

SPONSORSHIP OPPORTUNITIES



ANNUAL CONFERENCE

TULSA, OK | JUNE 7-9, 2026 | INDIAN NATIONS COUNCIL OF GOVERNMENT



Where regional leaders and industry partners meet to discuss policy solutions to transportation, economic & community development, environment & energy, and public safety & emergency management issues.



About the Conference

The National Association of Regional Councils (NARC), in partnership with the Indian Nations Council of Governments (INCOG), is proud to host its 60th Annual Conference from June 7–9, 2026, at the Hyatt Regency Tulsa.

The NARC Annual Conference is the **largest national event focused on promoting effective regional cooperation and solutions** through interaction and education. Held each June, NARC's Annual Conference is the premier event focused on regions and regional collaboration.

This milestone event brings together nearly 300 representatives of councils of governments, regional councils, and metropolitan planning organizations — leadership, professional staff, board members, local elected officials, and technical and program staff — to share best practices and learn about relevant issues. Speakers include public and private sector experts, congressional and state lawmakers, and individuals from universities and non-profit organizations.



Attendee Profile



NARC Annual Conference Attendee Profile

- 300+ attendees representing regional councils from major metropolitan areas, mid-size cities, and rural regions
- **NARC's 140 current member organizations represent:**
 - 7,364 Local Governments (Counties + Municipalities)
 - 557 Counties
 - 6,807 Municipalities (Cities, Towns, Villages, Boroughs, Townships, Tribes)
- Attendees and speakers hold senior level positions, with policy position and budget authority, including:
 - Executive Director/Chief Executive Officer
 - Chief Operating Officer
 - Director of Government & Public Affairs
 - Legislative Director
 - Director of Communications
 - Senior Housing Policy Specialist
 - Transportation Director
 - General Counsel
 - Mayor
 - Councilmember
 - Supervisor
 - Commissioner
 - Judge
 - Senior Analyst
 - Metropolitan Planning Organization Director
 - Chief of Infrastructure and Workforce Development



Sponsor Packages



Visibility | Knowledge | Connections

Boasting 60% senior-level executive attendance, the NARC Annual Conference offers direct engagement with influential decision-makers from regional councils representing more than \$3B in spending each year and responsibility for regional project RFP management.

Sponsor Packages

Sponsorship benefits packages are custom designed from \$5,000–\$25,000 levels. Benefits may include:

Pre-Event Marketing

- Company logo and hyperlink on event website and in promotional emails
- Company logo in the 2026 NARC Annual Conference Preliminary Program

On-Site Marketing

- Company logo in the 2026 NARC Annual Conference final program
- Company logo on the main stage and on special sponsor slides
- Acknowledgement on strategically located monitors and stanchions
- Exhibit table and exhibitor passes
- Social media feature of your organization
- Speaking opportunities (\$10,000–\$25,000 Level)
- Branded and hosted space (\$10,000–\$25,000 Level)

Post-Event Marketing

- Electronic version of 2026 NARC Annual Conference attendee list
- Recognition in post-event emails
- Company logo in 2027 NARC Annual Conference Sponsorship prospectus

Contact Pamela Strother at pamela.strother@narc.org or 202.486.5990 to build a package that best meets your marketing goals.



National Association of Regional Councils

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SPONSORSHIP LEVELS & BENEFITS

	\$25,000	\$15,000	\$10,000
Content track branding (transportation, economic & community development, environment & energy, or emergency management)	✓		
Company presentation during plenary event (up to 10 minutes) or One breakout session in the "Industry Partner Track"	✓		
NARC Industry Partnership Exclusive Benefits (see details on page 8)	✓		
One breakout session in the "Industry Partner Track"		✓	
Logo on plenary stage digital screens	✓	✓	✓
Pre-conference attendee list	✓	✓	
Exhibit Table	✓	✓	✓
Full Conference registrations	6	3	2
Ad in Program Book	Full page	Full page	Half page
Logo and link on conference website	✓	✓	✓
Sponsorship acknowledgement on social media posts	✓	✓	
Logo on conference agenda	✓	✓	✓
Logo on event signage and screens	✓	✓	✓

To discuss or confirm sponsorship package, please contact Pamela Strother,
pamela.strother@narc.com, 202-486-5990



Exhibit

Exhibit Table Hours:

Sunday, June 7: Set-up 1-5pm

Monday, June 8: 7:30am-4pm

Tuesday, June 9: 7:30am-4pm

Exhibit Table with Conference Registration | \$3,500

Includes exhibit table and **two full registrations** for company representatives to attend sessions, meals, and networking opportunities.

Exhibit Table | \$2,500

Includes exhibit table and two exhibit-only passes for company representatives.



A waitlist is now available for the exhibit only option. Please contact Pamela Strother at pamela.strother@narc.org to discuss sponsorship packages or to reserve a spot on the waitlist.

Exhibitors are responsible for the fees for additional services such as electrical, A/V, and food & beverage service. The Hyatt Regency Tulsa will work directly with exhibitors.



NARC Industry Partner Program

Become a member of NARC's Industry Partner Program and make NARC your year-round marketing partner.

Choose sponsorship levels for the three annual events that total \$25,000+ in a year and receive exclusive content marketing benefits aligned with NARC's primary issue tracks: Transportation, Economic & Community Development, Environment & Energy, Public Safety & Emergency Management.

Choose levels for one or more 2026-2027 events that total \$25,000 or more:

60th Annual Conference, June 7-9, Tulsa, OK **Sponsorship Levels: \$5,000-\$25,000**

NARC's largest national event focused on promoting effective regional cooperation and solutions through interaction and education. Held annually in June, NARC's Annual Conference is the premier event focused on regions and regional collaboration.

Executive Directors Conference, October 18-20, Pismo Beach, CA **Sponsorship Levels: \$15,000-\$25,000 (Limited to 2)**

NARC's most exclusive event is designed by and for regional executive directors. Executive directors discuss topics including organizational structure, best practices, and emerging technology developments.

2027 National Conference of Regions, February 7-10, Washington, DC **Sponsorship Levels: \$7,500-\$25,000**

NARC's annual forum to discuss key federal policy issues and establish its legislative agenda for the year. Attendees include local elected city and county officials, senior level regional staff and private sector representatives.

See next page for exclusive benefits.



NARC Industry Partner Program

Exclusive NARC Industry Partner Benefits

\$25,000+ Annual Commitment

- Company logo and paragraph about partnership on the NARC Industry Partner web page.
- Contribute one thought leadership article linked from NARC eNewsletter during the annual partnership (dates selected by partner).
- Contribution one article to NARC's blog during annual partnership (date selected by partner).
- Receive direct support from the NARC team in facilitating contacts and relationships within the NARC community.
- Company logo on relevant NARC communications promoting the NARC Industry Partner Program.
- One webinar during each annual partnership period:
 - Up to 60 minutes
 - Topic/content driven by company with approval from NARC
 - Opt-in registration list provided
 - Company branding on email, web, and social marketing
 - NARC promotes webinar, manages registration & administration

Thank you to
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Contact Us

To plan your sponsorship package, please contact Pamela Strother at pamela.strother@narc.org or 202-486-5990.

National Association of Regional Councils

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