



State Municipal League Promotional Toolkit

This toolkit equips State Municipal Leagues with the materials needed to effectively promote Congressional City Conference 2026. For additional resources or support, contact the NLC Marketing and Communications Team at media@nlc.org.

WAYS TO PROMOTE CCC:

1. WEBSITE

List CCC on your organization's event calendar with the event description and registration link.

2. EMAILS & NEWSLETTERS

Include information about the conference in your regular communications.

3. SOCIAL MEDIA

Share posts about the conference using the provided sample posts and visuals.

4. ADS

Use digital or print advertisements to highlight the event.



EVENT LISTING:



Name: Congressional City Conference

Date: March 16-18, 2026 (Pre-conference activities March 14-15)

Location: Washington, DC

Registration: ccc.nlc.org

Description:

The Congressional City Conference brings together thousands of local government leaders to emphasize the importance of local-federal partnerships.

Join over 3,000 local leaders in Washington, DC for a conference focused on connecting you with Members of Congress, the Administration and federal agencies to advocate for your community's priorities. Engage with policy experts and peers to build meaningful solutions and drive impact in your city, town or village. Participate in Hill Day as an opportunity to advocate local priorities to Members of Congress.

Hill Day

NLC welcomes State Municipal Leagues to encourage their members attending Congressional City Conference to participate in Hill Day. There is no additional charge, but registrants must RSVP to confirm their slot. There are two ways to participate:

#1 NLC Schedules Hill Meetings

Hill Day will take place on Wednesday, March 18 and is exclusive to Congressional City Conference attendees who are elected officials, city staff or State Municipal League staff. NLC partners with a scheduling firm to coordinate meeting groups with Members of Congress so as to maximize their time and streamline advocacy priorities for local governments. Attendees who register for Hill Day through NLC will attend meetings as a group with other attendees from their state. There is no additional charge to participate in Hill Day.

#2 State League Schedules Hill Meetings

In some cases, we are aware that State Municipal Leagues coordinate meetings with their state delegations (Senators & Representatives). If your state league is taking this route, please alert your State League member NOT to check the Hill Day option when registering. Information about Hill Day meetings and final schedules will be provided as we approach the conference date.

New message

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To

Subject

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Send

EMAIL TEMPLATE:

SUBJECT LINE: Build Connections at CCC 2026

Join more than 3,000 local leaders at NLC’s Congressional City Conference (CCC), where communities unite to champion local priorities. Engage directly with federal officials, Administration officials, and Members of Congress to strengthen local-federal partnerships and gain insight into emerging policy opportunities for cities, towns, and villages.

CCC 2026 will feature interactive workshops, networking receptions, and Hill Day—your chance to meet with Members of Congress and advance your city’s agenda. Don’t miss this opportunity to ensure your community’s voice is heard on the national stage.

Learn more and register at ccc.nlc.org

2026 NLC CCC

Facebook Graphic



Instagram Graphic



SOCIAL MEDIA POSTS:

Sample Posts:

#1

Make your voice count! Join 3,000+ local leaders at NLC's Congressional City Conference, March 16–18, 2026 in Washington, D.C. Strengthen federal-local partnerships and advance your city's priorities. Register now: ccc.nlc.org #CCC26

#2

Advocate for your community at NLC's Congressional City Conference, March 16–18, 2026. Amplify your city's agenda and use your voice to show why cities matter. Register today: ccc.nlc.org #CCC26

#3

Your city's voice matters on the national stage! Join peers and federal officials at NLC's Congressional City Conference, March 16–18, 2026 in D.C. Don't miss this chance to shape policy and strengthen local-federal connections. Register now: ccc.nlc.org #CCC26

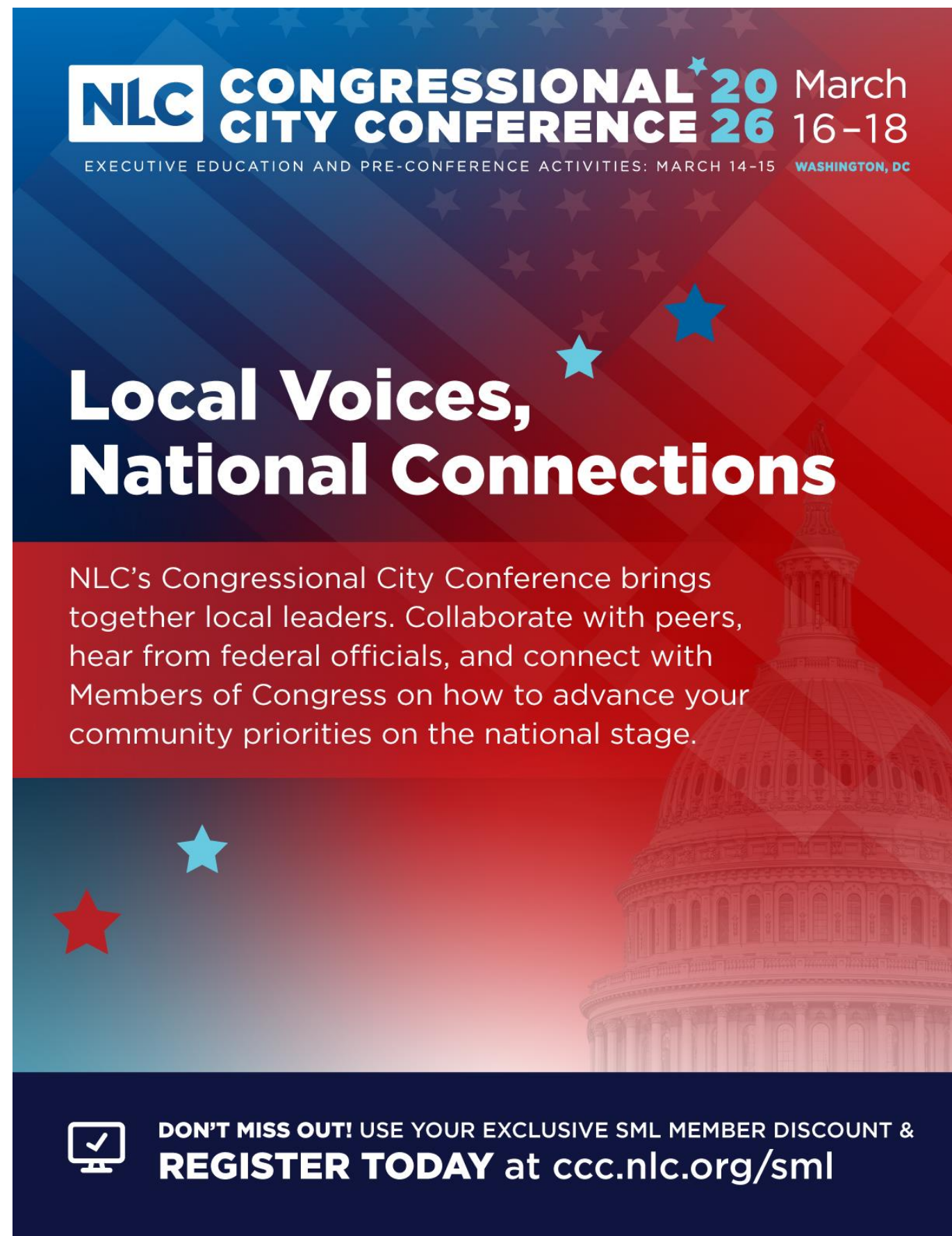
Hashtag: #CCC26

NLC Handle: @leagueofcities

[DOWNLOAD GRAPHICS HERE](#)

PRINT ADS:

Full Page (8.5" x 11")



The full-page print ad features a background with a red-to-blue gradient and a faint image of the U.S. Capitol dome. It includes the NLC logo, the event title 'CONGRESSIONAL CITY CONFERENCE 2026' with dates 'March 16-18', and location 'WASHINGTON, DC'. The main headline is 'Local Voices, National Connections'. A paragraph describes the conference as a place for local leaders to collaborate and connect with federal officials. A call to action at the bottom encourages registration with an SML member discount.

NLC CONGRESSIONAL CITY CONFERENCE 2026 March 16-18
EXECUTIVE EDUCATION AND PRE-CONFERENCE ACTIVITIES: MARCH 14-15 WASHINGTON, DC

Local Voices, National Connections

NLC's Congressional City Conference brings together local leaders. Collaborate with peers, hear from federal officials, and connect with Members of Congress on how to advance your community priorities on the national stage.

 **DON'T MISS OUT! USE YOUR EXCLUSIVE SML MEMBER DISCOUNT & REGISTER TODAY** at ccc.nlc.org/sml

Half Page (8.5" x 5.5")



The half-page print ad features a background with a red-to-blue gradient and a faint image of the U.S. Capitol dome. It includes the NLC logo, the event title 'CONGRESSIONAL CITY CONFERENCE 2026' with dates 'March 16-18', and location 'WASHINGTON, DC'. The main headline is 'Where Passion Meets Purpose'. A paragraph describes the conference as a place for local leaders to gain insights from federal leaders, policy experts, and fellow local officials. A call to action at the bottom encourages registration with an SML member discount.

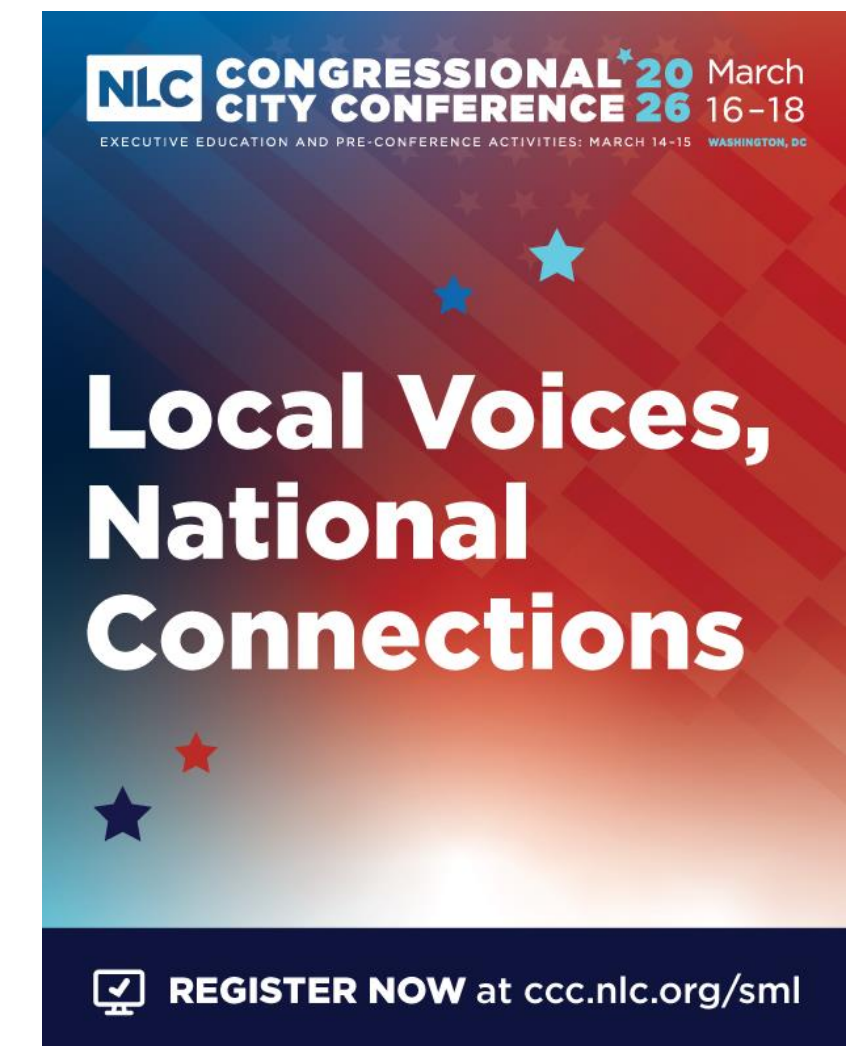
NLC CONGRESSIONAL CITY CONFERENCE 2026 March 16-18
EXECUTIVE EDUCATION AND PRE-CONFERENCE ACTIVITIES: MARCH 14-15 WASHINGTON, DC

Where Passion Meets Purpose

Gain insights from federal leaders, policy experts, and fellow local officials at CCC 2026.

 **ACCESS YOUR SML MEMBER DISCOUNT & REGISTER TODAY** at ccc.nlc.org/sml

Quarter Page (4.25" x 5.5")



The quarter-page print ad features a background with a red-to-blue gradient and a faint image of the U.S. Capitol dome. It includes the NLC logo, the event title 'CONGRESSIONAL CITY CONFERENCE 2026' with dates 'March 16-18', and location 'WASHINGTON, DC'. The main headline is 'Local Voices, National Connections'. A call to action at the bottom encourages registration with an SML member discount.

NLC CONGRESSIONAL CITY CONFERENCE 2026 March 16-18
EXECUTIVE EDUCATION AND PRE-CONFERENCE ACTIVITIES: MARCH 14-15 WASHINGTON, DC

Local Voices, National Connections

 **REGISTER NOW** at ccc.nlc.org/sml

[DOWNLOAD GRAPHICS HERE](#)

DIGITAL ADS:

Desktop Ad (1300 x 400px)



Mobile Ad (500 x 500px)



[DOWNLOAD GRAPHICS HERE](#)