

## 2018 BOARD OF DIRECTORS

### CHAIR

Jim Dunning  
Director Economic  
Development &  
Technology Transfer,  
Cal Poly

### TREASURER

Steve Harding  
Rabobank

### SECRETARY

Matt Turrentine  
Grapevine Capital  
Partners

Michael Bradley  
Mid-State Fair

Maggie Cox  
AMF Media Group

Chuck Davison  
Visit SLO CAL

Michael Manchak  
Economic Vitality Corporation

Michelle McCovey-  
Good  
Taylor & Syfan Consulting  
Engineers, Inc.

Pat Mullen  
PG&E

Ziyad Naccasha  
Carmel & Naccasha, LLP

Anthony Palazzo  
San Luis Coastal Unified  
School District

Bruce Ray  
Cannon

Anita Robinson

Ed Stettler  
Zum Wilkins

Jeff Thoma  
Thoma Electric

Jim Brabeck  
Emeritus

Carrol Pruett  
Emeritus



May 2018

### Subject: 2018 Central Coast Economic Forecast Sponsorship

Dear Friend:

Thank you for your ongoing support of the Central Coast Economic Forecast (CCEF)! It is through the generosity of sponsors like you that CCEF can continue to produce the County's most important economic forecast event.

Each year we strive to improve our program content. Last year, we added some new products to our information offerings, re-shaped our program to focus more on the local economy and hosted a record number of attendees at our forecast event. Planning for our 2018 Forecast is well underway. We hope that you will consider sponsoring the Central Coast Economic Forecast this year.

### EVENT DETAILS

Date: Friday, November 2, 2018

Time: 7:30am Breakfast and Networking  
8:30am - 11:30am Program

Location: Alex Madonna Expo Center

Program speakers include nationally respected economists Dr. Chris Thornberg and Dr. Robert Kleinholtz of Beacon Economics. The Master of Ceremonies is Bob Wacker, President of Wacker Wealth Partners.

### EMPLOYMENT DATA FOR SLO COUNTY

In 2015, CCEF unveiled a terrific new tool for understanding what is going on with job development in our county—community by community. Since then, we've been able to see the North County, South County, SLO proper and the North Coast individually, helping us to better understand local economic and job development trends, demographics and growth opportunities. We are excited to have this detailed information, exclusive to CCEF, as an ongoing part of our annual forecast.

### ADDED SPONSORSHIP BENEFIT—SLO COUNTY TRENDS REPORTS

Sponsors of the 2018 Forecast will have access to CCEF's proprietary SLO County Trends Reports distributed two to three times per year. The Trends Reports cover topics county-wide such as employment growth by industry, top-level employment figures for each incorporated city within the County, taxable sales/spending by category, residential real estate prices, sales and defaults and nonresidential building permits. It's valuable information and available only to CCEF sponsors.

We appreciate your ongoing support and consideration of this proposal.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Bertoux".

Stephanie Bertoux  
Executive Director

## 2018 CCEF Annual Forecast Event

Friday, November 2, 2018  
Alex Madonna Expo Center  
San Luis Obispo



### ANNUAL EVENT SPONSORSHIP BENEFITS

	PLATINUM SPONSOR \$10,000+	LEAD SPONSOR \$5,000	ADVISORY SPONSOR \$2,500	BUSINESS ASSOCIATE SPONSOR \$1,500	ASSOCIATE SPONSOR \$750
Admissions to Annual Forecast Seminar	2 Reserved Tables 20 Seats	1 Reserved Table 10 Seats	8 Seats	6 Seats	3 Seats
Invitation(s) to Private Reception with Speakers	8 Representatives	4 Representatives	2 Representatives	1 Representative	—
Logo/Company Name on Day-of-Event Marketing Materials	Primary Prominence	Secondary Prominence	Included*	Included*	Included*
Recognition in Event Sponsor Slide Show	Exclusive Slide Presence	Shared Slide Presence*	Multiple Sponsor Slide*	Multiple Sponsor Slide*	Multiple Sponsor Slide*
Recognition in Print Advertising	Noted as Presenting Sponsor	—	—	—	—
Recognition in Electronic Advertising	Included*	—	—	—	—
Sponsor Video Greeting at Event	Included*	—	—	—	—
Website Logo/Link	Every Page of Website	Every Page of Website	Several Website Pages	Home Page Only	Home Page Only

\*All sponsors will receive event and marketing material showcasing; however, prominence of logos/company names will vary contingent on sponsorship level. Sample materials available on request

**2018 ANNUAL EVENT FORECAST**

Friday, November 2, 2018  
Alex Madonna Expo Center  
San Luis Obispo



**SPONSOR PLEDGE FORM**

Sponsor Information (please type or print)

COMPANY NAME / ORGANIZATION \_\_\_\_\_

CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

Sponsorship Commitment

- PLATINUM ..... \$10,000
- LEAD ..... \$5,000
- ADVISORY ..... \$2,500
- BUSINESS ASSOCIATE ..... \$1,500
- ASSOCIATE ..... \$750
- IN KIND

Payment Method

CHECK ENCLOSED  
**Payable to:** Central Coast Economic Forecast  
**Mail to:** P.O. Box 196, Solvang, CA 93464

CREDIT CARD  
 (PLEASE CIRCLE) VISA / MC

CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ SEC. CODE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_ AMT: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_