

Sponsorship Kit

60th ISOCARP
1965 WORLD PLANNING CONGRESS
2024 DIAMOND ANNIVERSARY

1st INTERNATIONAL
CONFERENCE FOR NEW CITIES

PLANNING NEW REGENERATIVE CITIES

10-13 SEPTEMBER | NEW CLARK CITY | PHILIPPINES



Contents

1. Introduction to ISOCARP’S 60th World Planning Congress Diamond Anniversary Series:1st International Conference for New Cities (WPC60-NCC)
2. ISOCARP Previous Activities
3. Sponsorship Benefits
4. Conference Sponsorship Opportunities
5. Special Sponsorship Opportunities
6. Table of Sponsorship Benefits per Category
7. Contact Us

1. Introduction to 60th World Planning Congress Diamond Anniversary Series: 1st International Conference for New Cities (WPC60-NCC)

This year, we won't just have the typical single congress, but rather a SPREAD-OUT CONGRESS. **As we celebrate 60 years of ISOCARP congresses, we will mark the occasion with the brand: 60th WORLD PLANNING CONGRESS DIAMOND ANNIVERSARY SERIES.**

A Grand and Diverse Congress Unfolds:

- Geographically spanning both the global north and south,
- Temporally unfolding throughout the year with numerous events, and
- Thematically encompassing a wide spectrum from traditional urban planning and design to cutting-edge contemporary and future planning matters.

We will be opening our celebration year with the 1st International Conference for New Cities (WPC60-NCC), "Planning New Regenerative Cities", in New Clark City, Tarlac Province, in The Philippines, 10-13 September 2024. Our Host for this event is the Provincial Government of Tarlac (<https://tarlac.gov.ph/>).

For more information on ISOCARP’s 60th World Planning Congress Diamond Anniversary Series, please refer to our website: <https://www.isocarpevents.org/>

Theme of the 1st International Conference for New Cities:

In a digitalising world with circular economy, expectations for sustainably humanised and healthy cities and environments are increasing. For urban and regional planners, there is an opportunity and professional responsibility to take a more robust approach to cities through new settlements or redevelopment strategies.

Although coined 14 years ago by the World Future Council, a German non-profit foundation, regenerative cities are more contextual to be discussed or revisited, especially when we are now under triple planetary crisis and in fast digital transformation. What we can learn from the past, on-going, and near future city development will enrich the current stock of knowledge to navigate our future.

In New Clark City, about 100km northwest of Manila’s megalopolis in the Philippine Tarlac region, ISOCARP and the Local Organising Committee welcome the entire international planning community to explore the challenges and opportunities of planning for sustainable new cities that are healthy, inclusive, compact, regenerative and embed circular economy, carbon-neutral energy supplies, and nature-based solutions, while fostering sustainable connectivity and complementarity with existing cities in the region, and with Manila Metro in particular.

Tracks:

- **Track 1: New City Planning & Development: Navigating the Future**
- **Track 2: Brownfield urban planning & development: Vibrant New City Density**
- **Track 3: Climate adaptive and resilient (new) cities: Advancing Adaptive Resource Reutilization**
- **Track 4: New cities and digital economy: Smart Circular Cities and Neighbourhoods**
- **Track 5: Culturally rooted and inclusive healthy new cities & towns: Sense of New Place**

We would be delighted to welcome you as a Sponsor of our event and join forces to support sustainable urban planning across the world!

2. ISOCARP Previous Activities

International Society of City and Regional Planners

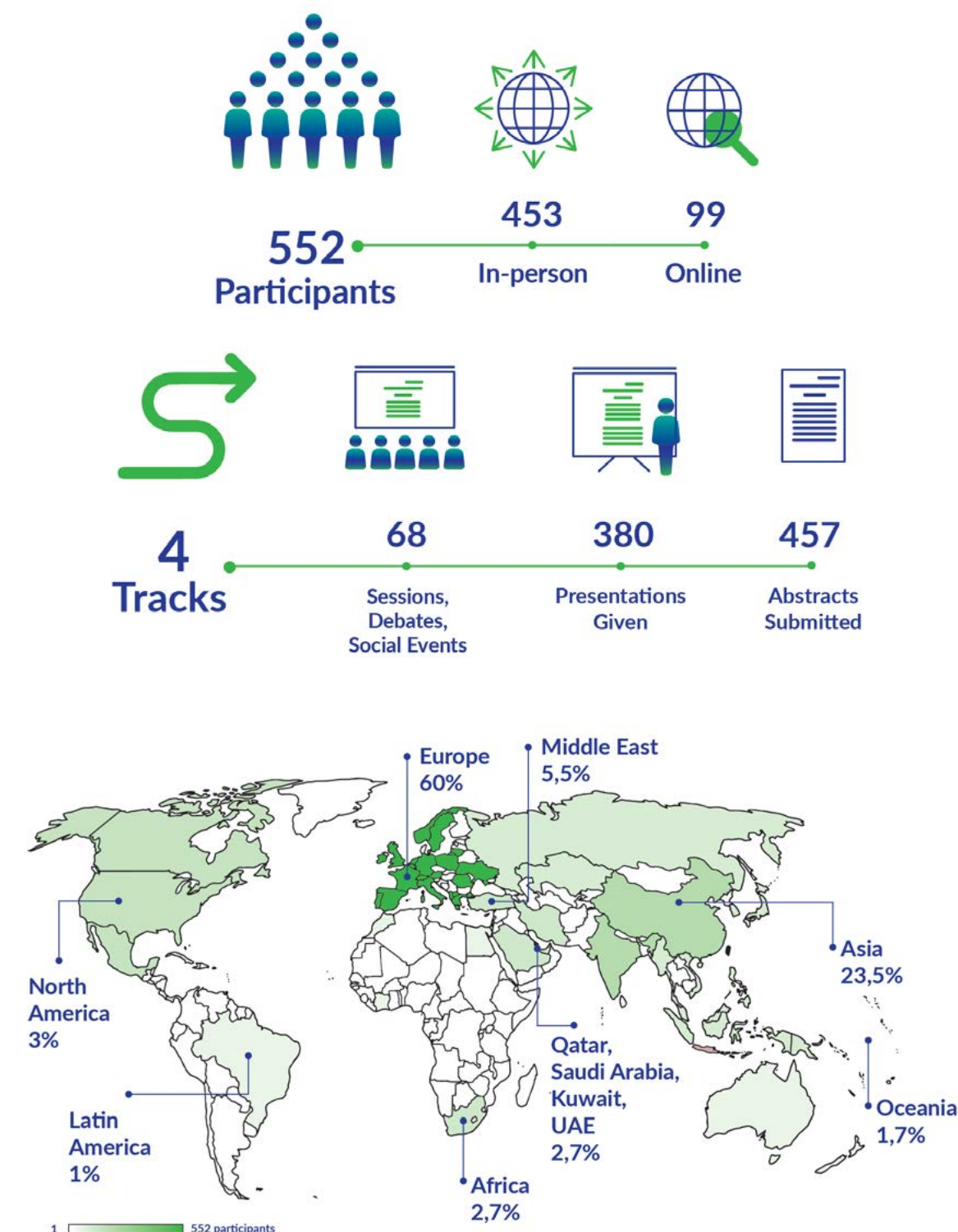
The International Society of City and Regional Planners (ISOCARP) is a non-governmental global association of experienced professional planners recognised by the United Nations (ECOSOC). It was founded in 1965 in a bid to bring together recognised and highly qualified planners in an international network. The ISOCARP network consists of both individual and institutional members from over 90 countries. Its overall objectives include the improvement of planning practice through the creation of a global and active network of planners, the creation and exchange of knowledge, the promotion of the profession in all aspects, the stimulation of research, the improvement of education and training, the increase of information and awareness on major planning issues.

58th ISOCARP World Planning Congress (WPC58), Brussels, Belgium, 2022

The Society's main event is its annual World Planning Congress, which every year focuses on a different international planning theme and takes place in a different global city. ISOCARP as a society of professional planners, contributes to knowledge creation by combining a unique triple perspective in theory, policy and practice and its 58 World Planning Congresses thus far have brought together thousands of planning professionals, academics and policy makers to advance and promote sustainability planning for cities and regions.

Notably, ISOCARP's 58th World Planning Congress last year in Brussels, Belgium, "From Wealthy to Healthy Cities - Urbanism and Planning for the Well-Being of Citizens", has been very successful, hosting a total of 68 sessions, including research and case study presentations, workshops, special sessions, site visits, social events and more. The congress featured 5 keynote lectures and more than 380 presentations, including research papers, case studies and Special Session presentations. It was attended by 552 registered delegates from 59 different countries, 453 of whom were in-person participants.

60th World Planning Congress Anniversary Series



Testimonials

"Brussels is in a transforming process. And so, it was logical for us to organise the 58th edition of the World Planning Congress to inspire us more to become a real city for people."

Pascal Smet
State Secretary of Brussels Capital Region

"I think the World Planning Congress brought policy and practise closer to each other."

Charles Landry
Keynote Speaker

"It is like a festival of Planning as well as it has been a very learning experience and there is something very serious underlying it."

Timothy Crowshaw
President of the Royal Town Planning Institute

"The organisation of this Congress is excellent and is the best opportunity to meet other practitioners to share our experience and build our capacity to find solutions for our cities."

Georges Syriac Sabeyiam
YPP participant

"I believe the future will be better after listening to all the presentations of young urban planners who have grand visions for our cities."

Jose Carlos Sousa
Congress Participant

"It has been a lifetime experience for me to be a part of ISOCARP YPP workshop and ISOCARP Congress. To see the seriousness and care of the organizing team was perfect. And it is also very important to me to have a chance to meet numerous of colleagues all around the world in just around 1 week."

YPP Participant

"The plenary sessions, track sessions, and many learning opportunities there were undoubtedly excellent and valuable for many of us who were willing to learn and develop ourselves as urban planning and studies-related professionals and enthusiasts. I would like to point out the enjoyable lunch and coffee breaks, which seems trivial but somehow have the essential value of connecting the participants, speakers, and committees in a more "community" way."

Congress Participant

"Overall it was one of the best-organised congresses that I have ever attended by all means."

Congress Participant



60th World Planning Congress Anniversary Series



3. Sponsorship Benefits

Becoming a sponsor of the WPC60-NCC offers opportunities to:

- Improve their organisation's reputation as being on the cutting edge of shaping the future of resilient and sustainable cities at both the local and global scales.
- Expand their network with national and global banks and financial organisations, city leaders, governments, the private sector, economists, initiatives, researchers, and industries.
- Build brand awareness with a forward-thinking community that is looking to make positive change through local and global means.
- Access to internal and high-profile meeting engagements.
- Show community responsibility or corporate social responsibility through the lens of sustainable urbanism and viable local economies
- Demonstrate support for global agendas, such as the New Urban Agenda and the achievement of the UN SDGs.
- Stay in the loop on trends and opportunities on urban economy, sustainable development, municipal finance, decarbonization, climate action and the environment, new technologies and urban recovery in the post COVID-19 and other relevant urban topics.
- Support the use of sustainable city and regional planning locally, nationally and globally.

Sponsorship Selection Criteria

- Organisational mandate is aligned with UN Sustainable Development Agenda and the UEF's and ISOCARP's mission statements and goals.
- No real or perceived conflict of interest between individuals, organisations
- and UEF or ISOCARP.
- Supportive of UEF and ISOCARP initiatives and programs.
- Actively involved, working toward, or interested in sustainable urban development.

60th World Planning Congress Anniversary Series

4. Conference Sponsorship Opportunities

Please find below the different sponsorship categories and their corresponding benefits:

PLATINUM (max 2): 3.000.000 PhP/47.000 Euro

- Entering partnership with the Government of Tarlac and ISOCARP as co-host of the joint Congress
- Full brand visibility and recognition
- ISOCARP Institutional Membership

GOLD (max 3): 2.500.000 PhP/40.000 Euro

- Exclusive session co-host for select discussion sessions
- Brand visibility and recognition
- ISOCARP Institutional Membership for 2 years

SILVER: 2.000.000 PhP/31.000 Euro

- Exclusive Session Co-host for panel discussion sessions
- Brand visibility and recognition
- ISOCARP Institutional Membership for 1 years

BRONZE: 1.000.000 PhP/16.000 Euro

- Brand visibility in all promotional materials and recognition

5. Special Sponsorship Opportunities

- **ISOCARP's post Conference Publication** (e.g 20th Review of World Planning Practices). Past publications : <https://isocarp.org/publications/isocarp-review/>

Editing and printing costs: 1.000.000 PhP/16.000 Euros

- **ISOCARP's Young Planning Professionals Scholarship Programme:** Sponsoring the participation of young planning professionals in the YPP NCC programme: In-situ planning and placemaking workshop with talented local and international young professional planners prior to the Congress (<https://isocarp.org/ypp-new-clark-city-the-philippines/>)

1. **Full programme Sponsorship and programme co-host benefits:** 1.000.000 PhP/16.000 Euro
2. **Sponsorship per invitee:** 120.000 PhP/2.000 Euros for each young professional sponsored

- **ISOCARP's Special Sessions:** Contact us for the availability of different sessions: for example we offer the opportunity to sponsor the brand-new **Women in Planning Leadership Training Programme, Planning Professionals Networking Session, Plenary Roundtables** and more.

Sponsorship per session: 380.000 PhP/6.000 Euro

- **Feel free to contact us if you would like to sponsor a session/ conference provision that is not on the list above.**

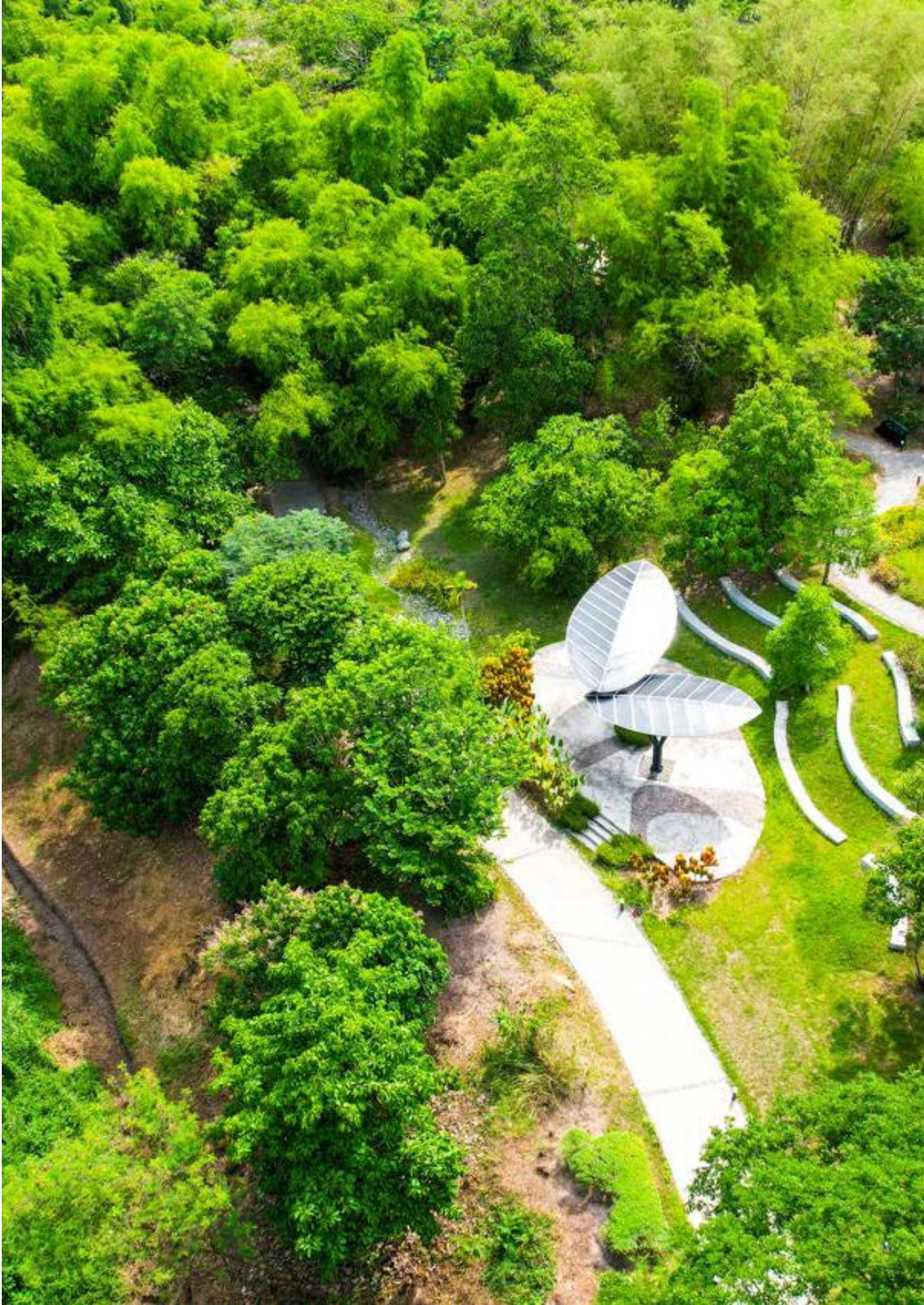
6. Table of Sponsorship Benefits per Category

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Pre-Event Recognition				
Announcement as official co-host of the event and logo on all event marketing material (i.e., emails, posters, social media).	X			
Webpage on our Conference website dedicated to the sponsor	X	X		
Inclusion of Sponsor profile on our ISOCARP Conference Newsletters (Audience: ISOCARP members and newsletter subscribers globally, approx. 8000 recipients)	X	X		
Logo of sponsor, with link to sponsor website, on home page of our Conference website	X	X	X	X
Social media announcements of sponsor recognition	X	X	X	X
Logo on event program	X	X	X	X
Event Day Recognition				
Exhibition Booth provision 1	X			
Exhibition Booth provision 2		X		
Exhibition Booth provision 3			X	
Exhibition Booth provision 4				X
Complimentary registrations to the Conference	5	4	3	2
Sponsor Logo on Conference banner/ signage at event	X			
Opportunities for Opening and Closing Remarks (max. 2 min)	X	X		
Verbal acknowledgement in the opening and closing session	X	X	X	X
Post Event Recognition				
Plaque of Appreciation as Conference co-host	X			
Plaque of Appreciation as Conference sponsor		X		
Sponsor logo on post-conference publications (e.g. Conference Proceedings)	X	X	X	X
Letter of Appreciation from the Government of Tarlac and ISOCARP	X	X	X	X

7. Contact Us

For more information about the sponsorship opportunities, send us a message at maecarlos@gmail.com and margetousaki@isocarp.org

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 The Netherlands
 Website: <https://isocarp.org/>
 ISOCARP Membership: isocarp@isocarp.org





ISOCARP
Knowledge for Better Cities

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