



2023 REGIONAL CONFERENCE & GENERAL ASSEMBLY

MAY 4-5
JW MARRIOTT DESERT SPRINGS
RESORT & SPA

scag.ca.gov/ga2023

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.



SPONSORSHIP OPPORTUNITIES

THIS IS OUR GENERAL ASSEMBLY

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives, including the development of Connect SoCal — the Regional Transportation Plan/ Sustainable Communities Strategy to promote a livable and sustainable Southern California now and in the future.

800+
ATTENDEES

191
CITIES REPRESENTED

120+
CITY MANAGERS,
CITY PLANNING STAFF &
COUNTY STAFF
IN ATTENDANCE

250+
ELECTED OFFICIALS



2023 REGIONAL CONFERENCE & GENERAL ASSEMBLY

| CATEGORY | PLATINUM | SUSTAINABILITY AWARDS LUNCHEON | RECEPTION | PANEL |
|--|---|--|--|--|
| Amount | \$30,000 | \$20,000 | \$10,000 | \$7,500 |
| Limit | 2 | 1 | 2 | 6 |
| Speaking Opportunity | Featured speaking role | Featured speaking role at luncheon | Introductory remarks at reception | Introductory remarks for panel session |
| President's Reception Invitations | 6 | 5 | 4 | 2 |
| Conference Registrations | 10 | 8 | 6 | 5 |
| Added Value | Premier lobby and conference space branding | Special logo and brand placement on Sustainability Awards Luncheon materials | Special Reception signage with organization logo | Special Panel signage with organization logo |
| Program Booklet Advertisement | Full-page, color ad (back or inside cover) | Full-page, color ad (premium placement) | Full-page, color ad (premium placement) | Half-page, color ad |
| Exhibitor Table | Premium placement | Premium placement | Premium placement | ● |
| Product Placement in Registration Bags | ● | ● | ● | ● |
| Logo Placement on Conference Website and On-screen Visuals | ● | ● | ● | ● |



This event is great to get the word out about our program to public agencies. We love the event! — *Returning Sponsor*

SPONSORSHIP TIERS

| TECHNOLOGY | BREAKFAST | AUTO SHOWCASE | GOLD | SILVER | BRONZE |
|---|--|---------------------------------|---------------------|----------|----------|
| \$7,500 | \$7,000 | \$5,000 | \$5,000 | \$3,000 | \$1,000 |
| 1 | 2 | 2 | No Limit | No Limit | No Limit |
| | | | | | |
| 2 | 2 | 2 | 2 | | |
| 5 | 5 | 4 | 4 | 3 | 2 |
| Exclusive Wi-Fi sponsor branding and company landing page | Special Breakfast signage with organization logo | | | | |
| Half-page, color ad | Half-page, color ad | Half-page, color ad | Half-page, color ad | | |
| ● | ● | Small table adjacent to vehicle | ● | | |
| ● | ● | ● | ● | ● | |
| ● | ● | ● | ● | ● | ● |



I had so many interactions and networking opportunities and if not for this opportunity, I would have had to work all year to have those conversations with key people in the region. Very happy and will definitely be sponsoring again. — *Returning Sponsor*

PAST SPONSORS INCLUDE

Agua Caliente Band of Cahuilla Indians
Arrival
AT&T
Automobile Club of Southern California
Best, Best & Krieger
BNSF Railway Company
Burrtec Waste Industries
California Air Resources Board
California Contract Cities Association
California Department of Housing &
Community Development
Charter Communications — Spectrum
Citrus Pest & Disease Prevention Program
City of Rialto
Clean Power Alliance
Coachella Valley Water District
County of Ventura
Cubic Corporation
Economic Development Collaborative
Esri
Granicus
Hayden AI
Inland Empire Regional Chamber of Commerce
Jamboree Housing
Kosmont Companies
Lewis Group of Companies
LSA Associates
Mark Thomas
Morongo Band of Mission Indians
National Community Renaissance
Nationwide Environmental Services
Ontario International Airport Authority
Orange County Business Council
Port of Long Beach
Port of Los Angeles
REMI
Richards, Watson & Gershon
Riverside County Office of Economic Development
Rutan & Tucker
San Gabriel Basin Water Quality Authority
San Manuel Band of Mission Indians
Southern California Edison
Southern California Gas Company
Strategies 360
Table Rock Partners
The Toll Roads/Transportation Corridor Agencies
TNT Fireworks
Transtech
Ullico
University of California, Riverside
Upper San Gabriel Valley Municipal Water District
Veolia
Verizon
West Coast Arborists
Western Riverside Council of Governments
Western States Petroleum Association
WSP
Xara Public Affairs

TO BECOME A SPONSOR OR FOR QUESTIONS REGARDING SPONSORSHIP
BENEFITS AND OPPORTUNITIES, PLEASE CONTACT:

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