

# CHOOSING TO CHANGE

THE CALIFORNIA ECONOMIC SUMMIT  
Featuring the 19th Annual CVEP Economic Report

WEDNESDAY OCTOBER 11, 2023  
Renaissance Esmeralda Resort & Spa, Indian Wells

SPONSORSHIP AND ADVERTISING OPPORTUNITIES



**THE CALIFORNIA ECONOMIC SUMMIT**  
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**SUMMER 2023**

This year we are excited to announce that we are partnering with the statewide nonprofit, California Forward, to bring you **The 2023 California Economic Summit: Coachella & Imperial Valleys**. A statewide nonprofit organization, California Forward brings together businesses, government, regions and communities to focus on racial and geographic equity, environmental sustainability and economic growth for all. This event will take place from October 11-13, 2023 at the Renaissance Esmeralda Resort & Spa in Indian Wells.

The kick-off to the three-day event will be our 19th Annual CVEP Economic Report, featuring keynote speaker Nikolas Badminton, a world-renowned futurist speaker and futurist consultant who will show us the future trends that shape impactful organizations, trillion-dollar companies, progressive governments, and 200+ billion dollar investment funds. A seasoned futurist, Badminton specializes in highlighting the significance of foresight in securing future success.

We will also reveal the annual economic report and forecast and will showcase our region's business strategies and goals to mobilize a long-term sustainable effort to elevate the economy of the Coachella Valley.

Whether you're a regional business leader seeking solutions for challenges, or contemplating the relocation or expansion of your business, this year's program will demonstrate why our region remains an exceptional place to work and live.

Please review the enclosed materials and call (760.340.1575) or e-mail ([lesa@cvep.com](mailto:lesa@cvep.com)) if you have any questions. The reservation deadline for sponsorship is Friday, August 11th.

We look forward to partnering with you and making this year's event the most successful one to date!

Warm regards,

**JOE WALLACE**

Chief Executive Officer  
Coachella Valley Economic Partnership



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### THE CVEP ECONOMIC REPORT

**The Annual CVEP Economic Report** is the premier business event of the year, historically drawing close to 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 THE WORLD'S LEADING FUTURISTS, AS WELL AS 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, Instagram 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 opportunity to be a sponsor of California Forward's 3-day event is also available

**THE GREATER PALM SPRINGS ECONOMIC REPORT** will be published with the most up-to-date economic data in the months following the Summit. It will be available online as a pdf, and in print (on request) as an 8.5" x 11" full color, glossy, approximately 72-page Report. 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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### KEYNOTE SPEAKER

#### **Nikolas Badminton FRSA, Chief Futurist at futurist.com**

Nikolas Badminton is a global futurist speaker and Chief Futurist who mentors top executives and the highest levels of government to explore desirable futures, anticipate unforeseen risks, and strengthen strategic planning.

He has spent 30+ years working with leadership at over 400 leading organizations at the frontline of foresight, strategy and disruption – including NASA, United Nations, Google, Microsoft, Intel, IBM, WM, JPMorgan CHASE, VISA, TD Bank, American Express, BISCI, ISACA, Rolls Royce, Procter & Gamble, US Department of State, UK Home Office and many more.

*Facing Our Futures: How foresight, futures design and strategy creates prosperity and growth* – is Nikolas' number one best selling book and has been selected for the Next Big Idea Club and as J.P. Morgan Private Bank's 'Next Gen Pick' for their prestigious 2023 Summer Reading List to guide new leaders to ignite curiosity and embrace futures thinking.

Nikolas' essential research has been featured by the BBC, VICE, The Atlantic, Fast Company, Business Insider, Forbes, Sunday Telegraph and many others. He appears on SIRIUSXM and CTV regularly, was a key advisor to the 'Age of AI' series with Robert Downey Jr., and appears in the Franklin Institute's series '2050.'

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### 19TH ANNUAL CVEP ECONOMIC REPORT SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING (limit 1) \$30,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$3,000	PARTNER \$2,000	BOOK SPONSOR \$14,000
<b>CA FWD California Economic Summit</b>	<b>+\$10,000 Emerging Benefits*</b>	<b>+\$2,500 Knowledge Benefits*</b>	<b>+\$1,000 Innovation Showcase*</b>				
<b>TV Commercial</b> (:30 spot airing up to 1 month prior to Summit)	Mention Logo	-	-	-	-	-	-
<b>Radio Commercial</b> (:30 spot airing up to 1 month prior to Summit)	Mention	-	-	-	-	-	-
<b>Event Web Page</b>	Logo	Logo	Name	Name	Name	Name	Logo
<b>E-Blast/Flyer</b> (distributed to nearly 5,000 potential attendees weekly in the months prior to Summit)	Logo	Logo	Name	Name	Name	Name	Logo
<b>Print Ad</b> (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	Logo
<b>Mention in Public Relations/Press Releases</b> (digital, broadcast and print)	Yes	Yes	Yes	-	-	-	Yes
<b>Event Day Materials</b> (welcome boards, program, presentation screen, powerpoint)	Logo	Logo	Logo	Name	Name	Name	Logo
<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	Full Page
<b>Tickets to Summit</b>	2 Tables of 10	Table of 10	Table of 10	Table of 10	5	2	Table of 10
<b>Premier Table Location</b>	Yes	Yes	Yes	-	-	-	Yes
<b>Table Identification</b>	Yes	Yes	Yes	-	-	-	Yes
<b>Opportunity</b> to provide logo'd gift to all attendees	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Top of Show Mention</b>	Yes	Yes	Yes	-	-	-	Yes

\* Sponsorship opportunities are also available for the 3-Day 2023 California Economic Summit: Coachella & Imperial Valleys. Sponsorship benefits range from acknowledgement in the Summit Playbook and social media recognition, to participation in policy convenings and access to invitation-only networking events. If you're interested in connecting with leaders from all over the state, while targeting the specific participants you want to reach, please consider this exclusive opportunity to jointly sponsor the 19th Annual CVEP Economic Report and CA FWD's California Economic Summit. For more information on the benefits associated with CA FWD's sponsorship levels, contact Stephanie Gerbick ([stephanie@cafwd.org](mailto:stephanie@cafwd.org)) or Lavera Alexander ([lavera@cafwd.org](mailto:lavera@cafwd.org)) at CA FWD.

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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 19th Annual CVEP Economic Report.

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

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

COMPANY

\_\_\_\_\_

ADDRESS

\_\_\_\_\_

TELEPHONE

\_\_\_\_\_

EMAIL ADDRESS

\_\_\_\_\_

SIGNATURE

\_\_\_\_\_

NAME

\_\_\_\_\_

TITLE

DATE

\_\_\_\_\_

PLEASE PROVIDE YOUR SOCIAL MEDIA HANDLES, SO THAT WE MAY TAG YOU IN OUR POSTS

\_\_\_\_\_

\_\_\_\_\_

### 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, August 11, 2023.

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

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**ADVERTISING CONTRACT**

ADVERTISER INFORMATION (Due to CVEP on/before Friday, August 11, 2023)

**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 Friday, August 11, 2023.)

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 Friday, August 11, 2023 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)

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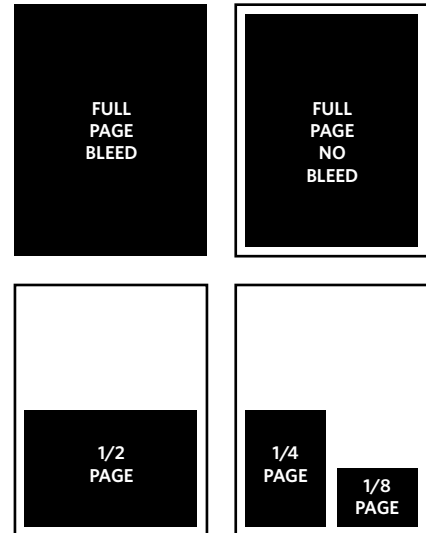
### SIZES/RATES

#### Size

1/8 Page	\$ 250
1/4 Page	\$ 400
1/2 Page	\$ 550
Full Page	\$1,000
Inside Front and back Covers	\$1,500
Back Cover	\$2,000

#### 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](mailto: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

Deadline for submissions is Friday, August 11, 2023. 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).