniversary Year by sponsoring our **2024 Annual Event** and your choice of signature events. Together, let's pave the way for a more equitable future for all.

MPC 2024 ANNUAL EVENT
October 23, 2024
6 pm to 9 pm CT
The Geraghty, 2520 S. Hoyne Ave, Chicago

The 2024 Annual Event, themed **Celebrating 90 Years Strong: MPC's Impact on Advancing Equity**, will illuminate key areas where MPC has diligently worked to reshape policies and practices, promoting fairness and inclusivity across diverse communities of the Chicago region. This event provides an opportunity for you to join with leaders from community, business, and government sectors as we celebrate MPC's impactful 90-year journey and establish the foundation for sustained progress in the future.

At our Annual Event, we will honor two remarkable individuals whose contributions have made a positive impact in our communities:

90TH ANNIVERSARY COMMITTEE

David A. Mook – Chair
US Bank

Kyle Barnett
BMO

Paul C. Carlisle
Wintrust

Polly Eldringhoff
Peoples Gas

Linda Goodman
Goodman Williams Group

Elle Ramel
GET Cities

Unmi Song
Lloyd A. Fry Foundation

Bruce W. Taylor
Taylor Investment Partners II

HONOREES

Champions of Change Award



George A. Ranney, Jr. will receive MPC's Champions of Change Award for his visionary leadership and unwavering commitment to civic progress. Mr. Ranney held positions including CEO of Chicago Metropolis 2020, CEO of Prairie Holdings Corporation,

General Counsel of Inland Steel, and Partner at Mayer, Brown. Mr. Ranney has been a stalwart civic leader, advocating tirelessly for comprehensive regional planning initiatives and sustainable development. He has served on the Boards of numerous foundations, MPC, the University of Chicago, WTTW, and others.

Community Impact Award



Leslé Honoré, artist, poet, writer, and advocate is set to receive MPC's Community Impact Award for her diverse contributions to advancing social justice. Ms. Honoré currently serves as CEO of Urban Gateways, empowering youth through arts programming.

She has been instrumental in shaping equitable transit-oriented development in Chicago. Her poetry collection, "Fist & Fire," explores themes of social justice, reflecting real lives and voices. Through her art and activism, Ms. Honoré aims to amplify marginalized voices and bridge societal gaps.

Join us and be part of the movement toward a brighter tomorrow! Let's create a future where equity is at the forefront of our built environment, and everyone has access to the resources and opportunities they need to thrive.

Annual Event sponsorship deadline: **September 6** for recognition in the event invitation.

ZONING



Untangling Zoning Impacts and Promoting Equity Through Reform

July 24, 2024

Harold Washington College
(The Loop, Chicago)

This public event will invite participants to explore the impact of zoning and land use on residents' lives from a local and national perspective. Featuring thought leaders and new research frameworks for analyzing land use and zoning, the event includes an esteemed panel:

- **M. Nolan Gray**, professional urban planner and author of "Arbitrary Lines: How Zoning Broke the American City and How to Fix it."
- **Sara Bronin**, Founder/Director, National Zoning Atlas and author of the forthcoming book "Key to the City: How Zoning Shapes Our World".
- **Yonah Freemark**, the Director of Urban Institute's Land Use Lab and MPC's research partner investigating the impacts of zoning on public health, racial equity and sustainability.

Following the panel, MPC will provide lunch and host a working session with event participants to explore initial research findings from its Zoning and Land Use Assessment project and start a dialogue on potential future Chicago-based solutions.

Target Audience:

- Researchers, Advocates, Developers, Government Stakeholders, Elected Officials, General Public

Attendance:

- *Panel:* 150 - 200 in-person, additional attendees tuning in online, *Working Session:* 60 in-person

Schedule:

- 10:00 am - 11:30 am: Panel Discussion
- 11:30 am - 12:15 pm: Lunch/Break
- 12:15 pm - 2:00 pm: Working Session

Zoning event sponsorship deadline: June 14

TRANSIT



Imagine Sustainable Transit: A Private Reception and 'L' Tour

September 26, 2024

McDonald's Corporate Headquarters
(West Loop, Chicago)

This event will be a unique opportunity to see Chicago Transit Authority's iconic 'L' in a whole new light. Attendees will first convene at McDonald's Corporate Headquarters for a hosted breakfast prior to the CTA 'L' tour. Next, attendees will walk together to the nearby CTA stop and board a private chartered 'L' train to ride through the city's various neighborhoods from two stories above. This event features remarks by local transit leaders including:

- **Senator Ram Villivalam**, State Senator of the 8th District of Illinois and the Chair of the Transportation Committee.
- **Representative Eva-Dina Delgado**, State Representative of the 3rd District of Illinois and Vice Chair of the Public Utilities Committee.

Materials and programming will help put the 'L' in context at this critical moment to raise awareness about the ongoing Campaign for Sustainable Transit, which seeks to address the looming fiscal cliff and need for governance reform through collaboration and innovative thinking.

Target Audience:

- Legislative Champions, Transit Advocates, General Public

Attendance: 140

Schedule:

- 8:30 am - 10:00 am: Breakfast Reception
- 10:00 am - 10:30 am: Walk to CTA Stop
- 10:30 am - Noon: CTA Train Tour

Transit event sponsorship deadline: August 16

Sponsorship deadlines include recognition in the event invitation.



Visit metroplanning.org for full event details and information.

90th Anniversary Sponsorship Opportunities

	Champion \$50,000	Lead \$25,000	Benefactor \$10,000	Patron \$5,000
Annual Event Benefits				
Invitation for two (2) guests to private VIP reception preceding event	•	•		
Recognition during opening remarks at event podium	•	•		
Recognition for one (1) Senior Executive on the Annual Event Host Committee to be featured on all collateral and at the event	•	•	•	
Recognition on event invitation	Prominent Logo	Prominent Logo	Logo	Listing
Recognition via signage during the event	Prominent Logo	Prominent Logo	Logo	Listing
Recognition in printed event program	Prominent Logo	Prominent Logo	Logo	Listing
Recognition on video screens during event	Prominent Logo	Prominent Logo	Logo	Listing
Reserved seating placement at the event	Premium	Preferred		
Tables (10 guests per table) at Annual Event	2	1	1	1
Signature Event Benefits				
Verbal recognition during event program	•			
Recognition on event invitation	Prominent Logo	Logo	Logo	Listing
Recognition via signage during event	Prominent Logo	Logo	Logo	Listing
Recognition at event food and beverage stations	Prominent Logo	Logo	Logo	Listing
Number of Signature events included in sponsorship	2	1	1	1
Tickets per event	2	2	2	2
Media Recognition (for all events)				
Company profile in MPC's e-newsletter, The Catalyst, sent to over 15,000 unique subscribers	•			
Spotlighted company social media post	•			
Listing in all media materials and briefings	•	•	•	
Email recognition in event communications sent to over 15,000 unique subscribers	Prominent Logo	Logo	Logo	Listing
Recognition on event web page	Prominent Logo	Logo	Logo	Listing
Listing in Annual Report	•	•	•	•

Yes, I am pleased to support MPC!

Choose one of the following sponsorship levels:

Champion \$50,000

Includes

- Annual Event
- Zoning Event
- Transit Event

Lead \$25,000

Includes Annual Event + choice of **one** signature event (choose preferred event):

Annual Event

Zoning Event

Transit Event

Deadline: **September 6**

Deadline: **June 14**

Deadline: **August 16**

Above sponsorship deadlines include recognition in the event invitation

Benefactor \$10,000

Patron \$5,000

REGISTRATION & PAYMENT INFORMATION

Download and email this completed form to Lorena Levy-Alonso, lorena@thelarcgroup.com or register and submit payment online: bit.ly/2024-EventSponsor

For more information on MPC event sponsorship or ACH payment, contact Steven Quispe, *Donor Relations Manager*, 312.863.6032 or SQuispe@metroplanning.org.

Please make checks payable to: **Metropolitan Planning Council**
140 S. Dearborn St., Suite 1400
Chicago, IL 60603
metroplanning.org