



Think like a Startup: Private-Sector Solutions for Public-Benefit Projects

The 25th Annual Yosemite
Conference for Local Elected Officials

March 10-13, 2016 • Yosemite National Park

Sponsorship Opportunities and Benefits

The Local Government Commission is organizing the 25th Annual Yosemite Conference for Local Elected Officials. This three-day conference always features a timely and inspirational agenda designed to assist California's local policymakers in finding the tools and support they need to implement innovative solutions in their communities. Each year we get around 100 of California's most progressive and cutting-edge local elected officials.

As we celebrate 25 years of working together to successfully grow the smart-growth movement, our ever-vigilant question remains – "What's next?"

Looking at how business strategies and sensibilities can be adapted for projects that create public benefits for our communities offers some intriguing models and guiding principles for the kind of innovation and investment that will be imperative to meet the challenges of the next 25 years. We can be optimistic that there is no shortage of capital available for the necessary mobility, energy and infrastructure projects that will shape our future – we just have to be creative to get it directed toward jump-starting public-sector initiatives.

This year's conference will focus on a new era of sustainable community solutions – private-sector style strategies for public-benefit projects. From taking risks and failing fast to developing a portfolio of viable projects and effectively matching them with private and public sector funds – leading to entrepreneurial solutions for your sustainable community "start-ups"!

We are looking for Conference Sponsors – agencies, organizations, foundations and companies – that are leading the way in meeting evolving housing, travel, and mobility needs. These high-profile sponsorship opportunities offer many ways to interact with conference participants and underscore your commitment to local governments in responding to market needs, and what they can do to work with the private sector to optimize community benefits.

By choosing to support and participate in this conference, you will have the opportunity to interact with local policymakers from across California while meeting in the middle of the breathtaking beauty of Yosemite in the winter.

"LGC does an excellent job of combining inspiration and big ideas with practical examples of how to put those ideas into practice in our local jurisdictions. That helps me get energized and pragmatic — a winning formula!"

*Supervisor Jane Parker,
Monterey County,
2015 Yosemite
Conference Participant*

lgc.org/yosemite-2016



**Local
Government
Commission**

*Hosted by the
Local Government
Commission*

Sponsor Levels & Benefits

Conference Sponsor **\$5,000**

- One (1) complimentary conference registrations
- A prominent listing in the final program
- A prominent listing in all promotional materials
- A prominent listing on the conference website
- On-site acknowledgement of your support during the conference
- Logo projected on screen during keynote sessions



Exclusive Event Opportunities

The following options provide a unique opportunity for a sponsor to gain high visibility and “stand out in a crowd.” These sponsorships will cover the cost of exciting onsite features and interactive activities that will enhance the conference experience for all and allow a sponsor to make a lasting impression. The unique opportunities include additional on-site promotion via signage (excluding Scholarship Sponsorships) and acknowledgement by the Conference Chair.



Scholarship Fund Sponsor: (\$2,000-\$10,000) Provide much-needed support to cover registration fees and travel stipends for local elected officials from economically challenged communities who might not otherwise have the resources to attend this conference. This sponsorship includes all the benefits of the Conference Sponsor or Supporter levels based on the sponsorship amount.



Reception Sponsor: (\$2,000-\$3,000) Host a reception before the Friday or Saturday evening program. This sponsorship includes all the benefits of the Conference Supporter level.

Host a Group Activity: (\$1,000-\$2,000) Host a smaller group activity to offer additional networking or training opportunities during free blocks of time. This sponsorship includes acknowledgement on the conference web site, and in the final program.

Host a Conference Break: (\$500-\$1,000) This option covers the cost of providing coffee service and a healthy snack during one of the scheduled break times (sponsor may choose from all available break time slots). This sponsorship includes acknowledgement on the conference web site, and in the final program.

Reserve your Sponsorship today!

To become a conference sponsor and for additional information: Tony Leonard, Project Manager, Local Government Commission, 916-448-1198 x315, aleonard@lgc.org