



**THE
CONNECTIVE**
a smart region consortium

MAXIMIZING YOUR PARTNERSHIP WITH THE CONNECTIVE

www.Connective.city



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The Connective believes that co-developing solutions between private and public sectors forms the foundation of successful urban innovation. Industry support is essential to The Connective's mission of helping public entities develop, implement, and adopt citizen-centric solutions.

Industry partners agree to participate in regular discussions, the Industry Advisory Panel, convenings, and workshops designed by The Connective to shape the discourse surrounding urban innovation, digital transformation, and smart cities generally.

INDUSTRY VALUE PROPOSITION

Industry members receive several benefits from their participation, as outlined below.

Industry Advisory Panel seat

The Connective convenes industry partners quarterly to review ongoing Connective activities and city member challenges/interests within the Connective ecosystem. These sessions offer industry partners a clear understanding of public sector needs while shaping the direction of Connective initiatives. Industry panelists also share valuable insights regarding the technological landscape and urban innovation trends, helping the Connective to effectively match city needs with vendor solutions.

Event Hosting

Industry partners actively participate in Connective events, with Platinum partners enjoying exclusive opportunities to co-host curated digital events like webinars, or in-person events such as workshops/forums. The Connective collaborates closely to design and deliver these events, ensuring alignment with municipal interests to maximize engagement and impact. Platinum partners are also given opportunities to lead breakout sessions and presentations at our annual CONNECTED event. These sessions target specific municipal challenges and allow Platinum partners to directly engage city leaders in an intimate educational setting.

Event Sponsorship

Event sponsorship provides industry partners with prominent logo placement, name-branding opportunities, and enhanced visibility during Connective events. Partner logos are displayed at workshops and convenings, creating brand presence among key municipal leaders. Platinum partners enjoy additional spotlights and recognition during event programming, further amplifying their visibility and influence.

Market Insights & Intelligence

The Connective provides industry partners with insight on current and future trends, along with specific city challenges within the urban innovation ecosystem locally and globally and opportunities for product validation within the member network.

City Network/Access to City Members

Facilitating connections and fostering collaboration between industry partners and our city members is a key part of the value proposition. This access provides opportunities for partnerships, pilot projects, and direct engagement with potential clients.

Preferred Provider Status

Industry partners gain recognition and visibility as preferred providers within our network, enhancing their credibility and market positioning. As The Connective identifies the challenges of our community members, preferred vendors are offered the first right of refusal in addressing and working with city partners.

Industry Advisory Services

Partners receive guidance on navigating the complexities of city partnerships, including procurement processes, regulatory requirements, and effective community engagement strategies, simplifying entry into municipal markets.

PR and Media Offerings

The Connective collaborates with media partners to develop and distribute PR and media content locally, nationally, and globally. Industry partners will be included in these media efforts where applicable and appropriate. Platinum partners may also contribute thought leadership perspectives on projects and urban innovation topics, enhancing their visibility and influence in national and international discourse.

INDUSTRY MEMBER DUES

Membership fees are structured annually and tiered based on value. Each Industry Partner commits to a minimum two-year partnership with The Connective to ensure long-term collaboration and impact.

The pricing tiers are as follows:

Gold level

\$5,000/annually

- Industry Advisory Panel Seat
- City Network/Access to City Members
- Market Insights & Intelligence
- Preferred Provider Status
- Event Sponsorship

Platinum level

\$10,000/annually

- Industry Advisory Panel Seat
- City Network/Access to City Members
- Market Insights & Intelligence
- Preferred Provider Status
- Event Sponsorship
- Event Hosting
- Industry Advisory Services
- PR and Media Offerings



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THANK YOU



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