

Sponsorship & Exhibit Opportunities

PCL & PCL Foundation | January 30, 2010
Sacramento, California



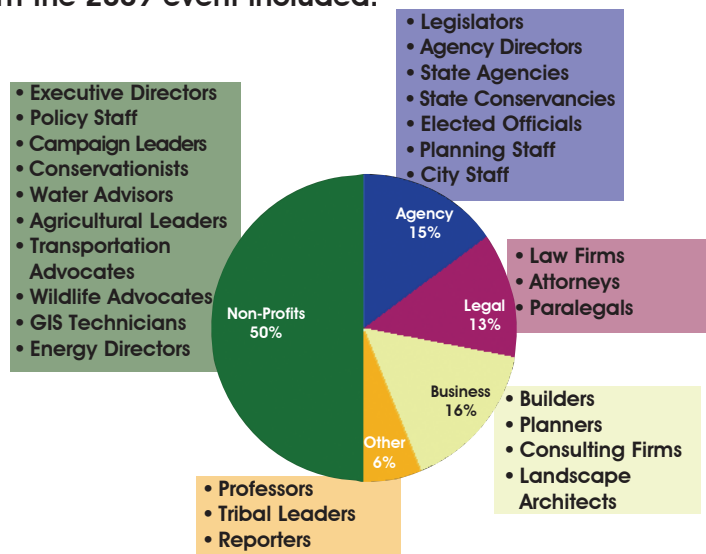
Greening California's Landscapes:
Smart Solutions for a New Era

Event Highlights

- 1 Day Conference
- Special Keynotes
- 15 Sessions
- Networking Opportunities
- Cocktail Hour

Who Attends?

People who attend are interested in cutting edge policy solutions, recent environmental case law, and how to develop skills for improving organizational effectiveness. Attendees from the 2009 event included:



Why Participate?

Be a part of the solution! Demonstrate your leadership and commitment to ensure a sustainable future for California by becoming an event sponsor. This annual conference combines education, participation, audience diversity and fun. The audience mix will give your organization the chance to interact and network with professionals, policy makers and non-profit organizations. This is your opportunity to highlight how you are working to creatively solve environmental issues.

As a sponsor, you will build new strategic partnerships with the event attendees. If you would like your organization or company to stand out as a leader on environmental issues, become a sponsor today. Our sponsorship packages are designed to help you obtain your marketing and outreach objectives.

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.

Event Details

- WHAT:** 2010 Environmental Legislative Symposium
- WHEN:** Saturday, January 30, 2010
- WHERE:** Downtown Sacramento Convention Center

Who We Are

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 and its sister organization, the PCL Foundation, have worked to improve the environment and quality of life for all Californians.



Sponsorship & Exhibit Benefits

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Sponsor Levels

Sponsor Benefits	Platinum	Gold	Silver	Bronze	Emerging	Non-Profit
PRICE	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
TABLE TOP DISPLAY SIZE	8' x 30"	8' x 30"	8' x 30"	4' x 30"*	2' x 30"*	2' x 30"*
ELECTRICITY Access to an electrical outlet for digital/video displays (NOTE: No internet access is available)	✓	✓	✓			
FULL CONFERENCE PASSES (\$150 value)¹ Includes one-year membership to PCL	12	8	6	4	2	1
ADDITIONAL DISCOUNTED PASSES (\$115 each) Includes one-year membership to PCL	✓	✓	✓	✓	✓	✓
SPONSORSHIP BRANDING Company logo/name on signage in high traffic locations	✓	✓	✓			
INCLUSION IN CONFERENCE COMMUNICATIONS Potential attendees receive announcements with sponsor info ² Inclusion in March 2010 membership newsletter, Cal Today	✓ ✓	✓ ✓	✓ ✓	✓	✓	✓
CONFERENCE WEB SITE Company Logo/Name, an allotted word description, and a link to your website on the Conference Sponsor Webpage	Logo & Link 150 words	Logo & Link 100 words	Logo & Link 75 words	Logo & Link	Name	Name
MARKETING MATERIALS Company Logo/Name on Conference Brochure ² Ad space in Conference Program ³	✓ 10½" x 8"	✓ 5" x 8"	✓ 5" x 3¾"	✓ 5" x 1¾"	✓	✓
CO-MARKETING OPPORTUNITIES Sponsor of the week co-marketing web-button	✓	✓	✓	✓		
MAIN STAGE ACKNOWLEDGEMENT Company Logo on Presentation Screen	✓	✓				
PRESS RELEASE Sponsor List in Conference informational release	✓	✓				

PRINT DEADLINES

Website: Tuesdays
Brochure: September 14, 2009
Program: January 11, 2010
Email materials to: MSchlotterbeck@pcl.org

- * Space permitting, higher level sponsors will be given priority. Display setup 7:45 AM, take down by 5 PM.
¹ If we haven't heard from you by January 16, unclaimed tickets may be used as scholarships to deserving individuals. Two conference passes may be combined for one MCLE pass.
² Printing deadlines and space restrictions may apply. Every effort will be made to include sponsor information.
³ Printing deadline 01/11/10. Format: black and white. File type: EPS, TIFF or JPG. Resolution: 300 DPI.
 Email ad to: MSchlotterbeck@pcl.org.

Past Sponsors & Schedule

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2009 Sponsors

Adams, Broadwell, Joseph & Cardozo
AFSCME Local 2428
Breathe California,
Sacramento-Emigrant Trails
California Interfaith Power & Light
California State Parks Foundation
California Trout
Camp Lotus
Chatten-Brown & Carstens
Clover Valley Foundation
Conservation Clarity
Conservation Corps North Bay
Defenders of Wildlife
DMB Associates
East Bay Municipal Utility District
Ebbetts Pass Forest Watch
Environmental Law Section of the
California State Bar
Far Western Anthropological Research
Group
Friends of Harbors, Beaches and Parks
Friends of the Swainson's Hawk
Golden Gate Audubon
GreenInfo Network
Holland and Knight
Inland Empire Utilities Agency
John Van de Kamp
Kenyon Yeates
LA Conservation Corps
Laguna Greenbelt, Inc.
Linda and Byron Sher Family Fund
Marin Conservation League
Mariposans for the Environment and
Responsible Government
Metropolitan Water District
MTV Environmental Consulting
National Parks Conservation
Association
National Wildlife Federation
Pacific Gas & Electric
Phyllis Faber
Revive the San Joaquin
Robert Erickson
Rossmann and Moore
San Diego River Park Foundation
San Joaquin Valley Leadership Forum
Save Mount Diablo
Senator Pat Wiggins
Shute Mihaly & Weinberger
Sierra Nevada Alliance
Tahoe Graphics
Terry Watt
The Sierra Fund
Valley Land Alliance
Waste Management
Water for California

Event Schedule

8:15 - 9:00	Registration Continental Breakfast
9:00 - 9:15	Introduction
9:15 - 9:45	Keynote
10:00 - 11:15	Break Out Sessions
11:15 - 1:15	Lunch Awards Ceremony
1:30 - 2:45	Break Out Sessions
3:00 - 4:15	Break Out Sessions
4:30 - 5:00	Keynote Closing
5:00 - 6:00	Cocktail Hour No Host Bar

2010 Conference Topics

Policy Panels (AICP)*	Planning for Global Warming Transition Communities Green Jobs The Delta Sustainable Conservation Funding Land and Sea Connections Water Justice
MCLE* (AICP)	Endangered Species Act Desalination Land Use Tools
"How To..."	Use Economic Messaging Build Transit Oriented Developments Find Common Ground Engage Youth Use New Media

2009 Keynotes



Senate President pro Tem Darrell Steinberg (left)
Eila Baker Center Executive Director Jakada Imani (center)
Senator Fran Pavley (right)

* Applications for credit
are pending approval.

Sponsorship Form

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Sacramento, California



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Sponsor Information

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY, STATE ZIP _____

PHONE NUMBER _____

EMAIL ADDRESS _____

WEBSITE _____

Payment Information

AMOUNT \$ _____

RECIPIENT* PCL (*business expense*)
 PCL Foundation (*tax deductible*)

PAYMENT** Check
 Credit Card (MC or Visa)

CREDIT CARD _____

EXP. DATE _____

* Sponsors can claim general marketing and advertising expenses for contributions to PCL or may claim a tax-deductible contribution to the PCL Foundation.

** Sponsorship will be considered incomplete until payment is received in full.

General Sponsor Benefits

I will use the following benefits:

TABLE TOP DISPLAY¹ Yes No

CONFERENCE PASSES² Yes No
If yes, quantity: _____

DISCOUNTED PASSES³ Yes No
If yes, quantity: _____

Sponsor a Session: _____

¹ Space permitting, higher level sponsors will be given priority. Display setup 7:45 AM, take down by 5 PM.

² If we haven't heard from you by January 16, unclaimed tickets may be used as scholarships to deserving individuals. Two conference passes may be combined for one MCLE pass.

³ Offer for MCLE credit does not apply to discounted passes.

Complete Your Sponsorship

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

PCL and PCL Foundation
Attn: Amber Schmaeling
1107 9th Street Suite #360
Sacramento, CA 95814
FAX: 916-448-1789

Have questions about sponsorship opportunities?

Contact Amber Schmaeling
916-313-4517 or ASchmaeling@pcl.org

Major Sponsor Benefits

For sponsors contributing \$1000+, please indicate the benefits you'll use:

CONFERENCE WEBSITE⁴

- We will submit the text description
- Not applicable or we will not use this benefit

INCLUSION OF LOGO⁴

- You have our logo already (recurring sponsors)
- We will submit the logo according to deadlines
- We will not use this benefit

MARKETING MATERIALS^{4, 5}

- We will submit our ad according to deadlines
- We will not use this benefit

CO-MARKETING

- We would like more information on this
- We will not use this benefit

⁴ Printing deadlines apply. Every effort will be made to include sponsor information.

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Become a Sponsor online at:
www.PCL.org



PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION