

Put your organization on the map and build momentum for a sustainable state

The Planning and Conservation League (PCL) and PCL Foundation (PCLF) invite you to participate as a sponsor for our Annual Environmental Legislative Symposium and take advantage of the opportunity to spread the word about your organization's commitment to a healthy future for our state. Sponsorships, when made to the PCL Foundation, are tax deductible to the fullest extent of the law.

PCL is a statewide alliance of individuals and conservation organizations united to protect California's environment through legislative and administrative action. For more than 40 years, PCL has fought to develop a body of environmental laws in California that has become the best in the United States. Our sister organization, the PCL Foundation, focuses on cutting-edge environmental public policy research and provides community workshops to empower local communities to participate in local and state environmental decision-making processes. The research of the PCL Foundation serves as a catalyst for public policy changes that solve critical environmental problems.

For years PCL and PCLF have hosted an annual Environmental Legislative Symposium to discuss the array of environmental and public health issues California faces. This year's Symposium will focus on outlining steps to create a sustainable state and building the momentum to achieve sustainability.

WHAT: The 2009 Environmental Legislative Symposium
WHEN: Saturday, February 7, 2009
WHERE: Sheraton Grand in Downtown Sacramento, CA

The Symposium gives businesses and organizations the opportunity to showcase themselves in a number of ways depending on sponsor level, such as:

- Information table to promote your business/organization
- Marketing and outreach opportunities through the Conference Program
- Networking with policy-makers, businesses, and hundreds of individuals
- Exposure as a Symposium sponsor in all printed event materials

*Don't miss this excellent marketing opportunity for your business or organization!
Sign up today as a sponsor for the 2009 Environmental Legislative Symposium.
See additional materials for more information about the sponsorship levels.*

Preliminary Agenda February 7, 2009

8:30 – 9:00	Continental Breakfast and Check-in	
9:00 – 9:10	Welcoming Remarks	
9:10 – 9:40	Morning Keynote	
9:40 – 10:00	Break	
10:00 – 11:15	<i>Five Sessions (choose one)</i>	<ul style="list-style-type: none"> • California Wildfire and CEQA (MCLE/AICP) • How To... Engage the Next Generation in the Environmental Movement • How To... Tell Your Story Effectively • Low Impact and Water Neutral Developments (AICP) • Using Land Use to Reduce GHG Emissions (AICP)
11:15 – 11:30	Break	
11:30 – 12:45	<i>Five Sessions (choose one)</i>	<ul style="list-style-type: none"> • Water Privatization (MCLE/AICP) • How To... Build an Impressive Coalition • How To... Ensure Land Decisions are Responsible • Public Health & Land Use (AICP) • Wildlife Surviving Climate Change (AICP)
12:45 – 2:00	Lunch	
2:00 – 2:10	Break	
2:10 – 3:25	<i>Five Sessions (choose one)</i>	<ul style="list-style-type: none"> • Conservation & Land Use Agreements: Tejon Ranch Case Study (MCLE/AICP) • How To... Protect Natural Lands • How To... Make the Message Stick • Meeting California's Water Needs (AICP) • Green Jobs (AICP)
3:25 – 3:40	Break	
3:40 – 4:15	Afternoon Keynote	
4:15 – 5:00	Networking No Host Bar	
5:00 – 7:00	Evening Banquet Awards Ceremony	



Sponsorship Levels

\$10,000+ Sequoia Sponsor

- Twelve complimentary general registration tickets* to the Symposium and Banquet
- Complimentary information table at the Symposium with priority location
- Company logo on all appropriate written and electronic event materials***
- Ad space in the Symposium Program (size approximately 10" x 8", black and white)***
- Significant recognition as a Sequoia Sponsor at the registration table and in our newsletter, California Today

\$5,000+ Oak Woodlands Sponsor

- Eight complimentary general registration tickets* to the Symposium and Banquet
- Complimentary information table at the Symposium with priority location
- Company logo on all appropriate written and electronic event materials***
- Ad space in the Symposium Program (size approximately 5" x 8", black and white)***
- Recognition as an Oak Woodlands Sponsor at the registration table and in our newsletter, California Today

\$2,500+ Joshua Tree Sponsor

- Six complimentary general registration tickets* to the Symposium and Banquet
- Complimentary information table at the Symposium
- Company logo on all appropriate written and electronic event materials***
- Ad space in the Symposium Program (size approximately 5" x 3 ¾", black and white)***
- Recognition as a Joshua Tree Sponsor at the registration table and in our newsletter, California Today

\$1,000+ California Poppy Sponsor

- Four complimentary general registration tickets* to the Symposium and Banquet
- Complimentary information table at the Symposium
- Company name on all appropriate written and electronic event materials***
- Ad space in the Symposium Program (size approximately 5" x 1 ¾", black and white)***
- Recognition as a California Poppy Sponsor at the registration table and in our newsletter, California Today

\$500+ Grasslands Sponsor

- Two complimentary general registration tickets to the Symposium
- Space reserved at an information table at the Symposium**
- Name or logo listed in the Symposium Program***
- Recognition as a Grasslands Sponsor at the registration table and in our newsletter, California Today

\$125+ Acorn Sponsor (Available for Non-Profits Only)

- One complimentary general registration ticket to the Symposium
- Space reserved at an information table at the Symposium**
- Name or logo listed in the Symposium Program***
- Recognition as an Acorn Sponsor at the registration table and in our newsletter, California Today

An In-Kind Sponsor

- Benefits will be according to the market value of the product or services donated.
- Company name or logo on all appropriate written and electronic event materials
- Name or logo listed in the Symposium Program***
- Recognition as an In-Kind Sponsor at the registration table and in our newsletter, California Today

* If we haven't heard from you by January 16, 2009 unclaimed sponsor tickets may be used as scholarship tickets for deserving individuals.

** Space permitting, higher level sponsors will be given priority. Setup at 8 AM, take down by 5 PM.

*** Printing deadlines may apply, but every effort will be made to include sponsor information.



Sponsorship Form

February 7, 2009 at Sheraton Grand, Downtown Sacramento

Sponsorship Level

Please select a level of support below and complete your sponsorship online, by fax or mail a copy of this form with your contribution. Your sponsorship will be considered incomplete until payment is received. Sponsors can claim general marketing and advertising expenses for contributions to PCL or may claim a tax-deductible contribution to the PCL Foundation.

- | | | | |
|--|-----------|--|--------------------------|
| <input type="checkbox"/> Sequoia | \$10,000+ | <input type="checkbox"/> California Poppy | \$1,000+ |
| <input type="checkbox"/> Oak Woodlands | \$5,000+ | <input type="checkbox"/> Grasslands | \$500+ |
| <input type="checkbox"/> Joshua Tree | \$2,500+ | <input type="checkbox"/> Acorn (Non-Profit ONLY) | \$125+ |
| | | <input type="checkbox"/> In-Kind \$_____* | T-shirts, Printing, etc. |

* Market value of the product or services donated

Sponsorship Information

You can become a sponsor by completing this form or by going to our website to sponsor via our secure webpage. Go to: www.PCL.org and follow the link to the Symposium.

Organization: _____

Contact: _____

Address: _____

City and State: _____ Zip: _____

Phone Number: () _____ Email: _____

Credit Card: _____ Exp. Date: _____

Sponsor Amount: \$ _____ PCL Foundation (tax-deductible) PCL (business expense)

Are you sending Representatives? _____ Will you need an information table? _____

Number of Symposium (9A-4:15P) attendees? _____ Number of Banquet (5P-7P) attendees? _____

If we haven't heard from you by January 16, 2009 unclaimed sponsor tickets may be used as scholarship tickets for deserving individuals. Please confirm this is an acceptable use of your tickets, should you not use them.

Symposium Print Deadlines:
Brochure – September 15th
Program – January 15th
Ads and logos received after these dates may not be included in the materials.

Initial Here

Please mail or fax a completed sponsorship form with your contribution to:

PCL & PCL Foundation

ATTN: Traci Sheehan
1107 9th Street, Suite 360
Sacramento, CA 95814
Fax 916-448-1789

Have Questions? Contact Melanie Schlotterbeck at 714-779-7561 or by email at: MSchlotterbeck@PCL.org