



THE
**CIVIC
CANOPY**

2024 Canopy Summit

Catalyzing Culture Change

Sponsorship Guide

Contact

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THE CIVIC CANOPY SUMMIT

About the 2024 Civic Canopy Summit

At our core, we strive to create the conditions where the many can come together and work as one for the good of all. Since our foundation in 2006, we have brought over one thousand equity and collaboration champions to the table to discuss and generate ideas that have impacted the well-being of our communities in Colorado and beyond. Our Bi-Annual Summit gives our attendees the opportunity to accelerate their learning journeys through intentional networking, generative exchange of ideas, and exposure to key collaborative partners, concepts, tools, and resources.



The 2024 Canopy Summit, *Catalyzing Culture Change*, will take place in Aurora, Colorado, on April 23rd through the 25th centering on shifting culture in order to create the conditions for transformational change through connection, collaboration, and systems-oriented action. The Summit will feature keynote speakers leading in the fields of collaboration and culture change, offer 25 workshops for participants to engage in, and provide intentional space for thought leaders from throughout our state to connect across regions and sectors.

Who We Are:

The Civic Canopy is a community-based nonprofit focused on transforming the way we solve society's big, sticky issues. We do this by engaging and connecting diverse groups of people seeking change in their community and equipping them with the tools to create meaningful and lasting impact. Project by project, we aim to create a new culture across Colorado that centers around elevating often unheard and underrepresented voices, designing spaces that foster understanding and trust, and mobilizing towards collective action that results in systemic change.



With over 20 years of collective experience and having worked in 58 out of Colorado's 64 counties, The Civic Canopy has established itself as an authority for building collaborative processes that lead to meaningful change. Our network is comprised of collaboration stewards, coalitions, and community members who are doing the work to impact social change. While our focus remains on effecting change within the state of Colorado, we

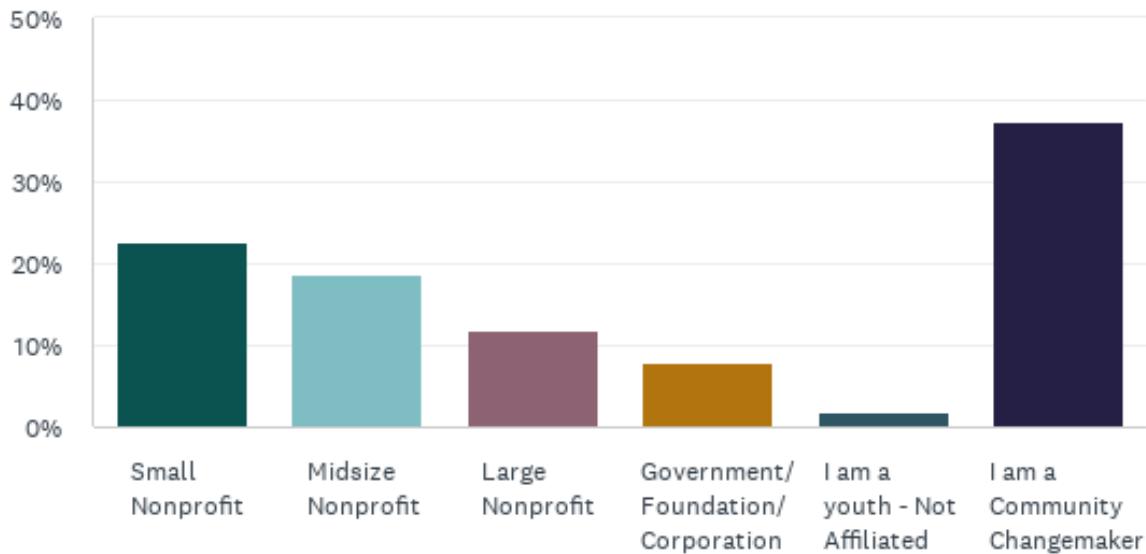
welcome anyone interested in joining the journey toward a future full of thriving communities where all participate, prosper, and reach their full potential.

Spanish language simultaneous interpretation is provided for all Canopy event offerings, further expanding our reach to audiences from the second most spoken language in our state.

Who attends our Events? Background

As a core player in Colorado's collaborative landscape, our Summit attracts leading voices in the world of collective impact from a wide variety of backgrounds including government, nonprofit, private enterprise, and community members. The chart below, for example, indicates that ~60% of our 2018 Summit attendees described themselves as being either community changemakers not affiliated with an organization, or coming from a small grassroots nonprofit.

Which best describes your organization?

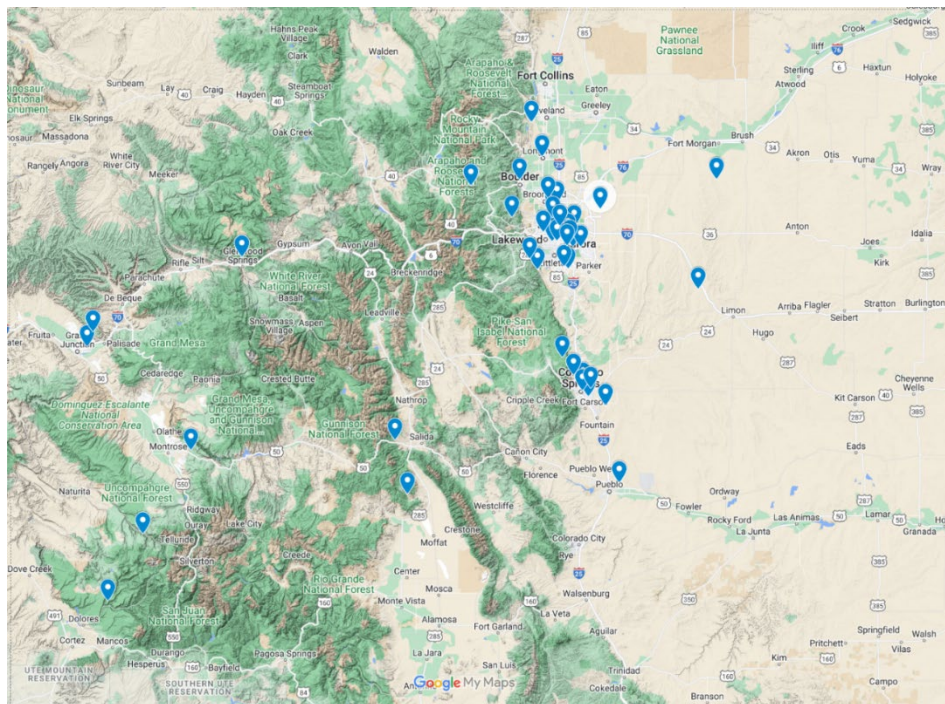


WHO ATTENDS OUR EVENTS? REGION

We have worked in the vast majority of our state's counties, our Summit attracts attendees come join us from all over our state, from the San Luis Valley to the Eastern Plains, Western Slope, and Northern Colorado.

2021 Summit Attendee Zip Codes

| | | | | |
|-------|-------|-------|-------|-------|
| 80231 | 81504 | 80204 | 80537 | 80238 |
| 81601 | 80205 | 80219 | 80910 | 80907 |
| 81101 | 80903 | 81520 | 80014 | 80220 |
| 80224 | 80202 | 80901 | 80127 | 80501 |
| 80223 | 80466 | 80403 | 80031 | 81430 |
| 81201 | 81323 | 80921 | 80234 | 80020 |
| 80130 | 80126 | 81155 | 81401 | 80304 |
| 80030 | 80919 | 80215 | 80701 | 80216 |
| 80222 | 80465 | 80925 | 81001 | 80249 |



SPONSORSHIP TIERS

Sponsoring the Canopy Summit is an opportunity not only to gain exposure with attendees who are ready to enact change, but to also make a firm stand that your organization is committed to the thriving and well-being of our communities. Sponsorship tiers are as follows:

\$10,000 | Systems Change Champion

- Listed as leading sponsor with prominent logo placement on Canopy Summit event website and printed materials.
- Company logo displayed at the Summit on rotation in projected slides.

- Opportunity to sponsor a specific Summit segment or workshop.
- Sponsorship acknowledgement over Civic Canopy social media channels.
- Feature in Civic Canopy newsletter.
- 5 Complimentary tickets for your community to the 2023 Canopy Summit (lodging not included).
- Inclusion of your marketing materials in Summit attendees' swag bag
- Booth space during vendor display exhibition segment of summit

\$6,000 | Transformation Leader

- Listed as sponsor with logo placement on Canopy Summit event website and printed materials.
- Company logo displayed at the Summit on rotation in projected slides.
- Sponsorship acknowledgement over Civic Canopy social media channels.
- Feature in Civic Canopy newsletter.
- 3 Complimentary tickets for your community to the 2023 Canopy Summit (lodging not included).
- Inclusion of your marketing materials in Summit attendees' swag bag

\$3,000 | Change Catalyst

- Company logo displayed at the Summit on rotation in projected slides.
- Sponsorship acknowledgement over Civic Canopy social media channels.
- 2 Complimentary tickets for your community to the 2023 Canopy Summit (lodging not included)

\$2,000 | Process Collaborator

- Company logo displayed at the Summit on rotation in projected slides.
- Sponsorship acknowledgement over Civic Canopy social media channels.
- 1 Complimentary ticket to 2023 Canopy Summit (not including lodging).

\$1,000 | Community Builder

- Company logo displayed at the Summit on rotation in projected slides.
- Sponsorship acknowledgement over Civic Canopy social media channels.

Other types of sponsorship

Not seeing a tier that fits your organization? Please contact Jesus@civicanopy.org to talk about the opportunity to sponsor a product, service, or relevant resource.



The Civic Canopy Team

PREVIOUS CANOPY EVENT SPONSORS



The Colorado Health Foundation™



COLORADO
Office of Early Childhood
Department of Human Services



COLORADO
Department of Public
Health & Environment



DANIELS FUND



The Women's
Foundation of Colorado



**THE
COLORADO
TRUST**

A Health Equity Foundation



Mile High United Way



colorado health
INSTITUTE

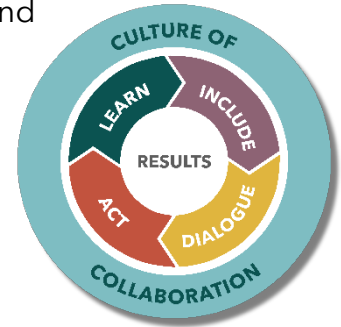


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ORGANIZATIONAL APPROACH

In the spirit of collective impact models, The Civic Canopy designs and facilitates public processes using a research-based Community Learning Mode (CLM) that focuses on results, includes relevant and diverse stakeholders in thoughtful dialogue, and develops action plans and structures for learning from results—all within a culture of trust and collaboration. The CLM is a proven game-changer for achieving positive change in communities and puts collaboration at the forefront of solving issues that affect the way society functions.



Results - Clear articulation of the results sought is at the center of the model. The desired results and the re-assessment of them drive the community learning process.

Include - Ensure the various people, perspectives and systems involved in the work are engaged in the process.

Dialogue - Create a high-quality conversation that clarifies values, surfaces tensions and taps into creativity, leading to concrete plans that achieve results.

Act - Make sure the planning leads to action, both within planning processes and at each stage of implementation.

Learn - Set benchmarks and use indicators to assess the impact and quality of actions; learn from experiences and translate that information into more effective actions.

Culture of Collaboration - Strengthen the capacities that support collaborative work such as facilitative leadership, communication, information sharing and shared accountability. These elements strengthen the ability to move through the stages of the community learning model.