



2022 SPONSORSHIP OPPORTUNITIES

Inclusive Growth Initiative

For the region to remain competitive, we must take proactive measures to promote economic inclusion. Supporters are invited to serve on the steering committee guiding the effort and 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. [InclusiveSD.org](https://www.inclusivesd.org)

Initiative Supporter \$10,000

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. The brand now primarily spotlights scientific breakthroughs and career opportunities at San Diego’s Life Sciences employers. [SDlifechanging.org](https://www.sdlifechanging.org)

Opportunities	
Campaign Sponsor	\$10K
Video Sponsor	\$12K
Moving Guide Sponsor	\$10K
The Latest Sponsor	\$10K
The Lead Sponsor	\$10K
Summer Bash sponsorships range from \$5K - \$25K	

- **Recruiting tools:** Videos feature a current employee sharing their quality of life and mission driven work, and shared via digital ad campaigns that secure viral, national accolades. The Moving Guide helps candidates plan their new life in San Diego with information on neighborhoods, commute times, utilities, and more with the sponsor prominently featured.
- **E-newsletters:** To attract and retain the skilled talent that powers the region’s innovation economy, SDLC sends San Diego branded newsletters—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. Sponsor 12 issues for just \$10K.
- **Summer Bash—August 18, 2022:** Underwritten by Alexandria Real Estate Equities, this fun-filled networking event features the best of local cuisine and cocktails at the new San Diego Tech Center. Become a Summer Bash sponsor to get your company in front of 300+ top regional change-makers in STEM and commercial real estate. Sponsors will receive recognition in all promotions, with 100 percent of the event proceeds supporting SDLC.

MetroConnect

World Trade Center San Diego’s (WTCSD) export assistance program—presented by JPMorgan Chase and Procopio with support from additional program sponsors—annually provides 15 high-growth, local companies with a suite of financial and programmatic resources to increase international sales and expansion activities. The 2023 Grand Prize PitchFest features four 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. [MetroConnectSD.org](https://www.metroconnectsd.org)

Opportunities	
Presenting Sponsor (SOLD OUT)	
Program Sponsor	\$10K
2023 PitchFest Sponsor	\$5K

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 premiere access to talent through ASD events; logo recognition on Talent Demand Reports, webpages, and in

Opportunities	
Program Supporter	\$10K
Event Sponsorship	\$3K

2022 UNDERWRITING AND SPONSORSHIP OPPORTUNITIES (Continued)

presentations to local, statewide, and national audiences; and invitations to participate on committees that guide regional talent pipeline development work. [AdvancingSD.org](https://www.advancingSD.org)

The Economic Snapshot

EDC's Research Bureau releases the Economic Snapshot, a quarterly analysis of economic data ranging from real estate to VC funding with real time insights about the region's economy. The report provides decision-makers, business leaders, and informed citizens with actionable insights about San Diego. Publication sponsors receive prominent logo recognition in distributions to 6K+ subscribers, including a video, eblast, and webpage, yielding hundreds of clicks.

Four Issues

\$10,000

Artificial Intelligence Industry Series—Smart Cities and Life Sciences

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 Smart Cities and Life Sciences clusters, and explore the proliferation of AI-ML through the lenses of productivity, job growth, and future investment. Sponsors are recognized on all report materials and promotions, including local/national media placements.

Opportunities

Report Sponsor (three available)	\$10K
Small Business Rate	\$5K

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 percent open rate.

Monthly Ad

\$750

Thriving Cities Mayoral Trade Mission—September 24-29, 2022

WTCSO will lead a trade mission, alongside San Diego Mayor Todd Gloria, to the Netherlands. 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. Participation is by invitation due to space constraints. Contact the WTCSO team for details.

Opportunities

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

Manufacturing Day—October 7, 2022

As the nation celebrates home-grown manufacturing, EDC's Economic Development Committee will host a breakfast program showcasing the local manufacturing industry. San Diego companies in the sector employ more than 115,000 people, paying an average annual salary of more than \$71K. The event underwriter will be part of program planning and enjoy significant visibility associated with the event to celebrate Manufacturing Day.

Program Underwriter

\$5,000

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.

For more information

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