



SPONSORSHIP PACKET

**2016 REGIONAL CONFERENCE &
GENERAL ASSEMBLY**

**POWER OF THE PAST,
*FORCE OF THE FUTURE***

MAY 5-6

La Quinta Resort & Club
49-499 Eisenhower Drive
La Quinta, CA 92253

MORE INFO @ scag.ca.gov/ga2016

2016 REGIONAL CONFERENCE & GENERAL ASSEMBLY



DEAR REGIONAL PARTNER:

On behalf of the Regional Council, the Southern California Association of Governments invites you to join us as a partner for the 2016 Regional Conference & General Assembly at the La Quinta Resort & Club. We are the nation's largest Metropolitan Planning Organization, representing six counties and 191 cities in Southern California, and we serve as a unique convener on a variety of regional issues. Our premier event each year, this conference includes the annual meeting of the nation's largest council of locally elected officials.

Join us as we discuss critical issues and formulate ways to implement the strategies within the 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (2016 RTP/SCS), a long-range visioning plan that balances future mobility and housing needs with economic, environmental and public health goals. At La Quinta, we will be bringing together our member cities, counties, state and federal agencies, private sector partners, as well as old friends and new.

We look forward to your partnership.

Sincerely,

A handwritten signature in black ink that reads "Hasan Ikhata".

Hasan Ikhata
Executive Director
Southern California Association of Governments

191
CITIES REPRESENTED

800+
ATTENDEES

180+
ELECTED OFFICIALS

75+
CITY MANAGERS, CITY PLANNING
STAFF AND COUNTY STAFF IN
ATTENDANCE

ABOUT SCAG

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives, including the development of the Regional Transportation Plan/Sustainable Communities Strategy and the Sustainability Grants Program, to promote a livable and sustainable Southern California now and in the future.

AUDIENCE

Sponsorships provide an unparalleled opportunity to promote your commitment to the region and to network with elected officials, decision makers, community leaders and business stakeholders throughout Southern California.

SPEAKING OPPORTUNITIES FOR 2016



Each year, we bring a slate of engaging breakout sessions and inspiring speakers to our program. If you are interested in speaking opportunities, there are several opportunities to share your company's commitment to the region and join in the discussions. These include:

	WEDNESDAY MAY 4	THURSDAY MAY 5	FRIDAY MAY 6	
9:00 A.M.		EXHIBIT TABLE OPENS	BREAKFAST	
10:00 A.M.			PLENARY SESSION	
11:00 A.M.				
12:00 P.M.		LUNCHEON		
1:00 P.M.				
2:00 P.M.		PANEL A	PANEL B	PANEL C
3:00 P.M.				
4:00 P.M.		PANEL D	PANEL E	INNOVATOR POWER HOUR
5:00 P.M.				
6:00 P.M.	PRESIDENT'S VIP RECEPTION (CALL FOR SPONSORSHIP)	RECEPTION		
7:00 P.M.		DINNER		
8:00 P.M.				

DINNER/LUNCH/BREAKFAST SPONSORSHIP (\$10,000)

Meal sponsors will be recognized on stage, with time for brief comments. A single slide (congratulatory message or company advertisement) will be looped during the reception. A special product placement opportunity is also included.

PANEL SPONSORSHIP (\$7,500+)

SCAG offers four breakout panels on a variety of subjects. Sponsorship provides logo recognition on panel signage, welcome slide and includes an opportunity to welcome and introduce the panelists.

INNOVATOR POWER HOUR (\$7,500)

This offering is distinct from our panel sponsorship by providing companies with the opportunity to present their most forward-thinking ideas, concepts and projects in a short-form format. Presentations will be strictly limited to 15 minutes and tied to the theme "Innovation." Presentation proposals are due by March 15.

Additional opportunities are outlined on the following page.

Please note: The tentative schedule on the left is subject to change.

SPONSORSHIP

BENEFIT LEVELS	PRESENTING \$25,000	DINNER \$10,000 (MAY 5)	LUNCHEON/B'FAST \$10,000 (MAY 5+MAY 6)	RECEPTION \$7,500 (MAY 5)
Name and logo on program cover	✓			
Provide speaker at conference	✓			
Stage time	✓	✓	✓	
Product placement in registration bags	✓	✓	✓	✓
Reserved table at meals	1 Table with premium placement	1 Table with premium placement	1 Table with premium placement	1 Table with premium placement
VIP Reception invitations (May 4)	5	4	4	4
Conference registrations	10	6	6	6
Added-value	Top billing on all conference materials	Special signage with company logo at Dinner	Special signage with company logo at Luncheon or Breakfast	Special signage with company logo at Reception
Ad space	Full-page, color ad, back cover	Full-page, color ad, premium placement	Full-page, color ad, premium placement	Full-page, color ad, premium placement
Exhibitor table	Premium placement	Premium placement	Premium placement	Premium placement
Logo on event website and slideshow	✓	✓	✓	✓

2016 REGIONAL CONFERENCE & GENERAL ASSEMBLY

INNOVATOR SPEAKER \$7,500	PANEL \$7,500	TECHNOLOGY \$7,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000
✓	✓	✓	✓		
1 Table with premium placement	1 table	1/2 table	1/2 table		
2	2	2	2		
5	5	5	5	4	2
Special signage with company logo	Special signage with company logo at panel	Branding on Wi-Fi	Logo placement on registration bag, name badge or lanyard		
Half-page, color ad	Half-page, color ad	Half-page, color ad	Half-page, color ad	Quarter-page, color ad	
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓





SPONSOR REGISTRATION

Please select a sponsorship level

<input type="checkbox"/> PRESENTING \$25,000	<input type="checkbox"/> DINNER \$10,000	<input type="checkbox"/> LUNCHEON/BREAKFAST \$10,000	<input type="checkbox"/> RECEPTION \$7,500
	<input type="checkbox"/> INNOVATOR SPEAKER \$7,500	<input type="checkbox"/> PANEL \$7,500	<input type="checkbox"/> TECHNOLOGY \$7,000
	<input type="checkbox"/> GOLD \$5,000	<input type="checkbox"/> SILVER \$3,000	<input type="checkbox"/> BRONZE \$1,000

- Please choose one:
- Registration Bag
 - Name Badge
 - Lanyard

Please provide

Company Name

Contact Person

Contact Title

Address

City/State/Zip

Phone Fax

E-mail

Website

Signature

Company Name for Program

Please make check payable to SCAG and mail check along with a completed registration form to:

Southern California Association of Governments
Attn: Jeff Liu
818 West 7th Street, 12th Floor, Los Angeles, CA 90017

For more information, please contact Jeff Liu at liuj@scag.ca.gov or (213) 236-1998.



FOR MORE INFORMATION, PLEASE CONTACT

Jeff Liu
Southern California Association of Governments
818 West 7th Street, 12th Floor
Los Angeles, CA 90017
Email: liuj@scag.ca.gov
Phone: (213) 236-1998

REGIONAL OFFICES

IMPERIAL COUNTY

1405 North Imperial Avenue, Suite 1
El Centro, CA 92243
Phone (760) 353-7800
Fax (760) 353-1877

ORANGE COUNTY

OCTA Building
600 South Main Street, Suite 906
Orange, CA 92868
Phone (714) 542-3687
Fax (714) 560-5089

RIVERSIDE COUNTY

3403 10th Street, Suite 805
Riverside, CA 92501
Phone (951) 784-1513
Fax (951) 784-3925

SAN BERNARDINO COUNTY

Santa Fe Depot
1170 West 3rd Street, Suite 140
San Bernardino, CA 92410
Phone (909) 806-3556
Fax (909) 806-3572

VENTURA COUNTY

950 County Square Drive, Suite 101
Ventura, CA 93003
Phone (805) 642-2800
Fax (805) 642-2260