

DATA.
OPPORTUNITY.
GROWTH.

THE 20TH
GREATER
PALM SPRINGS
ECONOMIC
SUMMIT

NOVEMBER 19, 2024

SPONSORSHIP
AND ADVERTISING
OPPORTUNITIES



THE S U M M I T



SUMMER/FALL 2024

The 20th Annual Greater Palm Springs Summit promises to be one of the most insightful and enlightening conferences of 2024. Whether you are a business leader in the region 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 Tuesday, November 19th at Agua Caliente Casino in Rancho Mirage, the morning event will reveal our revitalized annual report detailing up-to-date demographics and economic data, 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 (dpowell@cvep.com) if you have any questions. The reservation deadline for sponsorship is Friday, October 18th.

We look forward to partnering with you and making the 2024 Greater Palm Springs Summit the most successful one to date!

Warm regards,

A handwritten signature in black ink that reads "Laura James". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

LAURA JAMES

Interim Chief Executive Officer
Coachella Valley Economic Partnership

e!evate

THE S U M M I T



THE 2024 GREATER PALM SPRINGS SUMMIT

Tuesday, November 19, 2024

The Greater Palm Springs 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 our revitalized annual report detailing up-to-date demographics and economic data, as well as timely speakers. It's an excellent—and rare—opportunity to network, and to find out the latest regarding our region's economy, **AND TO HEAR FROM 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 the 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)
- Public Relations (local, regional, national and, in some instances, international)

THE GREATER PALM SPRINGS ECONOMIC REPORT Printed Summary, and an Event Day Program will be distributed to all attendees on the event day. In addition, there will be an approximately 72-page digital Report available to all attendees. It will also be available online to all 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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SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING (limit 1) \$30,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	PARTNER \$2,000	TABLE \$1,750
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	-
Ad in Economic Report	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	Table of 10
Premier Table Location	Yes	Yes	Yes	-	-	-	Yes
Table Identification	Yes	Yes	Yes	Yes	-	-	Yes
Top of Show Mention	Yes	Yes	Yes	-	-	-	-

Sponsorship opportunities are offered at a reduced rate to CVEP Investors. Contact us for details.

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Tuesday, November 19, 2024

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: David Powell

Coachella Valley Economic Partnership, 3111 East Tahquitz Canyon Way, Palm Springs, California, 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 18, 2024.

Contact David Powell with any questions at 760.340.1575 or dpowell@cvep.com.

THE S U M M I T



THE 2024 GREATER PALM SPRINGS SUMMIT

ADVERTISING CONTRACT

ADVERTISER INFORMATION (Due to CVEP on/before Friday, October 18, 2024)

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 18, 2024.)

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 18, 2024 to David Powell, CVEP, 3111 East Tahquitz Canyon Way, Palm Springs, California, 92262 Telephone 760.340.1575, Email dpowell@cvep.com.

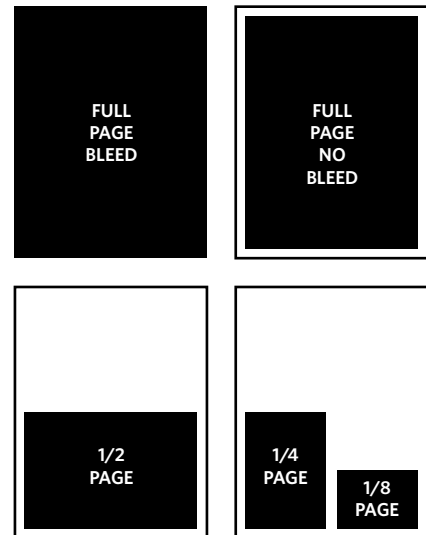
THE 2024 GREATER PALM SPRINGS SUMMIT

Advertising Information 2024

SIZES/RATES

Size	Rate
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: David Powell at 760.340.1575 or dpowell@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 Friday, October 18, 2024. 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.