PLANNING AND CONSERVATION LEAGUE

PLANNING AND CONSERVATION LEAGUE FOUNDATION

OUR CLIMATE CRISIS: BEYOND SEAWALLS AND ELECTRIC VEHICLES

Planning for the 2020 California Environmental Assembly is underway! This annual event, hosted by PCL for over 25 years, will be returning to the McGeorge School of Law in Sacramento on January 25th, 2020. The focus of the 2020 Assembly is on ***Our Climate Crisis: Beyond Seawalls and Electric Vehicles***. PCL is contacting you to discuss the benefits of attending and sponsoring this critically important gathering.

The 2020 PCL Assembly will have eight (8) panels:

1. Water: Inspiring decision-makers to consider effects of climate change on water
2. Agriculture: Food and groundwater availability in the face of warmer climate
3. Land Use & Transportation: Big ideas for eliminating GHGs
4. Biodiversity: Protecting biodiversity in the face of a growing population
5. Legal: California environmental victories and defeats
6. CEQA: Redefining laws for a new era
7. Fossil Fuels: Ensuring a smooth transition to renewable energy
8. Health/Equity: How climate change affects all of us

In addition to the moderated breakout sessions throughout the day, which will be led by leaders in their fields from across the state and nation, there will be morning, lunch and closing keynote speakers. For the 2020 Assembly, PCL has invited Governor Gavin Newsom and is working with his staff to make sure he can give the keynote lunch address. We will also host a closing panel involving emerging leaders.

Over the years, the assembly has been attended by: state and local elected officials and policy staff, NGO leaders and academic experts, key practitioners from the environmental legal community, private sector executives, emerging leaders (students from diverse programs and backgrounds), and myriad community stakeholders.

Your sponsorship of the 2020 PCL Assembly will …

- Allow us to expand our invaluable scholarship program for emerging leaders (almost 22% of attendees at the 2019 Assembly were there on scholarship);
- Give you positive exposure with people and groups that do not know about the environmental quality of your work or may have misconceptions of that work;
- Provide you with invaluable opportunities to forge new relationships with leaders in state, regional and local policy-making and advocacy and learn about emerging policy trends;
- Further your mission and vision with a new diverse audience.

PCL needs your fiscal sponsorship of this unique event to allow us to expand our scholarship program even more and ensure that we can sustain through the year the ongoing detailed research, outreach, organizing and education work tied to our core areas of focus: Climate Change, Housing/Transportation, and Water/Energy.

There is no place on Earth like California; this state truly does lead the way. What we do here matters globally. There is also no organization like PCL. For over 50 years, PCL has guided or influenced all of the most important environmental initiatives in our state, from the Coastal Act to CEQA, and from the Rail Bond to Cap-and-Trade. PCL's initiatives have generated more than $35B in funding statewide for key environmental, sustainability and infrastructure investments. Please make an investment in the future of PCL, California and the world by sponsoring the 2020 Assembly today.

PCL's 2020 California Environmental Assembly

Our Climate Crisis: Beyond Seawalls and Electric Vehicles

Sponsorship Packet

California Environmental Assembly

Event Facts

What:	PCL's 2020 California Environmental Assembly
When:	January 25th, 2020
Where:	University of Pacific McGeorge School of Law 3327 5th Ave, Sacramento, CA 95817
Who:	Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives
Web:	PCL.org/Assembly
Contact:	Events@PCL.org 916-822-5631

PCL's 2020 California Environmental Assembly

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California Environmental Assembly

Demographics

Past Participants*			
Government Officials	15%	Emerging Young Leaders	15%
Elected Officials	5%	Lawyers	10%
NGO's	35%	Private Sector/Companies	5%
Academic	5%	Advocates	10%
Past Sponsors*			
Government/Utility	15%	Law Firms/Lawyers	45%
NGO's	15%	Planners/Architects	5%
Corporations	5%	Advocates/Individuals	15%

* average over multiple years.

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California Environmental Assembly

History

Over 50 years ago, PCL was formed over concerns with California's way of growing. While the economy was booming, air and water pollution increased dramatically, our precious natural resources were not being protected, and sprawling development was committing future generations to expensive infrastructure investments.

In response, PCL helped create a body of laws that regulated the environmental impacts of future growth. PCL has worked hard over the past decades raising over $25 billion to protect wetlands, floodplains, groundwater, wildlife corridors and agricultural lands from encroaching sprawl and to create urban parks and greenbelts. PCL also helped secure nearly $8 billion for transit developments such as BART, MetroLink and other light rail systems.

Today PCL is focused on initiatives that protect our environment, enhance equity for all Californians, support sustainable economic development,

PCL's 2020 California Environmental Assembly

Our Climate Crisis: Beyond Seawalls and Electric Vehicles

Benefits of Support

Sponsorship Level	*Co-Host*	*Gold*	*Silver*	*Bronze*	*Emerging*	*Contributing*
BENEFITS OF SUPPORT	**$10,000**	**$5,000**	**$2,500**	**$1,000**	**$500**	**$250**
Recognition in materials: emails, invitations, programs and signs	Logo	Logo	Name	Name	Name	Name
Logo displayed as the "Co-Host" in all print materials	X					
Logo displayed on the front cover of the event program	X					
Podium remarks at event from a company representative	X					
Official sponsor host of VIP Reception	X					
Podium remarks at VIP Reception from a company representative	X					
Company brochure included in event attendee materials	X	X	X			
Advertisement in event program	1/2 Page	1/4 Page				
Inclusion in all press releases to local media outlets	X	X	X			
Opportunity to display company materials on the resource table	X	X	X			
Complimentary tickets to the Symposium	8	6	4	2	1	1
Company listed prominently on PCL Website	Logo	Logo	Name	Name	Name	Name

PCL's 2020 California Environmental Assembly

Our Climate Crisis: Beyond Seawalls and Electric Vehicles

Tentative Schedule

8:00-9:00 AM	Registration & Continental Breakfast **Main Lecture Hall**			
9:00-10:00 AM	Welcome & Opening Session			
10:00-10:15 AM	Networking Break			
10:15-11:45 AM	Reaction to Governor Newsom's Water Resilience Portfolio	Land Use and Transportation: How to Achieve our Housing and Climate Goals Together.	Litigation Against Environmental Rollbacks Under The Trump Administration	Phasing Out Oil and Gas: Is it Legal to Keep it in the Ground?
11:45-12:00 PM	Networking Break			
12:00-1:15 PM	Lunch Session Keynote Speaker			
1:15-1:30 PM	Networking Break			
1:30-3:00 PM	The Impact of Climate Change on California Agriculture: What It Means to All of Us	Securing the Future of California's Living Diversity	CEQA 2.0: The Effort to Resolve Longstanding Controversies About CEQA	Health and Environmental Justice: Telling the Story of Climate Change's Impacts on Our Communities
3:00-3:15 PM	Networking Break			
3:15-4:15 PM	Closing Session Closing Speaker and CivicSpark Emerging Leaders			
4:15 - 5:00 PM	Reception			

PCL's 2020 California Environmental Assembly

Our Climate Crisis: Beyond Seawalls and Electric Vehicles

Remittance Form

California Environmental Assembly Remittance Form

Company/Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: State: Zip: _____

Telephone: _____ Fax: _____

Email: _____

○ **Yes**, we would like to participate as sponsors of the Planning and Conservation League's California Environmental Assembly.

Please check a level of support:

○ **Co-Host:** $10,000 ○ **Gold:** $5,000 ○ **Silver:** $2,500

○ **Bronze:** $1000 ○ **Emerging:** $500 ○ **Contributing:** $250

We will contact you prior to the event for ad specifications on event materials and the names of your guests.

Mail Sponsorships to: The Planning and Conservation League Attn: Assembly Sponsorship, 1107 9th Street, Suite 901, Sacramento, California 95814.

Please make checks payable to: PCL Foundation

For inclusion in event materials, please return this form by **December 31, 2020**. For questions contact PCL staff at: events@pcl.org (916) 822-5631.

Your sponsorship helps support this educational and strategic event each year. It also supports PCL in our work to create a healthy and sustainable California.

Planning and Conservation League
Planning and Conservation League Foundation