

PURSUIT

17TH ANNUAL GREATER PALM SPRINGS SUMMIT

THE SUMMIT

THURSDAY, NOVEMBER 18, 2021

A VIRTUAL EVENT

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) with any questions. The reservation deadline for sponsorship and advertising is Friday, October 29th.

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 60-page Report available 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 (limit 1) \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	PARTNER \$1,500
TV Commercial (:30 spot airing for one month leading up to The Summit)	Mention Logo	-	-	-	-	-
Radio Commercial (:30 spot airing for one month leading up to The Summit)	Mention	-	-	-	-	-
Event Web Page	Logo	Logo	Name	Name	Name	Name
E-Blast/Flyer (distributed to more than 5,000 potential attendees/viewers weekly leading up to The Summit)	Logo	Logo	Name	Name	Name	Name
Print Ad (minimum of 20 quarter page, four color insertions in The Desert Sun)	Logo	Logo	Name	Name	Name	Name
Mention in Public Relations/Press Releases (digital, broadcast and print)	Yes	Yes	Yes	-	-	-
Event Day Materials (welcome message, program, presentation screen, powerpoint)	Logo	Logo	Logo	Name	Name	Name
Print Ad in Annual Report (hard copy and digital)	Full Page	Full Page	Full Page	1/2 Page	1/4 Page	1/4 Page
Ad Placement as part of virtual event	Yes	Yes	Yes	-	-	-
Sponsorship Identification as part of virtual event	Yes	Yes	Yes	Yes	Yes	Yes
Banner Ads on CVEP.com, with link to your website	Yes	Yes	Yes	Yes	Yes	Yes
Top of Show Mention	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 Friday, October 29, 2021.

Contact Lesa Bodnar with any questions at lesa@cvep.com or 760.340.1575.



ADVERTISING CONTRACT

ADVERTISER INFORMATION (Due to CVEP on/before Friday, October 29, 2021.)

BUSINESS/ORGANIZATION

ADDRESS

CITY

STATE

PHONE

FAX

SIGNATURE

EMAIL

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 Friday, October 29, 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.)

Please mail this form on/before Friday, October 29, 2021 to Lesa Bodnar, CVEP, 3111 East Tahquitz Canyon Way, Palm Springs, California, 92262 Telephone 760.340.1575, Email lesa@cvep.com



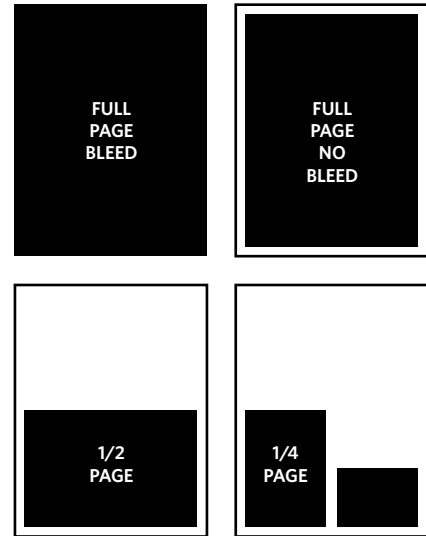
THE 2021 GREATER PALM SPRINGS ECONOMIC REPORT

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: _____

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

The extended deadline for submissions is Friday, October 29, 2021.

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.