



# 2024 REGIONAL CONFERENCE & GENERAL ASSEMBLY

MAY 2-3

JW MARRIOTT DESERT SPRINGS  
RESORT & SPA

[scag.ca.gov/ga2024](https://scag.ca.gov/ga2024)

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



## SPONSORSHIP OPPORTUNITIES

### THIS IS OUR GENERAL ASSEMBLY

The Southern California Association of Governments leads the region, representing six counties, 191 cities and nearly 19 million residents. Through the process of developing Connect SoCal — the Regional Transportation Plan/Sustainable Communities Strategy — the organization outlines a unified vision for achieving regional goals for 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



# 2024 REGIONAL CONFERENCE & GENERAL ASSEMBLY

# SPONSORSHIP TIERS

CATEGORY	DIAMOND	PLATINUM	SUSTAINABILITY AWARDS LUNCHEON	RECEPTION	PANEL	TECHNOLOGY	GOLD	SILVER	BRONZE
Amount	\$30,000	\$25,000	\$20,000	\$15,000	\$8,000	\$7,500	\$6,000	\$3,000	\$1,500
Limit	1	1	1	2	6	1	30	No Limit	No Limit
Speaking Opportunity	Featured Speaking Role (Welcome + Opening Remarks at the GA)	Featured Speaking Role	Featured Speaking Role at Luncheon	Introductory Remarks at Reception	Introductory Remarks for Panel Session				
Sponsor Recognition at President's Reception	•	•	•	•	•	•	•		
President's Reception Invitations	5	4	4	3	2	2	1		
Conference Registrations	6	5	4	3	2	2	2	2	1
Program Booklet Advertisement	Full-Page, Color Ad (Inside or Back Page Cover)	Full-Page, Color Ad (Premium Placement)	Full-Page, Color Ad (Premium Placement)	Full-Page, Color Ad (Premium Placement)	Half-Page, Color Ad	Half-Page, Color Ad	Half-page, Color Ad		
Exhibitor Table	Premium Placement	Premium Placement	Premium Placement	Premium Placement	•	•	•		
Added Value	Premier Lobby and Conference Space Branding + Gold Added Value	Premier Lobby and Conference Space Branding + Gold Added Value	Special Logo and Brand Placement on Sustainability Awards Luncheon Materials + Gold Added Value	Special Reception Signage with Organization Logo + Gold Added Value	Special Panel Signage with Organization Logo + Gold Added Value	Exclusive Wi-Fi Sponsor Branding and Company Landing Page + Gold Added Value	Meter Board with Organization Logo at VIP Reception and Conference	Meter Board with Organization Logo	Meter Board with Organization Logo
List of Attending Members	•	•	•	•	•	•	•		
Logo Placement on Conference Website and On-screen Visuals + Mention of Organization on Social Media Platforms	•	•	•	•	•	•	•	•	•



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

— Returning Sponsor



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

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Best, Best & Krieger  
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California Air Resources Board  
California Contract Cities Association  
California Department of Housing & Community Development  
California High-Speed Rail Authority  
CalPortland  
Caltrans  
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Charter Communications — Spectrum Enterprise  
Citrus Pest & Disease  
City of Palm Desert  
Clean Power Alliance  
Colantuono, Highsmith & Whatley  
Controlled Thermal Resources  
County of Ventura  
CPCS  
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Esri  
HDR Inc.  
HNTB Corporation  
Inland Empire Business Journal  
Inland Empire Regional Chamber of Commerce  
Jamboree Housing  
Kosmont Companies  
LanguageArts  
Lewis Group of Companies  
Lighthouse Public Affairs  
Loving Home Hospice for Children  
LSA Associates  
Majestic Realty  
Mark Thomas  
Metrolink  
Michelin  
Morongo Band of Mission Indians  
NAIOP - Inland Empire Chapter  
National Community Renaissance  
Nationwide Environmental Services  
Ontario International Airport Authority  
Placeworks  
Port of Hueneme  
Port of Long Beach  
Port of Los Angeles  
Prevention Program  
Regional Economic Models, Inc.  
Reyes Coca-Cola Bottling & Coca-Cola North America  
Richards, Watson & Gershon  
Riverside County Office of Economic Development  
Rutan & Tucker  
San Manuel Band of Mission Indians  
SitelogIQ  
Southern California Edison  
Southern California Gas Company  
Southern California Group  
Southern California Leadership Council  
The Olson Company  
TNT Fireworks  
Townsend Public Affairs  
Transtech  
Tribal Alliance of Sovereign Indian Nations  
Upper San Gabriel Valley Municipal Water District (Upper District)  
Valley Vista Services, Inc.  
Verizon  
Waste Management  
West Coast Arborists  
Western Riverside Council of Governments  
Western State Petroleum Association  
WSP

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

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