



**23<sup>rd</sup> Annual San Francisco Bay Decisionmakers Conference**  
***Climate 3.0: Policies and Decisions for a Changing Landscape***

**Oakland Marriott City Center / Oakland, California**  
**Wednesday, April 14, 2010**

**CALL FOR SPONSORS**

The vibrant resource we call the San Francisco Bay is facing challenges more acute and threatening in 2010 than we have ever witnessed. As we endeavor to balance commerce, recreation, and a healthy environment in the Bay-Delta region, we face regulations to reduce carbon emissions and are challenged with how best to address climate-induced changing sea levels. This provides a compelling focus for the Bay Planning Coalition's (BPC) 23<sup>rd</sup> Annual San Francisco Bay Decisionmakers Conference, which will take place at the Oakland Marriott City Center on Wednesday, April 14, 2010.

The success of our annual Decisionmakers Conference depends on the participation of all stakeholders in the Bay Planning Coalition. This much-anticipated annual event provides a platform for innovative thinking, effective collaboration, and thoughtful action. **BPC can only do this with your help.**

Sponsors, traditionally the backbone of the conference, have more to gain from this year's event than ever. We are working to expand the audience, add engaging new speakers, and provide access to key decisionmakers affecting Bay-Delta policies and practices.

By becoming a sponsor, you will be investing in the Bay's future, which we all share. As an added bonus, you will be helping to ensure that BPC will continue to offer access and advocacy on behalf of our members.

**Sign up as a 2010 Decisionmakers Conference Sponsor today!**

We need you to help make this year's conference a success. Enclosed is information about sponsorship opportunities and benefits as well as a Sponsorship Pledge Form. Details about the program agenda and a list of confirmed speakers will follow in February. In the meantime, if you have questions about the conference or sponsorship, please contact:

Kathy Thibodeaux at (408) 482-3910 / [kathy@bayplanningcoalition.org](mailto:kathy@bayplanningcoalition.org) or  
Ellen Johnck at (415) 397-2293 / [ellen@bayplanningcoalition.org](mailto:ellen@bayplanningcoalition.org)

Thank you for your continued support.

**Michael Giari**  
President

**Rick Rhoads**  
Vice President

**Ellen Joslin Johnck**  
Executive Director

# 23<sup>rd</sup> Annual San Francisco Bay Decisionmakers Conference

## *Climate 3.0: Policies and Decisions for a Changing Landscape*

### **SPONSORSHIP OPPORTUNITIES**

#### **Hosting Sponsor @ \$10,000**

- Sixteen (16) complimentary 2010 Decisionmakers Conference registrations
- Logo featured on conference webpage with link to company website
- Corporate logo featured in electronic mailings
- Logo featured on special promotion distributed to targeted mailing list of 5,000 (*if confirmed by February 5*)
- Listing in media advertisements
- Full-page, full-color advertisement in conference program\*
- Prominent listing on conference signs, materials and handouts
- Listing in on-site Bay Planning Coalition Business Directory\*

#### **Contributing Sponsor @ \$5,000**

- Ten (10) complimentary 2010 Decisionmakers Conference registrations
- Key placement of logo on conference webpage with link to company website
- Corporate logo placement in electronic mailings
- Listing in media advertisements
- Half-page, full-color advertisement in conference program\*
- Key listing on conference signs, materials and handouts
- Listing in the on-site Bay Planning Coalition Business Directory\*

#### **Supporting Sponsor @ \$2,500**

- Five (5) complimentary 2010 Decisionmakers Conference registrations
- Placement of logo on conference webpage with link to company website
- Listing in electronic mailings
- Quarter-page, full-color advertisement in the conference program\*
- Sponsor listing on conference signs, materials and handouts
- Listing in the on-site Bay Planning Coalition Business Directory\*

#### **Donor @ \$1,000**

- Two (2) complimentary 2010 Decisionmakers Conference registrations
- Donor listing on conference signs and materials
- Listing in the on-site Bay Planning Coalition Business Directory\*

*\* Deadline for inclusion in the conference program is Wednesday, March 17.*



# Bay Planning Coalition

## 23rd Annual San Francisco Bay Decisionmakers Conference

Wednesday, April 14, 2010  
Oakland Marriott City Center / Oakland, California

### SPONSORSHIP PLEDGE FORM

**Yes, we will be a sponsor of the 23<sup>rd</sup> Annual Decisionmakers Conference.**

**Sponsorship Levels (please select)**

- Hosting Sponsor @ \$10,000 (includes up to 16 complimentary registrations)
- Contributing Sponsor @ \$5,000 (includes up to 10 complimentary registrations)
- Supporting Sponsor @ \$2,500 (includes up to 5 complimentary registrations)
- Donor @ \$1,000 (includes up to 2 complimentary registrations)

**Organization**

*(exactly as you would like it to appear in conference materials)*

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Website \_\_\_\_\_

**Member Designee**

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Contact**

*(for invoicing, logistics and printing requirements)*

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment (check one)**

Check enclosed. Please send your completed form along with a check payable to:

**Bay Planning Coalition**  
10 Lombard Street  
Suite 408  
San Francisco, CA 94111

Please invoice me.

**Deadline for inclusion in the conference program is  
Wednesday, March 17, 2010.**