



SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

2355 Crenshaw Blvd., Suite 125
Torrance, California 90501
(310) 371-7222
sbccog@southbaycities.org
www.southbaycities.org

October 29, 2021

TO: (COMPANY NAME)

RE: 2022 SBCCOG General Assembly

The South Bay Cities Council of Governments (SBCCOG) Board of Directors invites your participation for our 22nd Annual General Assembly to be held at the Juanita Millender-McDonald Community Center in Carson on Thursday, March 24, 2022, from 9:00 a.m. to 12:30 p.m.

The theme for the SBCCOG's 2022 General Assembly is ***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 our speakers, county, state, and federal legislators from the sub-region are also invited.

Your sponsorship is critical to the success of the General Assembly. Your contribution makes it possible for us to provide this event at no cost to the South Bay community including local elected representatives, commissioners, city management and staff, as well as the general public.

We have several levels of sponsorship to provide your business an opportunity to participate and interact with elected officials. 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.

Year after year, the General Assembly has been gaining popularity with attendance levels reaching hundreds of local policy makers and influential community members. The event has also generated headlines in the Daily Breeze and a buzz on social media.

Attached are the levels of sponsorship and the benefits associated with each level. We would be honored to have your participation again this coming year. Please contact Rosemary Lackow at 310-371-7222 or by email at Rosemary@southbaycities.org with any questions or to confirm your sponsorship today.

Sincerely,

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.

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

Sponsor Opportunities...

| Benefits | Golden Circle \$10,000 | Patrons \$7,500 | Benefactors \$5,000 | Sponsors \$2,500 |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|------------------------|---------------------|
| Designated lunch or continental breakfast sponsor at General Assembly | X | | | |
| Pre-recorded commercial to be played at General Assembly for all attendees | 1 min. | | | |
| Reserved seating for 10 at General Assembly | X | X | | |
| 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 transferred to non-profits if requested | 2 spaces - can be transferred to non-profits if requested | 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

Sponsorship Offering Details

GOLDEN CIRCLE: \$10,000

- General Assembly Lunch or Continental Breakfast Title Sponsorship – *EXAMPLE: Lunch is provided today in part by (XYZ Company)*
- Introduction of one speaker
- One minute pre-recorded commercial to be played at General Assembly for all attendees (sponsor to provide the recording)
- General Assembly Exhibitor space and two (2) 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 (Table of 10)

PATRONS: \$7,500

- General Assembly Exhibitor Space one (1) 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

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 to sign up.