



2022 REGIONAL CONFERENCE & GENERAL ASSEMBLY

MAY 5-6

JW MARRIOTT DESERT SPRINGS
RESORT & SPA

scag.ca.gov/ga2022

DEAR REGIONAL PARTNER,

The Southern California Association of Governments invites you to join us as a partner for the 2022 Regional Conference & General Assembly at the JW Marriott Desert Springs Resort & Spa. We are the nation's largest Metropolitan Planning Organization, representing six counties and 191 cities in Southern California, and we serve as a unique convener on a variety of regional issues. Our premier event each year, this conference will bring together Southern California's most influential leaders and innovators, and features a diverse slate of expert panels, keynote presentations and technical demonstrations.

The conference is also an excellent opportunity to network with local, city and county representatives from across Southern California as well as participate in the discussions.

We look forward to your partnership.

Sincerely,

Kome Ajise

Kome Ajise
Executive Director



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

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.

“

**It was a great conference
– excellent networking
opportunities, important
issues and inspiring speakers.**

– *Returning Sponsor*



2022 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	Introductory remarks	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
Product Placement in Registration Bags	●	●	●	●
Exhibitor Table	Premium placement	Premium placement	Premium placement	●
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	Logo placement on one conference item (e.g. registration bag, name badge, lanyard, or other promotional item)	Logo placement on one conference item (e.g. registration bag, name badge, lanyard, or other promotional item)		
Half-page, color ad	Half-page, color ad	Half-page, color ad	Half-page, color ad		
●	●	●	●		
●	●	Small table adjacent to vehicle	●	●	
●	●	●	●	●	●

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Houston Laney
Lead, Internal & Web Communications
Email: laney@scag.ca.gov
Tel: (213) 236-1906



900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017
Tel: (213) 236-1800 | scag.ca.gov