



Planning for the 2021 California Environmental Assembly is underway! This annual event, hosted by PCL for over 25 years, will be going virtual this year! Come join us for informative sessions discussing how we can rebuild and improve California's approach to environmental policy.

The focus of the 2021 Assembly will be on *Rebuilding California*. The 2021 PCL Assembly will have a total of eight sessions with two sessions held a day for a duration of four weeks. The sessions will focus on water, land use and transportation, CEQA and environmental litigation, habitat conservation, and renewable energy. Each session will also include themes on environmental justice and equity. Our goal this year is to engage the audience in helping develop strategies on how to achieve meaningful reform in each topic. Some of the panels might also feature keynote speakers, which will be announced soon.

PCL is contacting you to discuss the benefits of attending and sponsoring this critically important gathering.

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 2021 PCL Assembly will ...

- Promote meaningful discussions on how California can rebuild after COVID-19 and strengthen its environmental policies during an economic recovery
- Allow us to expand our scholarship attendants program to more college and high school students across the state;
- Give your organization the opportunity to share your environmentally friendly message with activists, lawyers, and policy makers that may not be aware of your environmental 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 wider participation from a virtual audience across the state.

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 educational work tied to our core focus areas: Land Use/Housing/Transportation, Water, CEQA, and Land Conservation and Wildlife.

California is taking the lead on environmental policy in the United States given the roll-backs by the federal administration. We faced many challenges this year, but are still working hard to promote positive change and thoughtful environmental policy. Your sponsorship of PCL brings you closer to the conversations that shape California's environmental and political future. 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 2021 Assembly today.



PCL's 2021 California Environmental Assembly

Rebuilding California

California Environmental Assembly Event Facts

- What:** PCL's 2021 California Environmental Assembly
- When:** January 28th, February 4th, February 11th, and February 18th, 2021
- Where:** Online Webinars
- 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 2021 California Environmental Assembly

Rebuilding California

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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Rebuilding California

California Environmental Assembly History

Over 55 years ago, PCL was formed around concerns with California's lack of planning around growth. 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 mitigated and managed 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 efforts that protect our environment, enhance equity for all Californians, support sustainable economic development, and use our tax dollars more efficiently.

PCL's 2021 California Environmental Assembly

Rebuilding California

Benefits of Support

<i>Sponsorship Level</i>	<i>Co-Host</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>	<i>Emerging</i>	<i>Contributing</i>
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 2021 California Environmental Assembly

Rebuilding California **Tentative Schedule**

Week 1 January 28th, 2021	Week 2 February 4th, 2021	Week 3 February 11th, 2021	Week 4 February 18th, 2021
The Dispute for Water in the Bay-Delta Watershed 9 am - 10:30 am	Displacement: The Achilles Heel of "Smart Growth" Planning 9 am - 10:30 am	How do we Conserve 30% of California's Land and Water? 9 am - 10:30 am	Reexamining Environmental Litigation Under the Next Federal Regime 9 am - 10:30 am
Reducing Inequality through Better Groundwater Management 10:45 am - 12:15 pm	Our Wildfire Threats and Disaster Recovery? 10:45 am - 12:15 pm	Moving towards Renewable Energy in the 21st century 10:45 am - 12:15 pm	Protecting Livelihoods from Climate Change through Litigation 10:45 am - 12:15 pm



PCL's 2021 California Environmental Assembly

Rebuilding California

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 **January 15, 2021**.
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