

CHANGING PLANS CHANGING PLANNING



APA California Virtual Conference
September 13 - 15, 2021



A Message to Our Sponsors from APA California's President

On behalf of APA's California Chapter and its members, thank you for your continued support of our annual conference. You are an invaluable component of the event, and we genuinely appreciate your partnership. Without it, we could not bring together California's planning community for the professional development and networking opportunities we all look forward to each year. As you may already know, due to the ongoing uncertainty regarding large indoor events, our gathering will again be virtual in 2021.

This year's theme - *Changing Plans, Changing Planning* - provides for a dual focus on both the role of our evolving profession in creating healthy, safe, and vital communities; and on the nuts and bolts of planning and implementation. As always, our published sponsorship program is a jumping-off point, and we welcome conversation about your ideas!

As president, I'm committed to ensuring the success of our conference partners, and we will work with you to provide the tools and opportunities you need to engage your audience. Thank you again for your continued support - it is truly appreciated by APA California and our members.



Ashley E. Atkinson, AICP
APA California President



American Planning Association
California Chapter

Creating Great Communities



American Planning Association
California Chapter

Creating Great Communities

Over 6,000 members strong, APA California is a network of practicing planners, citizens and elected officials committed to urban, suburban, regional and rural planning in the State of California. APA California offers a wide spectrum of member benefits including information, services and support to advance planning in California.



Santa Barbara Conference Opening Reception.

MISSION STATEMENT

The Mission of APA California: Making great communities happen through good planning. Towards that end APA California will:

- Provide vision and leadership that fosters better planning for California
- Build public and political support for sound planning
- Provide its members with the tools, services and support that advance the art and science of planning

This mission statement has no horizon year; rather, it is to be used as a broad guideline for decisions concerning the more specific strategic objectives, master strategies and action programs.

PAST APA CALIFORNIA CONFERENCE REGISTERED ATTENDEES

The past registration at our recent in-person conferences are shown below. We envision the attendance at our 2021 virtual conference will exceed the average attendance at our in-person conferences.

2020	Virtual Conference	1,128
2019	Santa Barbara	1,519
2018	San Diego	1,665
2017	Sacramento	1,462
2016	Pasadena	1,759
2015	Oakland	1,553
2014	Anaheim	1,236
2013	Visalia	700
2012	Rancho Mirage	716

Who We Are

OUR FUNDAMENTAL VALUES

The mission statement reflects the underlying, fundamental beliefs of APA California's board members who represent the breadth and geographic diversity of planning in California. These values include:

- **VISION:** The creativity and foresight needed to anticipate future needs of our membership and profession, then develop a consensus-building strategy that addresses those needs
- **LEADERSHIP:** The ability to organize and command the resources necessary to implement our vision. Critical to the concept of leadership is the balancing of competing needs and interests in a manner that consistently provides the greatest good for the greatest number of our members
- **DIVERSITY:** The expansion in the development of its leadership and its membership of both ethnic and gender diversity within the Chapter
- **SUPPORT:** The development, nurturing and preservation of a grass-roots constituency, both in the profession and in the larger community, that recognizes, accepts and advocates the values of good community, regional and other planning programs. The Chapter's commitment to a broad public relations strategy is an example of this support strategy in development
- **TOOLS, SERVICES AND SUPPORT:** A commitment at every level of the organization to offer our members the tools, services and support to achieve their goals. These include regular membership services such as: a) the newsletter; b) legislative initiatives; c) participation on task forces and local review committees; d) recognition and advancement of our professional goals through comprehensive awards programs; e) a variety of continuing education programs to foster professional growth; f) annual conferences for education and networking; and g) a variety of locally sponsored and produced programs in each of California's eight sections that respond quickly and effectively to member needs at the local level



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Application Deadline: August 31, 2021

Submit completed applications and questions to:
Deene Alongi, Conference Manager
deenealongi@outlook.com, 312-622-4946

Sponsor Opportunities

P Premier **ES** Elite Sessions **S** Sessions **C** Conference

	P \$12,000	ES \$8,000	SI \$5,000	CI \$4,000	C2 \$3,000	C \$2,500	C \$500
Select one event if more than one is listed below each price point.	Keynote (P1, P2, P3)* Big Conversations (P1, P2, P3)*	Legislative Update (ES1) Diversity Summit (ES2) Awards Program (ES3)	Session	Mobile App	Virtual Tours	Networking Events (C3)* Special Events (C4)* Diversity Mixer (C5) Student Mixer (C6)	Non-Profit (C7) Universities (C8)
Recognition at Sponsored Event or Session							
60-second video at sponsored premier event	✓						
30-second video at sponsored premier event		✓					
Acknowledgment at start of sponsored event	✓	✓	✓	✓	✓		
Logo highlighted at sponsored event	✓	✓				✓	
Sponsor logo displayed on background slides at all premier events	✓	✓	✓	✓	✓	✓	✓
Conference Networking Opportunities							
Opportunity to host a company branded event	✓						
Publicized booth time for networking							
a. Three hours	✓						
b. Two hours		✓	✓	✓			
c. One hour					✓	✓	✓
Push notifications on mobile app	✓	✓					
Access to conference registration list	✓	✓	✓	✓			
Recognition on Conference Website							
Logo highlighted with sponsored event/session	✓	✓	✓	✓	✓	✓	
Business card ad, contact information and website link in directory	✓	✓	✓	✓	✓	✓	✓
Mobile App							
Logo highlighted with sponsored event/session	✓	✓	✓	✓	✓	✓	
Mobile app sponsor highlighted on app				✓			
Conference Registration							
Three admissions	✓						
Two admissions		✓	✓				
One admission				✓	✓	✓	✓
Keynote (P1, P2, P3)* or Big Conversations (P1, P2, P3)* - These are stand alone events. No competing sessions or events will take place at the same time while the Keynote and Big Conversation events are taking place.				(C3, C4)* - We invite you to submit either a networking or special event. See sponsorship application on the following page to write in the name of your event.			

For all questions about sponsorships or a customizable sponsorship package, please contact Deene Alongi at 312-622-4946.
Sponsor cancellation policy: No refund will be given if sponsorship is cancelled after August 17, 2021.

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**Logo and Ad Deadline:
Upon application submittal.**

Sponsorship questions contact:
Deene Alongi, Conference Manager
deenealongi@outlook.com, 312-622-4946

Logo and Business Ad Specifications

Logos and ads are posted after payment has been received.

Logo Specifications - Two Sizes Required

Depending on your sponsorship level, your logos may be used for the Conference Mobile App and/or APA website. Please send the best quality logos possible. If logos have been previously submitted and has since changed, please send updated logos that meet the specifications.

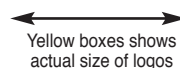
The following formats are accepted, in order of preference

- EPS (fonts converted to curves or vector)*
- PDF - high resolution, 300 dpi
- JPEG - high resolution, 300 dpi

Logo 1 Specifications

- 190 px (wide) x 80 px (tall)
- eps (vector) format, color
- fonts converted to curves
- transparent background
- No border

Make logo fit this entire space as much as possible, edge to edge.



Yellow boxes shows actual size of logos

Logo 2 Specifications

- 165 px (wide) x 80 px (tall)
- eps (vector) format, color
- fonts converted to curves
- transparent background
- No border

Make logo fit this entire space as much as possible, edge to edge.

***We can only guarantee best quality with EPS files that are submitted to specifications.**

Note: Do not send files that were used in/as part of a website.

They may not be high enough resolution in all applications they may be used in for the conference.

Business Ad Specifications

As part of your sponsorship, your company receives a business card size ad that will be posted on the conference website. Please refer to Sponsor Opportunities page of this brochure.

- 252 px (wide) x 144 px (tall)
- Full color
- eps (vector) format preferred (pdf, jpeg OK)
- fonts converted to curves
- transparent background
- Add a 1 pt. black border around your ad

Yellow box shows actual business ad size.

Submit the logos and ad to, or for information regarding specifications:

Dorina Blythe • dorina@GranDesigns.us

Logos and Ad Submission Deadline: Upon application submittal.

Logos and ads are posted after payment has been received.

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Submit completed *applications* and questions to:
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Sponsor Application

Logos and ads are posted after payment has been received.

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Company Website Address _____

Company name exactly as you would
like written when logo is not used/provided

SPONSORSHIP PACKAGES

(P1) Keynote \$12,000	(C3) Networking Event \$2,500
(P2) Keynote \$12,000	
(P3) Keynote \$12,000	name of event
(ES1) Legislative Update \$8,000	(C4) Special Events \$2,500
(ES2) Diversity Summit \$8,000	name of event
(ES3) Awards Program \$8,000	(C5) Diversity Mixer \$2,500
(S4) Sessions \$5,000	(C6) Student Mixer \$2,500
(C1) Mobile App \$4,000	(C7) Non-Profit \$500
(C2) Virtual Tours \$3,000	(C8) University \$500

PLEASE TOTAL THE ITEMS SELECTED ABOVE HERE \$

CREDIT CARD AND ACH PAYMENTS

Once you have been invoiced, you will have the option to pay by credit card or ACH.

CHECK PAYMENT

Check # _____ Make check payable to **APA California Conference** and mail to:
APA California Conference, PO Box 171171, Boise, ID 83717
Email this application to Deene Alongi, Conference Manager at deenealongi@outlook.com

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