



# THE S U M M I T

16th Annual Greater Palm Springs Summit

**BECOMING**

**ESSENTIAL**

THURSDAY, NOVEMBER 19, 2020  
STREAMING LIVE ON NEWS CHANNEL 3'S  
EVENT LIVESTREAM AT [KESQ.COM](http://KESQ.COM)

SPONSORSHIP AND ADVERTISING  
OPPORTUNITIES

**e!evate**

# THE S U M M I T



## SUMMER 2020

The 16th Annual Greater Palm Springs Summit promises to be one of the most significant conferences for our Valley in the 2020 year. Whether you are a business leader in the region whose business has been impacted by the pandemic, or you're looking into moving or expanding your business here, this year's Summit program will demonstrate why Greater Palm Springs continues to be one of the best places to work and live.

Set for Thursday, November 19th, The Summit will be streaming live on News Channel 3's Event Livestream at KESQ.com. The morning event will reveal the annual economic report and forecast, and will also showcase our region's business attraction strategies and goals to mobilize a long-term sustainable effort to diversity and elevate the economy of Greater Palm Springs.

In addition, we will be holding a series of four salons, each one covering one of our Valley's most critical challenges for economic growth. Each salon will include a brief presentation followed by a robust discussion.

Please review the enclosed materials and call (760.340.1575) or e-mail (lesa@cvep.com) if you have any questions. The reservation deadline for sponsorship is Wednesday, September 30th.

We look forward to partnering with you and making the 2020 Greater Palm Springs Summit the most informative, enlightening, and motivating one to date!

Warm regards,

A handwritten signature in black ink that reads "Joe Wallace".

**JOE WALLACE**

Chief Executive Officer  
Coachella Valley Economic Partnership



# THE S U M M I T



## THE 2020 GREATER PALM SPRINGS SUMMIT

Thursday, November 19, 2020

**The Greater Palm Springs Annual Summit** is the premier business event of the year. In previous years, it has drawn as many as 800 of the region's influencers and decision-makers as well as businesses from outside the area that are looking to relocate, expand, and invest in Greater Palm Springs. Although The Summit will not be held in person this year, the program will be livestreamed on KESQ News Channel 3's website - KESQ.com - and will include an economic report and forecast as well as timely speakers. It's an excellent - and rare - opportunity to hear from **ONE OF SOUTHERN CALIFORNIA'S TOP ECONOMISTS, AND A NUMBER OF COACHELLA VALLEY BUSINESS LEADERS AND DECISION-MAKERS.**

### DEMOGRAPHIC OF ATTENDEES/VIEWERS

- Adults 45 to 75
- Male/female, skewed slightly male
- College educated or higher
- Household Income \$100,000 plus
- Managerial/professional, local business owners and key decision-makers of regional and national companies
- Full-time residents of Greater Palm Springs, and those traveling to the region from other areas of Southern California

### MARKETING EFFORTS

Promotion of the Summit has already begun, and concentrated advertising will commence one month prior to event day. Marketing efforts will include:

- Digital (Website, Online Banner Ads, weekly E-mails, E-Newsletters, LinkedIn, Facebook and Twitter)
- Television (estimated \$25,000 of airtime)
- Radio (estimated \$25,000 of airtime)
- Print (both long-lead Magazine and weekly and daily Newspapers, estimated \$35,000+ of insertions)
- Printed Flyers (distributed throughout the Southern California area at key business industry events, predominantly in Greater Palm Springs)
- Public Relations (local, regional, national and, in some instances, international)

**THE GREATER PALM SPRINGS ECONOMIC REPORT** will be an 8.5" x 11" full color, glossy, approximately 80-page Report available to all those registered. A digital version will also be available online following the Summit. In addition, the Report will be used to fulfill inquiries from companies or entrepreneurs starting up or relocating a business to Greater Palm Springs.

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### FEATURED SPEAKER

#### **Manfred W. Keil, PhD**

Manfred W. Keil is an Associate Professor and former Chairman of the Faculty at the Robert Day School of Economics and Finance at Claremont McKenna College. Professor Keil is a Fellow at the Rose Institute of State and Local Government and a Research Associate at the Lowe Institute of Political Economy at Claremont McKenna College. He is an expert in aspects of business cycles and comparative economic performance (*Journal of Macroeconomics*, *Oxford Economic Papers*, *Southern Economic Journal*, and *Canadian Public Policy*), and specializes in banking, comparative economic performance, macroeconomics, and statistics with an emphasis on Southern California's Inland Empire.



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### SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING (limit 1) \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	PARTNER \$1,500
<b>TV Commercial</b> (:30 spot airing for one month prior to The Summit)	Mention Logo	-	-	-	-	-
<b>Radio Commercial</b> (:30 spot airing for one month prior to The Summit)	Mention	-	-	-	-	-
<b>Event Web Page</b>	Logo	Logo	Name	Name	Name	Name
<b>E-Blast/Flyer</b> (distributed to more than 5,000 potential attendees/viewers weekly in the four months leading up to The Summit)	Logo	Logo	Name	Name	Name	Name
<b>Print Ad</b> (minimum of 10 quarter page, four color insertions in The Desert Sun)	Logo	Logo	Name	Name	Name	Name
<b>Mention in Public Relations/Press Releases</b> (digital, broadcast and print)	Yes	Yes	Yes	-	-	-
<b>Event Day Materials</b> (welcome message, program, presentation screen, powerpoint)	Logo	Logo	Logo	Name	Name	Name
<b>Print Ad in Annual Report</b> (hard copy and digital)	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	1/4 Page
<b>Ad Placement</b> on KESQ.com during livestreaming	Yes	Yes	Yes	-	-	-
<b>Sponsorship Identification</b> on KESQ.com during livestreaming	Yes	Yes	Yes	Yes	Yes	Yes
<b>Banner Ads</b> on CVEP.com, with link to your website	Yes	Yes	Yes	Yes	Yes	Yes
<b>Top of Show Mention</b>	Yes	Yes	Yes	-	-	-
<b>Recognition at Salon Discussion(s)</b>	Logo (4)	Logo (4)	Logo (4)	Name (2)	Name (2)	-

\*A "salon" is gathering of people for the purpose of sharing ideas and increasing the knowledge of the participants through conversation.

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## THE 2020 GREATER PALM SPRINGS SUMMIT

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### SPONSORSHIP AGREEMENT

Yes, we wish to play a major role in presenting the news about the economic outlook for the Greater Palm Springs area. Count us in as a sponsor of the Greater Palm Springs Summit.

We choose the following level of funding support (please complete):

\_\_\_\_\_ Sponsor                      \$ \_\_\_\_\_ donation

COMPANY

\_\_\_\_\_

ADDRESS

\_\_\_\_\_

TELEPHONE

\_\_\_\_\_

EMAIL ADDRESS

\_\_\_\_\_

SIGNATURE

\_\_\_\_\_

NAME

\_\_\_\_\_

TITLE

\_\_\_\_\_

DATE

\_\_\_\_\_

### PLEASE MAKE CHECK PAYABLE TO CVEP, AND MAIL TO:

Attention: Lesa Bodnar

Coachella Valley Economic Partnership, 3111 East Tahquitz Canyon Way, Palm Springs, CA, 92262

### IF PAYING BY CREDIT CARD:

CREDIT CARD NUMBER:

\_\_\_\_\_

SECURITY/CVC CODE:

EXPIRATION DATE:

\_\_\_\_\_

CHARGE \$

TO MY:  VISA

MASTERCARD

AMERICAN EXPRESS

\_\_\_\_\_

NAME OF PRIMARY CARDHOLDER:

\_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE):

\_\_\_\_\_

CITY:

STATE:

ZIP:

\_\_\_\_\_

SIGNATURE:

\_\_\_\_\_

CVEP is a non-profit 501(c)3 organization. Donations are tax deductible. Please note, the tax deduction is limited to the excess of the contribution over the fair market value of any items received in exchange for the donation.

Please return this form to CVEP by Wednesday, September 30, 2020.

Contact Lesa Bodnar with any questions at [lesa@cvep.com](mailto:lesa@cvep.com) or 760.340.1575.



### ADVERTISING CONTRACT

ADVERTISER INFORMATION (Due to CVEP on/before Wednesday, September 30, 2020)

**BUSINESS/ORGANIZATION**

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**ADDRESS**

**CITY**

**STATE**

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**PHONE**

**FAX**

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**SIGNATURE**

**EMAIL**

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### AD INFORMATION

Please reserve a space for my Ad in the Report.

The ad size I wish to reserve is:

Inside Front Cover

Full Page (Bleed)

Full Page (No Bleed)

1/2 Page

1/4 Page

1/8 Page

I will be sending an ad. (Deadline for submissions is Wednesday, September 30, 2020.)

I would like an Ad designed by Hunter|Johnsen for my business/organization noting the following information. (All logos and images to be included in the Ad must be sent to Hunter|Johnsen. Hunter|Johnsen will design your Ad at special CVEP rates. For details, contact Chris Hunter at 760.831.6666 or [chris@hunterjohnsen.com](mailto:chris@hunterjohnsen.com).)

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Please mail this form on/before Wednesday, September 30, 2020 to Lesa Bodnar,  
CVEP, 3111 East Tahquitz Canyon Way, Palm Springs, California, 92262  
Telephone 760.340.1575, Email [lesa@cvep.com](mailto:lesa@cvep.com)



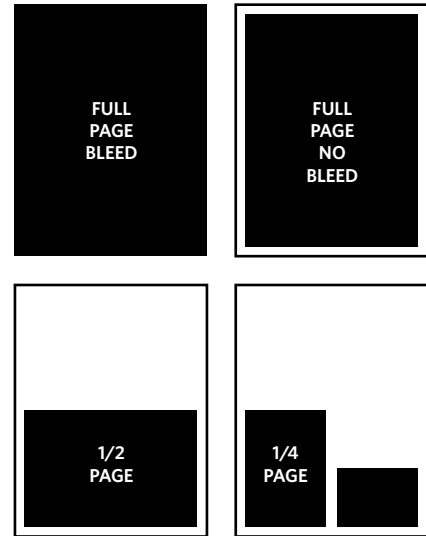
## THE 2020 GREATER PALM SPRINGS ECONOMIC REPORT

Advertising Information 2020

### SIZES/RATES

Size	Rate
1/8 Page	\$ 150
1/4 Page	\$ 300
1/2 Page	\$ 450
Full Page	\$ 800
Inside Front and back Covers	\$1,200
Back Cover	\$1,800

Size	Width	Height
1/8 Page	3.5	2.375
1/4 Page	3.5	4.75
1/2 Page	7.5	4.75
Full Page (No Bleed)	7.5	10
Full Page (Bleed)	8.75	11.25 Bleed
	8.5	11 Trim



### SPECIFICATIONS

**Color:** All ads will be printed four color process. Files must be saved as CMYK.

**File Resolution:** 300 dpi/150 line screen.

**File Formats:** Hi-Resolution PDF x1a files are preferred. Acceptable files include pdf, tif, jpg.

### CONTACT INFORMATION

ADVERTISING SALES CONTACT: Lesa Bodnar at 760.340.1575 or lesa@cvep.com.

### ADVERTISING PAYMENT

Checks to be made payable to Coachella Valley Economic Partnership (CVEP) and mailed/delivered to CVEP, 3111 East Tahquitz Canyon Way, Palm Springs, California, 92262, Telephone: 760.340.1575.

#### If paying by credit card:

CREDIT CARD NUMBER: \_\_\_\_\_

SECURITY/CVC CODE: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

CHARGE \$ \_\_\_\_\_ TO MY:  VISA  MASTERCARD  AMERICAN EXPRESS

NAME OF PRIMARY CARDHOLDER: \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE): \_\_\_\_\_

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

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

### ADVERTISING ARTWORK SUBMISSION

Deadline for submissions is Wednesday, September 30, 2020. Please email your Ad to chris@hunterjohnsen.com.

If you would like assistance with the design and development of your Ad, please contact Christine Hunter for special CVEP rates and information at 760.831.6666 or chris@hunterjohnsen.com.