



Small Developer Training Sponsorship Proposal For the City of Norman



Presented by:



**Incremental
Development
Alliance**



Dear City of Norman Partners,

The future of Norman should be built by the people who love it most – local entrepreneurs deeply invested in their neighborhoods. We're introducing a partnership opportunity that directly supports the City's priorities: affordable housing, sustainable growth, and livability as outlined in AIM Norman.

The Incremental Development Alliance, in partnership with local housing advocates, is hosting a small developer bootcamp that trains emerging local developers to create community-building projects while generating wealth-building opportunities in their neighborhoods. This program directly supports Norman's progressive housing initiatives, including 2021 parking reform that replaced "Spaces Required" with "Spaces Recommended" and AIM Norman's strategy to remove single-unit-only zoning.

This partnership positions Norman as a national model for innovative community economic development while building local capacity to implement AIM Norman's goals for 23,200 new homes by 2045 with trained neighborhood developers who understand community needs.

IncDev's proven model has trained nearly 9,000 developers across 33 states. As our partner, the City gains access to program graduates who will implement Norman's housing vision – trained developers with completed pro formas, investor-ready pitch decks, and projects that align with AIM Norman's affordable housing strategies.

Norman's parking mandate elimination and AIM Norman's infill development focus create immediate opportunities for missing middle housing. The City will be recognized as the municipal leader that empowers locals to build wealth through real estate development while achieving measurable progress on housing diversity.

Your partnership includes complimentary IncDev membership, connecting you to our nationwide network. We invite the City of Norman to be our Anchor Sponsor in showing Oklahoma and the nation how locals building for locals transforms communities while creating successful models for municipal policy innovation.

Sincerely,

Alli Thurmond Quinlan

Executive Director

Incremental Development Alliance



Program Components

Year One Foundation



Recruitment Lecture

(Fall 2025):

- Community introduction and developer recruitment for 100-200 participants



8-Hour Workshop

(Fall or Winter 2025):

- Foundational training for 100-200 participants



Developer Bootcamp

(2026):

- Intensive training for up to 35 local developers



In-Person Pitch Session and Optional Supplier Showcase

(2026):

- Participants present projects to investors, lenders, and community members, while local suppliers showcase their services and products. This creates a comprehensive networking event that connects emerging developers with the full ecosystem they need for project success - from financing to materials to community support.

Optional Ongoing Programming



Monthly Technical Assistance Meetups:

- Ongoing support for graduates



Quarterly Supplier Showcases:

- Connecting developers with local businesses



Sponsorship Options

OPTION 1: ANCHOR SPONSOR - \$50,000

Program Components:

- Lecture
- Workshop
- Bootcamp
- Developer Pitch Day
- Monthly Meetups and regular networking events



Benefits:

- "Presented by City of Norman" co-branding positioning the City as an innovative municipal leader
- Direct pipeline of trained community developers to support City housing goals
- Logo prominently featured on all online and printed materials
- Speaking opportunities at the lecture, workshop, bootcamp, and pitch day
- IncDev newsletter reaching 8,000 national ecosystem partners
- 10 complimentary tickets to each training session
- Access to participant contact list for community engagement
- Recognition as full training cycle presenting sponsor
- One year of complimentary IncDev membership for access to national network of small developers and ecosystem partners, Slack community, 20% off trainings, access to national field trips, and more
- Ongoing "Presented by City of Norman" recognition at alumni events and future cohort activities



Sponsorship Options

OPTION 2: SUPPORTING SPONSOR - Multiple tiers available



Community Supporter - \$1,000

- Logo recognition on materials
- 1 complimentary ticket to training



Bronze Sponsor - \$2,500

- Logo recognition on materials
- 1 complimentary ticket to training
- Access to networking events



Silver Sponsor - \$5,000

- All Bronze benefits plus:
- Newsletter recognition
- Speaking opportunity at one event
- 3 complimentary training tickets



Gold Sponsor - \$10,000

- All Silver benefits plus:
- Prominent logo placement
- Access to participant contact lists
- 4 complimentary tickets to all events
- Three-month IncDev membership



Platinum Sponsor - \$20,000

- All Gold benefits plus:
- Premium logo placement
- Access to participant contact lists
- 5 complimentary tickets to all events
- Six-month IncDev membership
- Speaking opportunity at multiple events



Sponsorship Tiers

Sponsor Benefits	Platinum Sponsor - \$20,000	Gold Sponsor - \$10,000	Silver Sponsor- \$5,000	Bronze Sponsor - \$2,500	Community Supporter - \$1,000
Logo recognition on materials	X	X	X	X	X
1 complimentary ticket to project pitch day	X	X	X	X	X
Access to networking events	X	X	X	X	
Newsletter recognition	X	X	X		
Speaking opportunity at one event	X	X	X		
3 complimentary bootcamp tickets	X	X	X		
Prominent logo placement	X	X			
Access to participant contact lists	X	X			
4 complimentary tickets to all events	X	X			
Three-month IncDev membership	X	X			
Premium logo placement	X				
5 complimentary tickets to all events	X				
Six-month IncDev membership	X				
Speaking opportunity at multiple events	X				



Call to Action

Partner with us to build a more accessible, people-focused, diverse, healthy, and connected community for all.

This program directly supports AIM Norman's vision and community development priorities by training local entrepreneurs to create human-scale development that supports walkability, diverse mixed-use neighborhoods, and sustainable growth.

As Norman's anchor partner, the City gains a unique opportunity to:

- **Implement AIM Norman goals** through trained local developers who understand neighborhood dynamics and community needs
- **Support workforce development** that creates meaningful career pathways in underserved Norman neighborhoods
- **Build local capacity** to achieve the City's affordable housing and anti-displacement objectives
- **Demonstrate municipal leadership** in innovative community economic development as a model for other cities
- **Leverage Norman's established zoning reforms** and federal funding expertise to maximize program impact
- **Create sustainable, community-driven development** that keeps Norman affordable and attainable for working-class families
- **Generate measurable progress** toward housing goals while building generational wealth in local communities



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