



**SCENIC**  
PITTSBURGH

# Sponsorship Proposal



**Scenic Symposium 2024: Scenic Beauty  
Through Action and Advocacy**

**November 18-20, 2024**

Presented by:  
Scenic Pittsburgh and Scenic America



# About our Symposium

Join Scenic America and Scenic Pittsburgh for a three-day exploration of how we are creating scenic beauty through advocacy, legislation, and community action. Hosted at the [Drury Plaza Hotel Pittsburgh Downtown](#), the event will feature a full day of programming around scenic conservation, a guided tour through Pittsburgh's most scenic locations, and more opportunities for networking, education, and brainstorming for scenic action.

## Highlights\*\*

### Monday, November 18

- Scenic tour of Pittsburgh
- Dinner cruise through Pittsburgh's iconic rivers

### Tuesday, November 19

- Full day of programming including speeches from community and organizational leaders, sessions on utilities undergrounding, scenic byways, dark skies initiatives, zoning and ordinance, and current local and national legislative updates

### Wednesday, November 20

- Scenic Community Expo with local and national organizations, vendors, and businesses

\*\*Schedule and programming subject to change

# About our Organization

Our mission is to preserve and enhance the scenic beauty of America. We are the only national nonprofit that helps citizens safeguard America's scenic qualities. We are a 501(c)(3) that advocates for a Scenic America for all people and communities. We believe beauty is good for business and everyone deserves to live, work, and play in beautiful places. And we've scored big wins, including:

- Leading the way in Congress to pass the Reviving America's Scenic Byways Act of 2019, and securing a total of \$42 million in funding for byways in the FY 21, 22, and 23 appropriations acts.
- Scoring a win in the U.S. Supreme Court in 2022 as the court affirmed the constitutionality of digital billboard bans.
- Fighting billboard company-backed amendments that would have gutted the Highway Beautification Act in 2020, 2021, and 2022 – and winning.
- Successfully advocating for federal support for utility undergrounding in the Infrastructure Investment and Jobs Act of 2021, including an amendment to the Stafford Act to allow FEMA funds to be used for undergrounding and a new \$5 billion resiliency grant program.
- Landing more flexible funding to support signage, highway beautification, native plantings, and other provisions in the \$300 million Federal Lands Access Program.
- Joining with like-minded allies to urge the passage of the Great American Outdoors Act in 2020.



**Mark Falzone**

**President,  
Scenic America**

Mark Falzone was selected to serve as President of Scenic America in April 2017. Since his arrival, Scenic America has increased its investment in lobbying, research, communications, and additional tools to further the organization's mission. As a result, for the first time in its history, in 2019 Scenic America authored and passed a bill through Congress to revive the National Scenic Byways Program. Scenic America also led the way to ensure that the byways program received its first dedicated funding in nearly a decade, securing a total of \$42 million for the program in the FY 21, 22, and 23 appropriations acts.

Prior to his arrival at Scenic America, Mark served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures, he was twice elected to the Executive Committee.

Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government. He resides in Prince George's County, Maryland, where he recently launched a new chapter of Scenic America.



**Mike Dawida**

**Executive Director, Scenic  
Pittsburgh**

Michael Dawida is Scenic Pittsburgh's lead spokesperson and scenic visionary. He has more than 30 years of public service experience as a legislator, lawyer and teacher. As a Pennsylvania State Senator and Representative from 1979 to 1996, Mr. Dawida championed and passed many legislative firsts including the Pennsylvania Clean Indoor Air Act, the Pennsylvania Food Donor Act and the Pennsylvania Organ Donation Act. In 1996, Mr. Dawida was elected to the Allegheny County Board of Commissioners where, as Chairman, he overhauled the County Pension System, founded the Airport Authority, and created the Allegheny County 911 System.

He also orchestrated several billion dollars of development projects that include the Heinz Stadium, PNC Park, David Lawrence Convention Center, and the "Waterfront" in Homestead. He currently serves as the Board President of Scenic America as well as serving on the board of EastShore, an economic development initiative spearheaded by the Enterprise Zone Corp. of Braddock (EZCB) that includes the communities of Braddock, North Braddock, Rankin and Swissvale. He is a graduate of the University of Pittsburgh and the Hamline University School of Law.

# Sponsorship Packages\*

\*Let's discuss customized levels of giving

## Platinum Sponsorship Package

- Up to 10 registrations for the event and planned activities
- Introduction of keynote speaker and 10-minute presentation
- Full page ad in the event program
- Plus everything in the \$2,500 Bronze level

**\$10,000**

## Gold Sponsorship Package

- Up to 5 registrations for the event and planned activities
- Introduction of a speaker and 5-minute presentation
- Half page ad in the event program
- Plus everything in the \$2,500 Bronze level

**\$7,500**

## Silver Sponsorship Package

- Up to 2 registrations for the event and planned activities
- 2-minute presentation
- Quarter page ad in the event program
- Plus everything in the \$2,500 Bronze level

**\$5,000**

## Bronze Sponsorship Package

- Logo placement on signage and promotional materials for the event
- Sponsor name mentioned in the event opening and closing ceremony
- Sponsor posts on social media, digital newsletters, and website
- Sponsor booth during the event...and more

**\$2,500**

# Other ways to participate

## Donate goods or services

- Help to provide things such as meals, snacks, drinks
- Provide supplies such as notebooks, pens, hand sanitizer, and more
- Provide giveaway bags and/or gifts for attendees and speakers
- Provide printing of signage, programs, and other materials
- Provide activities, discounts, admissions/tickets

**In-kind donation**

## Set up as a vendor

- Have a table set up in common areas to showcase your services or goods
- Provide promotional materials and giveaways in event bags
- Register at a discount to attend symposium
- Provide raffle items for more attention/traffic to your table

**Table with us**

## Spread the word

- Share our emails and symposium website with your networks
- Share our posts on social media
- Distribute or post symposium postcards/fliers or posters
- If you are a representative of the media, you can help us with coverage

**Promote us**

## Attend

- Register for the symposium (special rate for groups of 10 or more)
- Sponsor a registration for someone who is unable to pay on their own
- Volunteer before, during, or after the event

**Join us**

# Thank You

We really hope that you can support our Symposium and associated activities. If you are interested or have questions, please get in touch with us at the contacts listed below.

# Contact Us

Scenic Pittsburgh: Allison Ruppert, Director of Communications  
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[Symposium Website](#)