

E M E R G E N C E

**18TH ANNUAL GREATER PALM SPRINGS SUMMIT
MONDAY, OCTOBER 31, 2022
JW MARRIOTT DESERT SPRINGS RESORT & SPA**

T H E S U M M I T

SPONSORSHIP AND ADVERTISING OPPORTUNITIES



THE S U M M I T



SUMMER 2022

The 18th Annual Greater Palm Springs Summit promises to be one of the most insightful and enlightening conferences of 2022. 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 Monday, October 31st at the JW Marriott Desert Springs Resort & Spa, the morning event will reveal the annual economic report and forecast and will also showcase our region's business 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) if you have any questions. The reservation deadline for sponsorship is Wednesday, August 31st.

We look forward to partnering with you and making the 2022 Greater Palm Springs Summit the most successful 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 2022 GREATER PALM SPRINGS SUMMIT

Monday, October 31, 2022

The Greater Palm Springs Annual Summit is the premier business event of the year, drawing almost 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. The program includes an economic report and forecast as well as timely speakers. It's an excellent—and rare—opportunity to network, and to hear from **ONE OF SOUTHERN CALIFORNIA'S TOP ECONOMISTS, AND A NUMBER OF COACHELLA VALLEY BUSINESS LEADERS AND DECISION-MAKERS.**

DEMOGRAPHIC OF ATTENDEES

- 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 3-4 months 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 72-page Report distributed to all attendees. A digital version will be available free online following the Summit. The Report will also 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
TV Commercial (:30 spot airing up to 1 month prior to Summit)	Mention Logo	-	-	-	-	-
Radio Commercial (:30 spot airing up to 1 month prior to Summit)	Mention	-	-	-	-	-
Event Web Page	Logo	Logo	Name	Name	Name	Name
E-Blast/Flyer (distributed to more than 5,000 potential attendees weekly in the 3-4 months prior to Summit)	Logo	Logo	Name	Name	Name	Name
Print Ad (minimum of 10 quarter page, four color insertions in The Desert Sun and minimum of 5 half page black & white insertions in The Public Record)	Logo	Logo	Name	Name	Name	Name
Mention in Public Relations/Press Releases (digital, broadcast and print)	Yes	Yes	Yes	-	-	-
Event Day Materials (welcome boards, 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
Tickets to Summit	2 Tables of 10	Table of 10	Table of 10	Table of 10	5	2
Premier Table Location	Yes	Yes	Yes	-	-	-
Table Identification	Yes	Yes	Yes	-	-	-
Opportunity to provide logo'd gift to all attendees	Yes	Yes	Yes	Yes	Yes	Yes
Top of Show Mention	Yes	Yes	Yes	-	-	-

THE S U M M I T



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Monday, October 31, 2022

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, August 31, 2022.

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



ADVERTISING CONTRACT

ADVERTISER INFORMATION (Due to CVEP on/before Wednesday, August 31, 2022)

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 Wednesday, August 31, 2022.)

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 Wednesday, August 31, 2022 to Lesa Bodnar, CVEP, 3111 East Tahquitz Canyon Way, Palm Springs, California, 92262 Telephone 760.340.1575, Email lesa@cvep.com

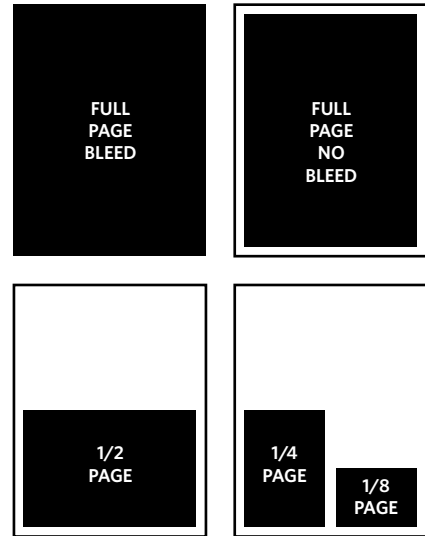
THE 2022 GREATER PALM SPRINGS ECONOMIC REPORT

Advertising Information 2022

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, August 31, 2022. 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.