



## 2022 SPONSORSHIP OPPORTUNITIES

### INITIATIVES

#### Inclusive Growth Initiative

For the region to remain competitive, we must take proactive measures to promote economic inclusion. Partner level supporters are invited to serve on the steering committee guiding the effort. Sponsors are given advance previews of related research and recognized on all materials associated with the Inclusive Growth initiative, including on one of EDC's highest trafficked webpages.

#### Advancing San Diego

Advancing San Diego (ASD) is a collaborative effort to better prepare San Diegans for quality jobs through local education institutions. The program bridges a gap between industry and education, expanding access to diverse, qualified talent for San Diego companies. Sponsors receive recognition at ASD events which connect local students and employers to fill entry-level positions; connect employer and training programs to expand talent pipelines; and connect career counselors and industry-vetted training programs. Through ASD, EDC also offers businesses support to develop their unique talent pipeline.

#### San Diego: Life. Changing.

San Diego: Life. Changing. (SDLC) is an award-winning brand campaign focused on attracting and retaining skilled STEM talent. SDLC has helped 250+ employers leverage tools to enhance their talent attraction efforts. SDLC now primarily spotlights scientific breakthroughs and career opportunities at San Diego's Life Sciences employers. Videos are a recruiting tool featuring a current employee showcasing their interesting lifestyle and mission driven work, and used in digital ad campaigns that secure viral, national accolades.

#### MetroConnect

World Trade Center San Diego's (WTCSD) export assistance program—presented by JPMorgan Chase and Procopio—annually provides 15 high-growth, local companies with a suite of financial and programmatic resources to increase international sales and expansion activities. The Grand Prize PitchFest features finalists vying for a cash prize before an audience of 200+ business leaders, who then select the winner. As the program continues to expand and diversify, there are new opportunities for professional service firms to engage.

#### Thriving Cities Mayoral Trade Mission

WTCSD will lead a trade mission, alongside San Diego Mayor Gloria, to a selection of thriving European cities in key markets. Annual trade missions enhance the San Diego region's reputation and visibility nationally and globally around talent, innovation, and livability, which underpins investment retention and attraction efforts, and global connectivity goals. Companies looking for increased exposure during this trade mission can choose from a variety of sponsorship opportunities.

### INVESTOR RATES

#### Opportunities

Initiative Partner	\$50K
Research Supporter	\$15K

#### Opportunities

Event sponsorships	\$3K - \$10K
Direct talent pipeline support	\$3K

#### Opportunities

Campaign Sponsor	\$15K - \$50K
Video Sponsor	\$10K
Moving Guide	\$10K

#### Opportunities

Presenting Partner (one available)	\$50K
Program Sponsor	\$10K
Event Sponsor	\$5K

#### Opportunities

Trade Mission Sponsor	\$25K
Other mission sponsorships	\$8K- \$15K



## PUBLICATIONS

### Research

EDC is a resource for local economic intelligence related to talent, site selection, global identity, and emerging industry clusters. EDC releases a monthly report on trends in employment, real estate, and real time insights about the region's economy (Data Bites) and a quarterly analysis of economic data ranging from real estate to VC funding (The Snapshot). These reports provide decision-makers, business leaders, and informed citizens with actionable insights. Publication sponsors receive prominent logo recognition in distributions to 6K+ subscribers, yielding hundreds of clicks to the publications.

### San Diego: Life. Changing.

To attract and retain the skilled talent that powers the region's innovation economy, SDLC sends San Diego branded newsletters like The Latest (monthly campaign newsletter) and The Lead (monthly jobs roundup) to a highly targeted audience of 3K+ mid-level STEM talent in San Diego and top competitor metros, netting an impressive 30%+ open rate.

### Artificial Intelligence Industry Series

The Artificial Intelligence and Machine Learning (AI-ML) study series defines the sector, identifies key San Diego industries and clusters where AI-ML has been implemented, and ultimately quantifies the impacts on the San Diego economy. In 2022, the series will highlight the region's *Life Sciences*, *Healthcare*, and *Advanced Manufacturing* clusters and explore AI's proliferation through the lenses of productivity, job growth, and opportunities for investment. Sponsors are recognized on all report materials, including local/national media placements.

### Good News of the Week

Delivered to your inbox every Friday, 'Good News of the Week' (GNOTW) is a curation of positive headlines that will make you proud to call San Diego home. A blend of aggregated news stories and upcoming opportunities from San Diego's most trusted news sources and original EDC-created content, GNOTW is EDC's cornerstone communication sent to nearly 7,000 key decision makers across a variety of industries throughout the San Diego region, with a +20% open rate.

## EVENTS

### Inclusive Growth: Report to the Community—April 8

At EDC's Report Card to the Community, guests will see data tracking our collective progress towards the 2030 goals and hear commitments from government and community leaders to the Inclusive Growth Initiative. Showcase your commitment to economic inclusion by sponsoring this important breakfast program. We expect an audience of 200 executives, elected officials, and community leaders. Sponsorship packages will include event recognition and tickets, as well as logo recognition on the web-based report publication, among other media opportunities.

## INVESTOR RATES

### Opportunities

The Snapshot	\$10K
Data Bites (two available)	\$15K

### Opportunities

The Latest	\$10K
The Lead	\$10K

### Opportunities

Report Sponsor (three available)	\$15K
Small Business Rate	\$5K

### Opportunities

Monthly Ads	\$500
-------------	-------

### Opportunities

Underwriter	\$20K
Other Sponsorships	\$2.5K - \$10K



### Annual Dinner—June 9 infield at Petco Park

The Annual Dinner is EDC's largest signature event, gathering more than 900 business and community leaders to celebrate our organization and region. Guests enjoy unique access to the ballpark, great food, a brief program, and amazing conversations among colleagues and new friends. A broad range of sponsorship opportunities are available offering tremendous exposure and ticket packages.

### Summer Bash—August 2022

Underwritten by Alexandria Real Estate Equities, this fun-filled networking event features the best of local cuisine and cocktails set in the heart of San Diego's Tech and Life Sciences scene. Become a Summer Bash sponsor to get your company in front of 300+ top regional change-makers. One hundred percent of the event proceeds support the SDLC talent campaign.

### Manufacturing Day—October 2022

The nation celebrates home-grown manufacturing all October long. Locally, the manufacturing industry employs more than 115,000 people, paying an average annual salary of more than \$71K. Sponsor our educational programming and reception to celebrate the local impact during the first week of October.

### About San Diego Regional EDC

EDC is a privately funded economic development organization that mobilizes business, government, and civic leaders around an inclusive economic development strategy to connect data to decision making, maximize regional prosperity, enhance global competitiveness, and position San Diego effectively for investment and talent.

## INVESTOR RATES

### Opportunities

Event sponsorships range from \$7.5K - \$20K

### Opportunities

Event sponsorships range from \$5K - \$25K

### Opportunities

Underwriter	\$5K
Sponsors (three available)	\$2.5K

### For more information

please contact Lauree Sahba at [ls@sandiegobusiness.org](mailto:ls@sandiegobusiness.org)