

**Call to Action Assembly:
Post-Election Threat Assessment and Strategy Workshop**

Sponsorship Request

Hello,

For many years, PCL has hosted an annual legislative symposium covering topics of interest to our members, sponsors, and allies. This year, we are significantly changing the format to meet the pressing needs of the moment. Given the recent election, we face unprecedented threats from the Trump administration and Congress on every front and related to every issue and resource we hold dear: climate change, energy, water, air quality, social justice, protecting natural and working landscapes, the green economy – to name just a few.

I am asking for your strong financial support in sponsoring our **2017 Call to Action Assembly: A Post-Election Threat Assessment and Strategy Workshop**, happening on Saturday, February 18, 2017, at McGeorge School of Law. This will not only be a daylong event but will also be the critical start of what will necessarily be a 4-year process combating the threats to Californians' quality of life and environment as we continue to look for opportunities to advance bold programs and policies. We plan to use this one-day Assembly as the kickoff of a multi-year effort and as a convening of public and private sector advocates and stakeholders as well as academics and key members of the Brown administration along with legislators and legislative staff.

The February 18 Assembly will be a participatory workshop structure with professional facilitators and experts in different issue areas helping to frame the discussion and strategy process. This will not be the typical presentational format with panelists talking at length and then little time for discussion and collaboration. As you can see from the scheduled outline in the following packet, we have set aside a full two and half hours per issue area, with most of the time in each workshop dedicated to a facilitated discussion involving everybody in the room.

After 50 years of working on these issues and building diverse coalitions, PCL has the experience and expertise to help drive this essential work forward in the years to come. But we cannot sustain this work on our own. This multi-year process will involve extensive ongoing research, outreach, organizing, education, policy work, and litigation. Currently, PCL is reaching out to a series of organizations to co-host the February 18 Assembly and partner with us these next years on this important effort. But right now PCL is leading the charge in getting this event and process off the ground. We need your sponsorship support to have any chance of success.

You are also greatly encouraged to join us on February 18 and to participate in the Assembly workshops and then in the follow-up work. For more information on the Assembly please visit PCL.org/Assembly.

I greatly look forward to speaking with you soon about your interest in sponsorship and your continued involvement in this critically important effort.

Very Truly Yours,



Howard Penn
Executive Director



CALL TO ACTION

Post-Election Threat Assessment & Strategy Workshop

Sponsorship Packet

February 18, 2017 • McGeorge School of Law, Sacramento

California
Environmental Assembly
Overview

California has led the nation and in many ways the world in progressive environmental and social policy. However, the results of the recent election present numerous threats to California's people, environment, economy and way of life.

This event will be different from the annual symposium PCL has hosted for many, many years. PCL aims to bring together diverse advocates, business and government leaders and academics in a work-session focused agenda to develop and commit to specific strategies to be used in coming months and years to protect and advance California's progress in environmental sustainability and social equity.

PCL wants the strategies that emerge from this day to unify our efforts within and across issue areas – and we intend for the convening to be a fully collaborative process, where your participation, and the participation of all attendees, is central and necessary.

Join the Planning and Conservation League on February 18, 2017 at McGeorge School of Law for a Post-Election Threat Assessment & Strategy Workshop to explore what Californians need to do to protect our California.



PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION



CALL TO ACTION

Post-Election Threat Assessment & Strategy Workshop

California
 Environmental Assembly
 Event Facts

What: Planning and Conservation League’s 2017 Symposium

When: Saturday, February 18, 2017

Where: McGeorge School 3200 5th Ave, Sacramento, CA 95817

Who: Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives

Weblink: <https://www.pcl.org/assembly>

Speakers & Special Guests

Invited – Keynote Speaker

Congressman Xavier Becerra, 34th District

Newly Nominated California Attorney General

Schedule

8:00-8:30 AM	Registration			
8:30-10:00 AM	Welcome & Opening Panel			
10:00-10:15 AM	Break			
10:15-11:45 AM	1-A Water Panel	1-B Climate Panel	1-C Land Use Panel	1-D Green Economy Panel
11:45-12:00 PM	Break			
12:00-1:15 PM	Lunch & Keynote Address			
1:15-1:30 PM	Break			
1:30-3:00 PM	2-A Coastal Panel	2-B Transportation & Air Quality Panel	2-C Housing Panel	2-D Energy Panel
3:00-3:15 PM	Break			
3:15-4:15 PM	Working Assembly			
4:15 PM	Reception			





CALL TO ACTION

Post-Election Threat Assessment & Strategy Workshop

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

California Environmental Assembly History

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 by raising over \$20 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.

Let's organize to defend our California environment in a way that improves our quality of life, enhances our economic development, and protects our environment while using our tax dollars efficiently.





CALL TO ACTION

Post-Election Threat Assessment & Strategy Workshop

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: \$1,000

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

Please make checks payable to: The Planning and Conservation League or PCL Foundation (PCLF checks are tax deductible)

Credit Card payments by request only.

For inclusion in event materials, please return this form by **Friday, February 10, 2017**. For questions contact Johnnie Carlson: johnnie@pcl.org (916) 822-5636.

