

# PURSUIT

17TH ANNUAL GREATER PALM SPRINGS SUMMIT

# THE SUMMIT

THURSDAY, NOVEMBER 18, 2021

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A VIRTUAL EVENT

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SPONSORSHIP AND ADVERTISING OPPORTUNITIES



# THE S U M M I T



## SUMMER 2021

The 17th Annual Greater Palm Springs Summit promises to be one of the most significant conferences for our Valley in the 2021 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 18th, The Summit will be a virtual event. The morning event will reveal the annual economic report and forecast, and will also showcase our region's business diversification strategies and goals to mobilize a long-term sustainable effort to elevate the economy of the Coachella Valley.

Please review the enclosed materials and call (760.340.1575) or e-mail ([lesa@cvep.com](mailto:lesa@cvep.com)) with any questions. The reservation deadline for sponsorship and advertising is Thursday, September 30th.

We look forward to partnering with you and making the 2021 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". The signature is fluid and cursive, with a large initial "J" and "W".

**JOE WALLACE**

Chief Executive Officer  
Coachella Valley Economic Partnership

**e!evate**

# THE S U M M I T



## THE 2021 GREATER PALM SPRINGS SUMMIT

Thursday, November 18, 2021

**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 virtual, 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 will begin shortly. Marketing efforts 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)
- Public Relations (local and regional)

**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 prior to the end of the year. A digital version will also be available online. In addition, the Report will be used to fulfill inquiries from companies or entrepreneurs starting up or relocating a business to Greater Palm Springs.

# THE S U M M I T



## THE 2021 GREATER PALM SPRINGS SUMMIT

Thursday, November 18, 2021

### FEATURED SPEAKER

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

Claremont McKenna College



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.

# THE S U M M I T



## THE 2021 GREATER PALM SPRINGS SUMMIT

Thursday, November 18, 2021

### SPONSORSHIP OPPORTUNITIES

| BENEFITS   | PRESENTING<br>(limit 1)<br>\$25,000 | PLATINUM<br>\$10,000 | GOLD<br>\$7,500 | SILVER<br>\$5,000 | BRONZE<br>\$2,500 | PARTNER<br>\$1,500 |
|--|-------------------------------------|----------------------|-----------------|-------------------|-------------------|--------------------|
| <b>TV Commercial</b><br>(:30 spot airing for one month leading up to The Summit)                                     | Mention<br>Logo                     | -                    | -               | -                 | -                 | -                  |
| <b>Radio Commercial</b><br>(:30 spot airing for one month leading up to The Summit)                                  | Mention                             | -                    | -               | -                 | -                 | -                  |
| <b>Event Web Page</b>  | Logo                                | Logo                 | Name            | Name              | Name              | Name               |
| <b>E-Blast/Flyer</b><br>(distributed to more than 5,000 potential attendees/viewers weekly leading up to The Summit) | Logo                                | Logo                 | Name            | Name              | Name              | Name               |
| <b>Print Ad</b><br>(minimum of 20 quarter page, four color insertions in The Desert Sun)                             | Logo                                | Logo                 | Name            | Name              | Name              | Name               |
| <b>Mention in Public Relations/Press Releases</b><br>(digital, broadcast and print)                                  | Yes                                 | Yes                  | Yes             | -                 | -                 | -                  |
| <b>Event Day Materials</b><br>(welcome message, program, presentation screen, powerpoint)                            | Logo                                | Logo                 | Logo            | Name              | Name              | Name               |
| <b>Print Ad in Annual Report</b><br>(hard copy and digital)  | Full Page                           | Full Page            | Full Page       | 1/2 Page          | 1/4 Page          | 1/4 Page           |
| <b>Ad Placement</b> as part of virtual event   | Yes                                 | Yes                  | Yes             | -                 | -                 | -                  |
| <b>Sponsorship Identification</b> as part of virtual event   | 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             | -                 | -                 | -                  |

# THE S U M M I T



## THE 2021 GREATER PALM SPRINGS SUMMIT

Thursday, November 18, 2021

### 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 Thursday, September 30, 2021.

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 Thursday, September 30, 2021.)

#### BUSINESS/ORGANIZATION

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ADDRESS

CITY

STATE

---

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 Thursday, September 30, 2021.)

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 Thursday, September 30, 2021 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)



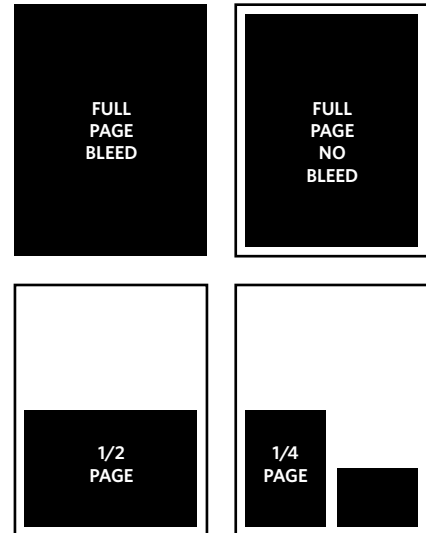
## THE 2021 GREATER PALM SPRINGS ECONOMIC REPORT

Advertising Information 2021

### 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:

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SECURITY/CVC CODE:

EXPIRATION DATE:

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CHARGE \$

TO MY:  VISA

MASTERCARD

AMERICAN EXPRESS

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NAME OF PRIMARY CARDHOLDER:

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BILLING ADDRESS (IF DIFFERENT FROM ABOVE):

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CITY:

STATE:

ZIP:

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SIGNATURE:

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### ADVERTISING ARTWORK SUBMISSION

The extended deadline for submissions is Thursday, September 30, 2021.

Please email your Ad to [chris@hunterjohnsen.com](mailto: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](mailto:chris@hunterjohnsen.com).