



## 25<sup>TH</sup> ANNIVERSARY CALL FOR SPONSORS

This year, the Bay Planning Coalition (BPC) celebrates 25 years of leadership. Since our inception in 1983, we've successfully advocated for policies and practices in and around the San Francisco Bay-Delta region and northern California that have been crucial in balancing the commercial, environmental and recreational needs of the region. But as important environmental concerns accelerate to the forefront of the public consciousness, BPC must take bolder steps and enhance its leadership for environmental solutions that are responsible, innovative and that make business sense.

The BPC must strengthen its voice to ensure that commerce, recreation and the natural environment thrive in the Bay-Delta region now and into an uncertain future. BPC can only do this with your help. By becoming a sponsor of the 2008 S. F. Bay Annual Decisionmakers Conference (Conference), you will be investing critical funds in the organization so BPC can improve its ability to advocate on your behalf. **Building on its 25-year legacy, BPC is launching its vision for the future at our 2008 Conference on Friday, April 18, 2008, entitled "Champions of Yes: 1983-2008 and Beyond."** The Conference will focus on the most salient issues on the horizon, including sustaining local industry, air quality and climate change, infrastructure bond allocation and successful collaborations for business environmental leadership. Your participation in these discussions, along with industry, community and government leaders who also attend the Conference is absolutely essential.

Enclosed is a sponsorship pledge form and benefits information. This year's Conference promises to be the most widely attended yet. Your sponsorship will demonstrate your organization's support of the BPC and leadership in Bay-Delta and northern California issues to a wide audience. To ensure you reap all the marketing benefits of sponsorship, **we need to hear from you by February 15, 2008.**

Thank you for your ongoing support of the BPC and for considering a substantial investment in the organization's leap forward with a generous sponsorship commitment, such as the top-of-the-line Silver Anniversary \$25,000 tribute. More details on both the Conference and the April 17, 2008 evening reception will be coming soon. In the meantime, if you have any sponsorship or Conference questions, please contact Ellen Johnck at (415) 397-2293 or [ellen@bayplanningcoalition.org](mailto:ellen@bayplanningcoalition.org).

Sincerely yours,

Jerry M. Serventi  
President

Mike Giari  
Vice President

Ellen Joslin Johnck  
Executive Director



## SPONSORSHIP LEVELS

### SILVER 25TH ANNIVERSARY SPONSOR \$25,000

- 3-minute sponsor address and introduction of keynote speaker
- Full-page, four-color advertisement on inside back cover or first page in Conference Program
- Ten (10) complimentary admissions to Conference
- Ten (10) complimentary admissions to the 25th Anniversary Evening Reception – April 17, 2008
- Featured placement of corporate logo on Conference signs, materials, handouts and media advertisements
- Featured placement of corporate logo in electronic mailings
- Featured placement on Conference webpage with link to your website
- Premiere logo placement in Bay Planning Coalition Business Directory in Conference Program

### HOSTING SPONSOR \$10,000

- Half-page, four-color advertisement in printed Conference Program
- Five (5) complimentary admissions to Conference
- Five (5) complimentary admissions to the 25th Anniversary Evening Reception – April 17, 2008
- Prominent listing on Conference signs, materials, handouts and media advertisements
- Corporate logo placement in electronic mailings
- Placement on Conference webpage with link to your website
- Listing in Bay Planning Coalition Business Directory in Conference Program

### CONTRIBUTING SPONSOR \$7,500

- Quarter-page, black and white advertisement in printed Conference Program
- Four (4) complimentary admissions to Conference
- Four (4) complimentary admissions 25th Anniversary Evening Reception – April 17, 2008
- Sponsor listing on Conference signs, materials, and media advertisements
- Placement of corporate logo in electronic mailings
- Placement on Conference webpage with link to your website
- Listing in Bay Planning Coalition Business Directory in Conference Program

### SPONSOR \$5,000

- Three (3) complimentary admissions to Conference
- Three (3) complimentary admissions to the 25th Anniversary Evening Reception – April 17, 2008
- Sponsor listing on Conference signs, materials, and media advertisements
- Sponsor listing in electronic mailings
- Placement on Conference webpage with link to your website
- Listing in Bay Planning Coalition Business Directory in Conference Program

### DONOR \$3,000

- Two (2) complimentary admissions to Conference
- Two (2) complimentary admissions to the 25th Anniversary Evening Reception – April 17, 2008
- Sponsor listing on Conference signs and materials
- Listing in Bay Planning Coalition Business Directory in Conference Program



San Francisco Bay Annual Decisionmakers Conference  
**Champions of Yes: 1983-2008 and Beyond**

25<sup>th</sup> Anniversary Reception, April 17, 2008 • Conference, April 18, 2008

**PLEDGE OR WRITE YOUR CHECK NOW.**

**YES!**

We will sponsor the Decisionmakers Conference at the Oakland Marriott on April 18, 2008

**YES!**

We will attend the 25th Anniversary Evening Reception at the Oakland Marriott on April 17, 2008

**SPONSOR PLEDGE FORM** (Check Level of Sponsorship Desired)

- Silver 25th Anniversary Sponsor \$25,000
- Hosting Sponsor \$10,000
- Contributing Sponsor \$7,500
- Sponsor \$5,000
- Donor \$3,000

Company: \_\_\_\_\_ CEO: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Assistant: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_ Assistant E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Person and contact information for corporate logo: \_\_\_\_\_

\_\_\_ **Check enclosed** – please make payable to: Bay Planning Coalition

\_\_\_ **Invoice me**; Send Invoice Attn: \_\_\_\_\_ (payment will be made upon receipt of invoice)

**Deadline for sponsorship – February 15, 2008 • Deadline for logo to be printed – February 25, 2008**

**By February 25, 2008**, corporate logo will be in Conference Brochure, On-Site Program and PowerPoint Credit Roll. **By March 14, 2008** Corporate Logo will be in On-Site Program and on PowerPoint credit roll. **All Ads must be submitted by March 14, 2008.** Please e-mail logo/ad (original artwork/EPS format) to [BPCstaff@bayplanningcoalition.org](mailto:BPCstaff@bayplanningcoalition.org). Questions? Please contact the BPC office at 415-397-2293.