



2021 BOARD OF DIRECTORS

CHAIR

Ziyad Naccasha
Carmel & Naccasha, LLP
Attorneys at Law

VICE CHAIR

Josh Tang
Amazon

TREASURER

Steve Harding
American Riviera Bank

SECRETARY

Bruce Ray
Cannon

Cara Crye

Farm Supply Company

Jolie Ditmore

Bay Consultants, Inc.

Jim Dunning

Cal Poly

Michelle McCovey-Good

Taylor & Syfan Consulting Engineers, Inc.

LeBren Harris

InterMountain Management

Wyatt Mello

Mello Group

Steve McCarty

McCarty Davis Commercial Real Estate

Pat Mullen

PG&E

Anthony Palazzo

Cal Poly

Jeff Thoma

Thoma Electric, Inc.

August 2021

Subject: Don't Miss the County's Most Important Economic Event!

Dear CCEF Supporter,

The CCEF Board of Directors is hard at work planning for the 2021 Annual Event scheduled for Friday, November 5, 2021, 8:30-11:30am. We are moving ahead with plans to hold the Annual Event in-person and are excited to welcome you back to the Madonna Expo Center. After more than a year of social distancing and physical separation, we can't wait to reconnect as a SLO County business community and network face-to-face! We look forward to seeing you there! The CCEF plans to record the Annual Event and digitally share it with sponsors and their guests. A livestream option is also being explored. Details to follow.

PROGRAM SPEAKERS

The CCEF is poised to deliver an engaging, entertaining, and insightful program. Dr. Taner Osman will offer a thorough review of the local economy, city-by-city, utilizing data exclusive to the CCEF. Dr. Chris Thornberg will share his no-holds-barred perspective on the State and national economies.

In addition to our esteemed economists and the ever-entertaining Bob Wacker as Master of Ceremonies, our guest speaker is Dr. Paul Stoltz. Dr. Stoltz is the Founder and CEO of PEAK Learning, a global research and consulting firm headquartered here in SLO. Named "One of the Top 10 most influential global thinkers" and selected as the "Coaches' coach" for the 2021 US Olympic Team, Dr. Stoltz is considered the world's leading authority on the integration and application of grit and resilience. He'll tackle issues surrounding business and community resilience, agility, and innovation in the face of unique challenges. It's sure to be an action-packed morning.

SPONSOR RECEPTION

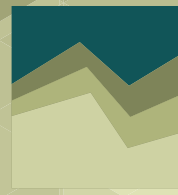
The CCEF will host the Sponsor Reception on Wednesday, September 29, 2021 rather than the night before the Annual Event. Join us for a cocktail style reception and an evening of networking on the Oceanfront Lawn at The Cliffs. Formal invitation to follow.

The Annual Event attracts nearly 550 influential leaders in the business community and has become a prestigious, can't-miss event! Sponsors and attendees will be armed with information they can use to help predict how local, state and national economic trends and demographic indicators will affect their business. Get the information needed to make more effective planning and investment decisions for the future of your business or organization. Plan for 2020 with a clear understanding of what's to come. We hope that you will consider sponsoring the Forecast this year. Sponsorship benefits and details are enclosed. It is through the generosity of sponsors that we can continue to produce the County's most important economic forecast event.

Sincerely,

A handwritten signature in blue ink, appearing to be "Z", is written over a light blue circular stamp.

Ziyad Naccasha
2021 Chair of the Board



CENTRAL COAST
ECONOMIC
FORECAST

FRIDAY, NOVEMBER 5, 2021

ALEX MADONNA EXPO CENTER
BREAKFAST/NETWORKING: 7:30AM
PROGRAM: 8:30AM – 11:30AM

SPONSORSHIPS AVAILABLE NOW!

WWW.CENTRALCOASTECONOMICFORECAST.COM

SPEAKER LINE-UP



STATE AND NATIONAL FORECAST

DR. CHRIS THORBERG
FOUNDING PRINCIPAL,
BEACON ECONOMICS



SLO COUNTY FORECAST

DR. TANER OSMAN
DIRECTOR OF RESEARCH,
BEACON ECONOMICS



KEYNOTE SPEAKER

DR. PAUL STOLTZ
FOUNDER AND CEO,
PEAK LEARNING



MASTER OF CEREMONIES

BOB WACKER
CHAIRMAN AND CIO,
WACKER WEALTH PARTNERS

2021 PLATINUM SPONSORS



2021 SPONSORSHIP LEVELS + BENEFITS

	PLATINUM \$10,000	LEAD \$5,000	ADVISORY \$2,500	BUSINESS ASSOCIATE \$1,500	ASSOCIATE \$750
Admissions to Annual Event* Friday, November 5, 2021	20	10	8	6	3
Invitations to Sponsor Reception Scheduled for September 2021	8	4	2	1	-
Access to Annual Event Presentation Materials - Local, State & National Forecasts	Included	Included	Included	Included	Included
Logo/Company Name in Program and Sponsor Slide Show for Annual Event	Primary Prominence	Included	Included	Included	Included
Logo/Company Name in Print Advertising and Promotional Materials for Annual Event	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: The CCEF plans to record the Annual Event and will digitally share it with sponsors and their guests. A livestream option is currently being explored. Details to follow.

2021 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 (limited)** \$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 / MASTERCARD

CARD #: _____ EXP: _____ SEC CODE: _____

CARDHOLDER NAME: _____ AMT: _____

SIGNATURE: _____

EMAIL SUBMISSION

Please email your form and
company logo to:

stephanie@centralcoasteconomicforecast.com