



PCL is excited to announce that the **2024 California Environmental Assembly will be held live and in person on January 27th, 2024, at UC Davis School of Law's King Hall**. Our return to an in-person event is made possible by the California Environmental Law & Policy Center's generous offer to host the gathering!

PCL's Assembly features insightful and impactful panels on the critical issues we must tackle if we are to face climate change head-on. Recent Assemblies have led to countless advances in environmental policy; **in the last two years, almost a dozen bills have emerged from the Assembly's panels and conversations**.

The theme for the assembly is: **Life Beyond 1.5 Degrees: Hard Truths and Solutions**. PCL strongly believes that we are falling short of enacting measures that will curb the climate crisis fast enough to avoid catastrophic impacts. We design our panels to focus on both immediate short-term solutions and strategies for the future. The sessions will focus on the topics of water law, wildfire, methane, transportation, CEQA, groundwater, and land use you can read the panel descriptions on the Assembly webpage (pcl.org/assembly). Our **keynote speaker for 2024 is Liane Randolph, Chair of the California Air Resources Board**, which is at the center of many key climate initiatives.

PCL is contacting you today to discuss your sponsorship of this event. **Your generous support would greatly improve this event's effectiveness and let your members know about your commitment to solving environmental problems in California**. The Assembly is attended by a variety of audiences, including renowned experts, environmental advocates, private sector executives, legislative and agency staff, students, and citizen advocates. Attendees of the Assembly both learn about and organize to protect our beautiful state from the effects of man-made development and climate change.

PCL is especially proud to host the Assembly Scholarship program, inviting high school and college students and recent graduates to attend for free. PCL gives away over 50 scholarship tickets and helps to connect students with experts in their field of interest.

Your sponsorship of the 2024 California Environmental Assembly will ...

- **Promote meaningful discussions** on how to inspire California to take valuable actions in response to drought, the housing crisis, and climate change;
- Allow us to **expand our scholarship program** to invite more college and high school students and recent graduates across the state;
- Give your organization the **opportunity to share your message with activists, lawyers, and policymakers** who 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 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 allows PCL to host this event each year, invest in expanding our scholarship program, and promote important discussions and actions that will shape the California of tomorrow. **Please consider making an investment in the future of PCL, California, and the world by sponsoring the 2024 Assembly today!**



PCL's 2024 California Environmental Assembly

Life Beyond 1.5 Degrees: Hard Truths and Solutions

California
Environmental Assembly

Event Facts

What: PCL's 2024 Environmental Assembly

When: Saturday, January 27, 2024

Where: UC Davis School of Law, King Hall

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 or 916-822-5631



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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 58 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 2024 California Environmental Assembly

Life Beyond 1.5 Degrees: Hard Truths and Solutions

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 2024 California Environmental Assembly

Life Beyond 1.5 Degrees: Hard Truths and Solutions

Schedule

| | | | |
|--------------------------------|--|--|--|
| 8 - 8:30 am | Registration & Continental Breakfast | | |
| 8:30 - 9:00 am | Welcome | | |
| 9:00 - 9:15 am | 15 minute networking break | | |
| | Water Track | Climate Track | CEQA Track |
| 9:15 - 11:00 am | Catch It While You Can: The New Science and Reality of Groundwater. | Lessons from Lahaina: Have we learned anything yet? | A Cleaner and Healthier California: The Future of CEQA. |
| 11:00 - 11:15 am | 15 minute networking break | | |
| 11:15 am - 1:00 pm | Water Law Reform: Righting the wrongs of the past as we prepare for the future. | Stopping Methane Emissions Immediately: 80% Reduction by 2030? | CEQA and the Housing Accountability Act: Does there need to be a conflict? |
| 1:00 - 3:00 pm Lunch | Keynote Speaker Chair Liane Randolph, Chair of CARB & Environmental Hero Award | | |
| 3:00 - 3:15 pm | 15 minute networking break | | |
| 3:15 - 5:00 pm | Plenary Session CA's Next Generation of Infrastructure: How do we build fast enough without replicating mistakes of the past? | | |
| 5:00 - 6:00 pm | Hosted Reception | | |



PCL's 2024 California Environmental Assembly

Life Beyond 1.5 Degrees: Hard Truths and Solutions

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 15, 2023**. 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.

