



**SOUTH BAY CITIES**  
COUNCIL OF GOVERNMENTS

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October 8, 2021

TO: SPONSOR  
RE: SBCCOG 2021-2022 Event Showcase

The South Bay Cities Council of Governments (SBCCOG) Board of Directors is pleased to announce that we will be hosting two events for the 2021-2022 program year for local elected representatives, commissioners, city management and staff, and the general public:

- **Wednesday, Nov. 10, 2021 (5:00-7:00 pm)** – *Networking with South Bay Elected Officials*, El Segundo
- **Thursday, Mar. 24, 2022 (9:00 am – 12:30 pm)** – *SBCCOG Annual General Assembly*, Juanita Millender-McDonald Community Center, Carson

We have several levels of sponsorship for the General Assembly to provide your business an opportunity to participate and interact with elected officials as well as promote your business's support of the SBCCOG programs and initiatives. With an additional \$1,000 added to your sponsorship level, your business can receive recognition at both events! Please note that ALL sponsorship levels include publicity for your company in the months preceding the event, as well as on the day of and after the event.

We will start publicizing your company's participation as soon as we receive your confirmation!

The *Networking with South Bay Elected Officials* event is the first of its kind for the SBCCOG. It is sure to be an evening of conversation with a high-powered program. Confirmed presenters are Kelly Cheeseman, Chief Operating Officer, AEG Worldwide and the LA Kings, Adam Freier, General Manager, Giltinis (new Los Angeles Rugby Union Team), and Michael and Paul Rabil, Co-Founders of Premier Lacrosse League.

The *SBCCOG General Assembly* will be going into its 22nd year. This event has been gaining popularity with more than 350 people in attendance and generates headlines in South Bay news publications as well as a buzz on social media. The theme for 2022 will be ***Back to the Future: Reimagining the South Bay***. The program will explore public and private sector perspectives on the future of the South Bay – smart, livable, robust, and vibrant. In addition to local elected officials, County, State, and Federal legislators from the sub-region are also invited.

LOCAL GOVERNMENTS IN ACTION

Carson El Segundo Gardena Hawthorne Hermosa Beach Inglewood Lawndale Lomita  
Los Angeles Manhattan Beach Palos Verdes Estates Rancho Palos Verdes Redondo Beach Rolling Hills  
Rolling Hills Estates Torrance Los Angeles District #15 Los Angeles County

Sponsorship is critical to the success of these events and allows us to provide valuable dynamic programs at no cost to the attendees. Attached are the levels of sponsorship and the benefits associated with each level. We would be honored to have your participation. Please contact Chandler Shields at 310-371-7222 or by email at [Chandler@southbaycities.org](mailto:Chandler@southbaycities.org) with any questions or to confirm your sponsorship today.

Sincerely,

A handwritten signature in black ink that reads "Jacki Bacharach". The signature is written in a cursive style with a large, looped initial "J".

Jacki Bacharach, SBCCOG Executive Director

***SBCCOG** is a joint powers authority of 16 cities and Los Angeles County that share the goal of maximizing the quality of life and productivity of the South Bay region.*

## Sponsor Opportunities...

With an additional \$1,000 added to the General Assembly Sponsorship, supporters can be recognized at both the General Assembly and Nov. 10, 2021 Networking Event! Food sponsorships for Nov. 10 event are also available.

Benefits	Golden Circle \$10,000	Patrons \$7,500	Benefactors \$5,000	Sponsors \$2,500
Designated networking or lunch sponsor at Networking Event and General Assembly	X			
Reserved seating for 10 at General Assembly	X	X		
Pre-recorded commercial to be played at General Assembly for all attendees	1 min.	30 sec.		
Firm-specific social media posts	Total 3	Total 2	Total 1	
Welcome and designated thank you from SBCCOG at conference start	X	X	X	X
Exhibitor Space	X	X	X	X
Logo on SBCCOG website	Linked	Linked	Linked	Linked
Recognition on marketing materials	Premium Listing Logo Included	Logo included	Logo included	X
Recognition in local newspapers ad - Daily Breeze The Beach Reporter, Palos Verdes Peninsula News, and Easy Reader	X	X	X	X
Name featured in press releases and in SBCCOG publications -South Bay Watch newsletter and e-newsletters	X	X	X	X
Sponsor Showcase in the SBCCOG General Assembly program materials	X	X	X	X
Exhibit Hall space	3 spaces - can be provided to non-profits	2 spaces - can be provided to non-profits	X	X
Recognition on all day-of event materials (posters, program, etc.)	High Profile (Name & Logo)	High Profile (Name & Logo)	High Profile (Name)	X
Feature in pre- & post-conference email blasts	X	X	X	X

To sign up contact Chandler Sheilds at 310-371-7222 or [Chandler@southbaycities.org](mailto:Chandler@southbaycities.org)

## Sponsorship Offering Details

### **GOLDEN CIRCLE: \$10,000**

- Networking Event Refreshments, or General Assembly Lunch of Continental Breakfast Title Sponsorship – *EXAMPLE: Lunch is provided today by (XYZ Company)*
- Introduction of one speaker at either the Networking Event or General Assembly
- Pre-recorded commercial to be played at General Assembly for all attendees
- General Assembly Exhibitor space and three (3) additional exhibitor spaces for non-profits – *EXAMPLE: Exhibit courtesy of (XYZ Company)*
- Distinguished sponsorship recognition on all print materials
- Distinguished Recognition (Name & Logo) on all Event Signage
- Name listed on General Assembly event poster
- Firm-specific General Assembly social media posts – total of three (3)
- Prominently featured on all social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach
- Premium VIP Seating at the General Assembly (2 tables of 10)

### **PATRONS: \$7,500**

- General Assembly Exhibitor Space two (2) additional exhibitor spaces for non-profits – *EXAMPLE: Exhibit courtesy of (XYZ Company)*
- Special Recognition on all printed materials
- High Profile (Name & Logo) on all Event Signage
- Name listed on General Assembly event poster
- Firm-specific General Assembly social media posts – total of two (2)
- Featured on all General Assembly social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach
- Prominent VIP Seating at the General Assembly (1 table of 10)

### **BENEFACTORS: \$5,000**

- General Assembly Exhibitor space and an additional exhibitor space for non-profit – *EXAMPLE: Exhibit courtesy of (XYZ Company)*
- Special Recognition on all printed materials
- Name and logo on Event Signage
- Name listed on General Assembly event poster
- Firm-specific General Assembly social media posts – total of one (1)
- Featured on all General Assembly social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach
- Reserved Seating at the General Assembly (1 table of 10)

### **SPONSOR: \$2,500**

- General Assembly Exhibit table space
- Recognition on all printed materials
- Name listed on General Assembly event poster
- Featured on all General Assembly social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach.

ALL sponsors receive publicity in the months preceding the event, as well as on the day of and after the event. Publicity starts immediately upon receiving written confirmation of your level of sponsorship. A remit statement will be provided for your budget and accounting purposes.

Please contact Chandler Shields at 310-371-7222 or [Chandler@southbaycities.org](mailto:Chandler@southbaycities.org) to sign up.