



We are excited to announce the 2022 California Environmental Assembly! Come join us for exciting panels on how we can inspire action for tackling some of the greatest challenges California is currently facing.

Our event last year was PCL's first foray into the virtual event space. We hosted our sessions throughout four separate days instead of one, which spanned the course of an entire month. This virtual format was met with huge success as our attendance rose by 50%! People who previously couldn't attend due to time commitment and travel were now able to view and participate in our weekly sessions. Due to the overwhelming success of last year's event, we are planning to continue the virtual format again this year.

The title of the 2022 Assembly is *The Climate Crisis is Here Now: How to Accelerate Our Actions to Meet the Crisis*. PCL strongly believes that immediate action is needed on many environmental issues, most importantly the climate crisis. Thus, we are designing our panels this year to discuss both short and long-term solutions and ways members of the public can help enact them. The sessions will focus on the topics of water, land use, transportation, CEQA/ environmental litigation, habitat connectivity, and wildfire. The 2022 PCL Assembly will have a total of eight sessions held each Thursday in February. There will be two sessions a day with one starting at 9 am the other starting at 10:45 am.

PCL is contacting you today to discuss your sponsorship of this event. Your generous support would greatly improve the effectiveness of this event and would let your members know about your commitment to solving environmental problems in California. Our Assembly has been attended by a variety of audiences, from renowned experts to students, environmental advocates, private sector executives, agency staff, and public citizens. People from diverse programs, backgrounds, and communities attend the Assembly every year to learn how they can protect our beautiful state from the effects of man-made development and climate change.

PCL is especially proud to host the Assembly Scholarship program that invites high school, college students, and recent graduates to attend the event for free. Each year, PCL gives away over 50 scholarship tickets and offers a mentorship program for the students to connect with experts in their field of interest. In the past, PCL has also organized an Emerging Leaders Panel that invited select students to share what inspired their interest in environmental work and their big-picture ideas on how to improve the future.

Your sponsorship of the 2022 California Environmental Assembly will ...

- Promote meaningful discussions on how to inspire California to take meaningful action in response to drought, the housing crisis, and climate change;
- Allow us to expand our scholarship attendants program to invite more college, high school students and recent graduates across the state;
- Give your organization the opportunity to share your environmentally friendly message with activists, lawyers, and policymakers 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 wider participation from an in-person and virtual audience across the state.

Your generous sponsorship of this event will allow PCL to keep hosting this event each year, invest in expanding our scholarship program, and promote important discussions and actions that will determine how California responds to the crises. PCL will also invest in promoting any solutions that are developed as part of the panel conversations. Please consider making an investment in the future of PCL, California, and the world by sponsoring the 2022 Assembly today!



PCL's 2022 California Environmental Assembly

The Climate Crisis is Here Now

California Environmental Assembly Event Facts

- What:** PCL's 2022 California Environmental Assembly
- When:** February 3rd, 10, 17th, and 24th, 2022
- Where:** Online
- Who:** Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives
- Web:** www.PCL.org/Assembly
- Contact:** Events@PCL.org
916-822-5631



PCL's 2022 California Environmental Assembly

The Climate Crisis is Here Now

California
Environmental Assembly
Demographics

Past Participants*

Government Officials	10%	Emerging Young Leaders	15%
Elected Officials	1%	Lawyers	10%
NGO's	40%	Private Sector/Companies	10%
Academic	2%	Advocates	12%

Past Sponsors*

Government/Utility	10%	Law Firms/Lawyers	30%
NGO's	30%	Planners/Architects	2%
Corporations	1%	Advocates/Individuals	27%

* average over multiple years.



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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.

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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



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Tentative Schedule

Week 1 February 3rd, 2022	Week 2 February 10th, 2022	Week 3 February 17th, 2022	Week 4 February 24th, 2022
Updating California Water Laws in the Face of Droughts/Climate Change 9 am - 10:30 am	SB 743, 2 Years in to Implementation 9 am - 10:30 am	Rethinking Land Conservation by Integrating Habitat Connectivity 9 am - 10:30 am	Sacramento, City Hall, Communities - Who's in Charge? 9 am - 10:30 am
Adapting to Climate Change with Innovative Land Use/Water Strategies 10:45 am - 12:15 pm	A New Planning Paradigm for California 10:45 am - 12:15 pm	Essential but Often Avoided Planning Before and After a Wildfire 10:45 am - 12:15 pm	Getting to Carbon Neutral and Beyond: What is the True Cost? 10:45 am - 12:15 pm



PCL's 2022 California Environmental Assembly

The Climate Crisis is Here Now

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, 2022**.
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