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June 2020

Subject: CCEF Goes Virtual with a Series of 3 Events

Dear CCEF Sponsors and Supporters,

Every fall for the last 20 years, we have held our signature CCEF Annual Event. More than 500 regional leaders join together to network and learn about our regional, state, and national economy at this insightful event.

This year, in accordance with precautionary health measures, we've made the decision to move to a virtual format, offering a three-part series beginning in July and culminating with the CCEF Annual Event in November. This digital format is designed to deliver relevant and actionable economic data and analysis to our community. Now, more than ever, we feel a sense of urgency and responsibility to share this information as broadly as possible. This year, we will record the events, which will be virtually attended by sponsors and their guests, and digitally share them in the community – a first for the CCEF! Not only does this provide a much-needed community service, but it creates brand new promotional opportunities for our sponsors.

2020 SPONSORSHIP - NEW REACH AND NEW ACCESS

The Central Coast Economic Forecast is pleased to offer a completely revamped 2020 sponsorship program that provides exclusive access to all three live virtual events along with new, far-reaching promotional opportunities at a fraction of the cost. By sponsoring in 2020 you:

- 1. Contribute to bringing vital economic data to our community at a time when it is desperately needed.** Your sponsorship will bring value to the community and positively impact more local businesses than ever before; helping us navigate current conditions and pave a road for recovery.
- 2. Expose your brand to a wider audience.** By digitally distributing these events as a public service, your company name will have a broader reach in our community.
- 3. Gain access to our economists.** We are setting aside time at our events for sponsors to participate in Q&A sessions with our economists. Get the answers you need to make effective planning and investment decisions for the future of your business.

VIRTUAL FORECAST EVENT DATES

JULY 10TH | 10-11AM
COVID-19: OUTLOOK FOR
THE U.S. AND CALIFORNIA

SEPT 18TH | 10-11AM
ECONOMIC OUTLOOK FOR
THE CENTRAL COAST

NOV 18TH | 9-11:30AM
NATIONAL, STATE AND
REGIONAL FORECAST

COMMIT BY JUNE 30, 2020 TO CAPITALIZE ON PROMOTIONAL OPPORTUNITIES

Our first event on July 10, 2020 is quickly approaching! We encourage you to submit your sponsor intent by June 30, so you may receive full recognition in every available aspect of our three-part series.

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

Sincerely,

Jeff Thoma, 2020 Chair



CENTRAL COAST ECONOMIC FORECAST

GOES VIRTUAL!

NEW THIS YEAR!

JOIN US AS THE FORECAST GOES VIRTUAL IN 2020!
SPONSORSHIP INCLUDES ADMISSION TO ALL THREE LIVE
VIRTUAL EVENTS. TICKETS TO THE ANNUAL EVENT WILL
BE MADE AVAILABLE TO THE PUBLIC. DON'T MISS OUR
COUNTY'S MOST IMPORTANT ECONOMIC EVENT!



MASTER OF CEREMONIES
BOB WACKER, WACKER WEALTH PARTNERS

COVID-19: OUTLOOK FOR THE U.S. AND CALIFORNIA

Friday 07/10 | 10–11am

Presented by Dr. Chris Thornberg, *Founding Partner*, Beacon Economics

*Includes Q&A

ECONOMIC OUTLOOK FOR THE CENTRAL COAST

Friday 09/18 | 10–11am

Presented by Dr. Chris Thornberg, *Founding Partner*, Beacon Economics

*Includes Q&A

NATIONAL, STATE & REGIONAL FORECAST

Wednesday 11/18 | 9–11:30am

Presented by Dr. Chris Thornberg, *Founding Partner*, Beacon Economics;
Dr. Taner Osmond, *Manager of Regional and Sub-Regional Analysis*, Beacon Economics;
Adam J. Fowler, *Director of Research*, Beacon Economics

*Includes Q&A



Dr. Chris Thornberg



Dr. Taner Osmond



Adam J. Fowler

2020 PLATINUM SPONSORS



2020 SPONSORSHIP LEVELS + BENEFITS

	PLATINUM \$5,000	LEAD \$2,500	ADVISORY \$1,250	BUSINESS ASSOCIATE \$750	ASSOCIATE \$375
Admissions to Virtual Event #1 - Includes Q&A w/Dr. Chris Thornberg	20	12	8	6	3
Admissions to Virtual Event #2 - Includes Q&A w/Dr. Chris Thornberg	20	12	8	6	3
Admissions to Annual Forecast - Includes Q&A w/Dr. Chris Thornberg	20	12	8	6	3
Logo/Company Name in Program for Annual Event	Primary Prominence	Included	Included	Included	Included
Logo/Company Name in Sponsor Slide Show for Virtual Events #1-2 and Annual Event	Primary Prominence	Included	Included	Included	Included
Recognition in Electronic Advertising Emails sent to 500+ previous attendees and local Chambers	Primary Prominence	Included	Included	Included	Included
Recognition via Social Media	Included	Included	Included	Included	Included
Sponsor Greeting Video for Annual Event Only**	Included	-	-	-	-
Website Logo/Link	Every Page of Website	Every Page of Website	Several Pages of Website	Home Page Only	Home Page Only

**Note: CCEF will facilitate the filming and production of a short 30 second video to be played during the Annual Event

2020 SPONSOR PLEDGE FORM

SPONSOR INFORMATION (PLEASE TYPE OR PRINT)

COMPANY NAME/ORGANIZATION: _____

COMPANY NAME AS IT SHOULD APPEAR IN PROMOTIONS:

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

SPONSORSHIP COMMITMENT

- PLATINUM** \$5,000
- LEAD** \$2,500
- ADVISORY** \$1,250
- BUSINESS ASSOCIATE** \$750
- ASSOCIATE** \$375
- 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 / MASTERCARD

CARD #: _____ EXP: _____ SEC CODE: _____

CARDHOLDER NAME: _____ AMT: _____

SIGNATURE: _____

EMAIL SUBMISSION

Please email your form and
company logo to:

stephanie@centralcoasteconomicforecast.com