

REGION RISING

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Conference
Sponsor
Packet

Friday
November 20, 2015



Collaborative Conference

HIGH INTERACTION + TOP SPEAKERS + TECH PLAYGROUND + DATA DRIVEN

"Our region has set a grand vision. It is ambitious, real, and achievable."

-Don Saylor, *Yolo County Supervisor & SACOG Board Chair*

VISION + MISSION

Region Rising is an innovative inaugural conference like no other in the California's Capital Region, past or present. It is one special day in the year dedicated to dreaming big about what our region's future will be, and having challenging discussions on how each of us can bring it to life, now.

Our goal is simple. Create one massive collision spot where more than 1,000 people come together from all parts of our region — private, public, and community sectors — to mix and mingle and collaborate in an idea-rich, high-value series of conversations that turn ideas into action. It is a day dedicated to helping us all better understand how and why we arrived at this point, and what we ought to do to make it even better — for everyone.

And our first collision spot...starts with you.

We are now seeking financial and program partners who have dedicated themselves to being a community leader, accustomed to making investments in the future of this region and its people...an organization that knows the value that comes from being a change-agent...a partner willing to provide the necessary seed capital that enables the type of discussions that become calls to action.

If this is you, we hope you will consider becoming a partner with us to deliver this region's most imaginative and inspiring conference you have ever experienced. The date is November 20, 2015.

Our region is rising. Will you join us?





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ABOUT THE ORGANIZATIONS



SACOG

The Sacramento Area Council of Governments (SACOG) is an association of local governments in the six-county Sacramento region. Its members include the counties of El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba as well as the 22 cities they serve. SACOG provides transportation planning and funding for the region, and serves as a forum for the study and resolution of regional issues. In addition to preparing the region's long-range transportation plan, SACOG approves the distribution of affordable housing in the region and assists in planning for transit, bicycle networks, clean air, and airport land uses.



VALLEY VISION

Since 1994 Valley Vision's work has driven transformative change for Northern California, serving as an independent social enterprise headquartered in Sacramento that strengthens our communities through unbiased research, boundary-crossing collaboration and nonpartisan leadership. For more than two decades, Valley Vision has led, managed or supported hundreds of initiatives in pursuit of a prosperous region. Our contributions are improving quality of life factors across a broad spectrum of social and civic issues, and are creating the conditions where economic growth and vitality can be optimized.

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TEN YEARS OF THE BLUEPRINT PROJECT

In 2014, SACOG celebrated ten years of the implementation of the Sacramento Region Blueprint. The Blueprint project was initiated by the SACOG Board of Directors after it viewed regional computer modeling results showing that current growth patterns and transportation investment priorities would result in significant increases in congestion in the future. The three-year process used public input and involvement to develop the Preferred Blueprint Scenario for 2050, a voluntary framework for future growth in the region that reduces traffic congestion, provides for a greater range of housing choices, encourages reinvestment in already developed areas, and better integrates the location of jobs and housing. The Blueprint brought together local officials, civic groups, environmental advocates, the development community, business leaders, and the public in a first-ever attempt to guide how the region grows over the next 50 years. Seeking broad input from the ground up, SACOG and civic partner Valley Vision held a series of 37 workshops in neighborhoods, cities and counties throughout the region. By the time the workshops, two regional forums, and public opinion research had concluded, more than 5,000 participants had voiced support for the Sacramento Region Blueprint. Join us as we celebrate ten years of success – and explore the opportunities ahead.

THE NEXT ECONOMY

In response to a debilitating recession that impacted the Sacramento region harder than most any other metropolitan area in the US, Valley Vision joined with the Sacramento Metro Chamber, Sacramento Area Commerce and Trade Organization (SACTO) and the Sacramento Area Technology Alliance (SARTA) in 2012 to design a unified jobs growth and investment strategy for the six-county Capital Region. What resulted was a region-wide playbook for economic development – the Next Economy Capital Region Prosperity Plan – designed to transform a \$97 billion annual economy into one that is diversified, robust and sustainable. The plan sets goals of adding 35,000 new jobs and \$5.3 billion in new investment over a five-year time frame by leveraging the region's competitive strengths and activating a set of interlocking strategies to accelerate job and wealth creation and boost new investment across the Capital Region. On a volunteer basis, Next Economy today is supported by dozens of economic development entities, 25 separate cities and counties, and academic, workforce, environmental and civic leaders, all who work jointly to achieve Next Economy's five prosperity goals.



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SPONSORSHIP LEVELS

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PRESENTING SPONSOR

\$50,000+

Presenting sponsor of the 2015 "Region Rising"

- Presenting sponsor specific area with integrated branding
- Listed as presenting sponsor on all advertising materials
- Logo on website with link to webpage banners on event front page
- Logo on lanyards
- Logo on all emailers
- Strategic social media mentions and native advertising campaign including: sponsored emailer and videos
- Booth space for integrated onsite event activation (double booth - 20' x 20')

MAJOR SPONSOR

\$25,000+

Major sponsor of the 2015 "Region Rising"

- Major sponsor specific area with integrated branding
- Listed as major sponsor on all advertising materials
- Logo on website with link to webpage banners on event front page
- Logo on all emailers
- Strategic social media mentions and native advertising campaign including: sponsored emailer and videos
- Booth space for integrated onsite event activation (double booth - 20' x 20')

EXPERIENCE SPONSOR

\$15,000+

Experience sponsor of the 2015 "Region Rising"

- Sponsor of specific "Region Rising" space
- Listed as experience sponsor on all advertising materials
- Logo on website with link to webpage
- Logo on all emailers
- Booth space for integrated onsite event activation (double booth - 20' x 20')
- Mentions on social media sites

REGIONAL SPONSOR

\$10,000+

Sponsor of specific "Region Rising" area

- Listed as sponsor on all print materials
- Logo on website with link to webpage
- Logo on all emailers
- Mentions on social media sites
- Booth space for integrated onsite event activation (double booth - 20' x 20')

COMMUNITY SPONSOR

\$5,000+

Community sponsor of the "Region Rising"

- Logo on posters and fliers
- Logo on website with link to webpage
- Mentions on social media sites



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THE CONFERENCE EXPERIENCE

Sponsors of the Region Rising Collaborative Conference will have the opportunity to create unforgettable experiences for attendees through highly curated interactions. The goal of these curated experiences is to create an open space to communicate with each person in a way that will inspire them to feel comfortable with your brand.

OPTIONAL CONFERENCE EXPERIENCES INCLUDE:

- Attendee Box Experience
- Lunch Experience
- Break Experience
- Lounge Experience
- Art Installation Experience
- Technology Experience

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Check- In Area

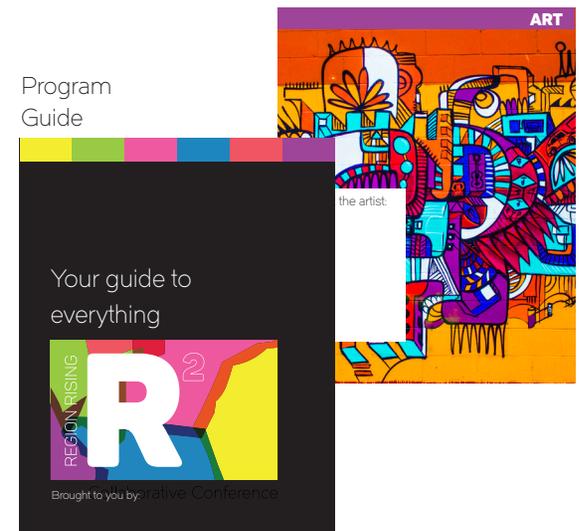


RFID Bracelet



Smartphone App

Program Guide



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DETAILS, OR
FURTHER
OPPORTUNITIES,
PLEASE CONTACT:**

Unseen Heroes
Event Producers
916-692-5560
Info@unseen-heroes.com

