



2026 Regional Conference & General Assembly

The Southern California Association of Governments leads the region, outlining a vision for achieving regional goals.

The Regional Conference & General Assembly brings together leaders from across Southern California to collaborate on issues related to mobility, housing and communities, the environment, and the economy.

Sponsorship Opportunities

scag.ca.gov/ga2026



SPONSORSHIP TIERS AT-A-GLANCE



	\$35,000 DIAMOND	\$30,000 SAPPHIRE	\$20,000 RUBY	\$20,000 SUSTAINABILITY AWARDS	\$15,000 RECEPTION	\$10,000 PANEL	\$10,000 BREAKFAST	\$10,000 TECHNOLOGY	\$8,500 PRESIDENT'S RECEPTION	\$8,000 REGISTRATION	\$6,500 GOLD	\$3,000 SILVER	\$2,000 BRONZE
AVAILABLE	1	1	2	1	2	6	2	1	1	2	20	UNLIMITED	UNLIMITED
SPEAKING OPPORTUNITY	•	•	•	•	•	•	•		•				
★ EXCLUSIVE BENEFITS ★	•	•	•	•	•	•	•	•	•	•			
LIST OF CONFERENCE ATTENDEES	•	•	•	•	•	•	•	•	•	•	•		
PROGRAM BOOKLET ADVERTISEMENT	•	•	•	•	•	•	•	•	•	•	•		
EXHIBITOR TABLE	•	•	•	•	•	•	•	•	•	•	•		
PRESIDENT'S RECEPTION INVITATIONS	•	•	•	•	•	•	•	•	•	•	•		
SPONSOR RECOGNITION AT PRESIDENT'S RECEPTION	•	•	•	•	•	•	•	•	•	•	•		
METER BOARD WITH LOGO AT CONFERENCE AND PRESIDENTS RECEPTION	•	•	•	•	•	•	•	•	•	•	•	•	•
LOGO PLACEMENT ON THE CONFERENCE WEBSITE AND ON-SCREEN VISUALS	•	•	•	•	•	•	•	•	•	•	•	•	•
ORGANIZATIONAL MENTIONS ON SOCIAL MEDIA	•	•	•	•	•	•	•	•	•	•	•	•	•
CONFERENCE REGISTRATIONS	•	•	•	•	•	•	•	•	•	•	•	•	•

★ See detailed exclusive benefits for each tier on following pages

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

2026
Regional Conference
& General Assembly

MAY 7-8, 2026 | JW MARRIOTT DESERT SPRINGS RESORT & SPA

850+
ATTENDEES

250+
ELECTED OFFICIALS

191
CITIES
REPRESENTED

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

\$35,000
DIAMOND

One available

EXCLUSIVE BENEFITS:

- + Speaking opportunity at welcoming and opening remarks
- + Panel address to attendees
- + Premier lobby and conference space branding
- + Premium placement exhibitor table
- + Full-page, color ad (inside page or back cover) in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Six President’s Reception invitations
- + Six conference registrations

\$15,000
RECEPTION

Two available

EXCLUSIVE BENEFITS:

- + Introductory remarks at Thursday reception
- + Special Thursday reception signage with logo
- + Premium placement exhibitor table
- + Full-page, color ad (premium placement) in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Four President’s Reception invitations
- + Four conference registrations

\$30,000
SAPPHIRE

One available

EXCLUSIVE BENEFITS:

- + Speaking opportunity at President’s Reception closing remarks
- + Panel address to attendees
- + Premier lobby and conference space branding
- + Premium placement exhibitor table
- + Full-page, color ad (premium placement) in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Six President’s Reception invitations
- + Six conference registrations

\$10,000
PANEL

Six available

EXCLUSIVE BENEFITS:

- + Introductory remarks for panel session
- + Special panel signage with organization logo
- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$20,000
RUBY

Two available

EXCLUSIVE BENEFITS:

- + Speaking opportunity
- + Special signage at Thursday’s breakfast with logo
- + Premium placement exhibitor table
- + Full-page, color ad (premium placement) in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Four President’s Reception invitations
- + Six conference registrations

\$10,000
BREAKFAST

Two available

EXCLUSIVE BENEFITS:

- + Introductory remarks at Friday breakfast
- + Special Friday breakfast signage with organization logo
- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$20,000
SUSTAINABILITY AWARDS LUNCHEON

One available

EXCLUSIVE BENEFITS:

- + Introductory remarks at luncheon
- + Logo and brand placement on Sustainability Awards Luncheon materials
- + Premium placement exhibitor table
- + Full-page, color ad (premium placement) in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Four President’s Reception invitations
- + Six conference registrations

\$10,000
TECHNOLOGY

One available

EXCLUSIVE BENEFITS:

- + Exclusive logo placement on back of registration badges and on front cover of program booklet
- + Wi-fi sponsor branding
- + Company landing page at wi-fi login
- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$8,500
PRESIDENT’S RECEPTION

One available

EXCLUSIVE BENEFITS:

- + Special presidents reception signage with logo
- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two President’s Reception invitations
- + Two conference registrations

\$8,500
REGISTRATION

Two available

EXCLUSIVE BENEFITS:

- + Exclusive logo placement on front sides of registration badges
- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two President’s Reception invitations
- + Two conference registrations

\$6,500
GOLD

20 available

EXCLUSIVE BENEFITS:

- + Exhibitor table
- + Half-page, color ad in program booklet
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + One President’s Reception invitations
- + Two conference registrations

\$3,000
SILVER

Unlimited availabiltiy

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two conference registrations

\$2,000
BRONZE

Unlimited availabiltiy

ADVERTISING OPPORTUNITIES:

- + Meter board with organization logo at President’s Reception and conference
- + Logo placement on the conference website and on-screen visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + One conference registration

“ 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

BECOME A SPONSOR TODAY!

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. For questions regarding sponsorship benefits and opportunities, please contact:

Perla Lopez | lopezp@scag.ca.gov | (562) 390-0468





MAIN OFFICE

Los Angeles County

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Los Angeles, CA 90017
T: (213) 236-1800

REGIONAL OFFICES

Imperial County

1503 N. Imperial Ave., Ste. 104
El Centro, CA 92243
T: (213) 236-1967

Orange County

OCTA Building
600 S. Main St., Ste. 1108
Orange, CA 92868
T: (213) 630-1599

Inland Empire

3403 10th St., Ste. 805
Riverside, CA 92501
T: (951) 784-1513

Ventura County

4001 Mission Oaks Blvd., Ste. L
Camarillo, CA 93012
T: (213) 236-1960

SCAG.CA.GOV

To become a sponsor or for questions regarding
sponsorship benefits and opportunities, please contact:

Perla Lopez, Special Events Producer

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