

\$10,000 Sponsorship Opportunities in 2024

RESEARCH AND INITIATIVES

Employee Retention & Return to Office Study

EDC will survey the employees of large and small companies throughout San Diego County to inform company return to office plans as well as office tenant attraction strategies. Office vacancy rates are at record highs (14%) and another 17M square feet in leases come due in the next three years. Meanwhile, many employers remain unsure of when and who should return to the office. These changing dynamics add complexity to talent recruitment and retention efforts, while adding uncertainty to the future use of office space across the region.

Recognition: Participation in study advisory group, recognition in web report, presentations, and social media, complimentary admission to forum where region-wide findings will be presented in Q3.

Inclusive Growth Initiative

EDC's [Inclusive Growth Initiative](#) sets San Diego's economic priorities and makes the business case for economic inclusion. Claim your stake as a part of the regional coalition of diverse stakeholders committed to equipping small businesses to compete, building a strong local talent pipeline, and addressing the affordability crisis.

Recognition: Logo on EDC's Inclusive Growth webpage, features in social media and digital content (e.g. videos/blogs), and during Quarterly Report to the Community convenings.

MetroConnect VII

World Trade Center San Diego's [export accelerator MetroConnect](#) provides small- and medium-sized companies with the resources necessary to engage in global markets. This is an ideal upstream investment in local businesses going global. In its first six years, MetroConnect has helped 95 local businesses generate a net increase of \$97 million in international sales, 522 international contracts, and 32 overseas facilities.

Recognition: Logo placement on program materials, invitations to cohort-exclusive events, and a speaking opportunity at a MetroConnect workshop, happy hour, or kick-off meeting.

North American Trade & Competitiveness Study

WTCSO will update the 2018 Trade & Competitiveness in North America study, initially produced by EDC, UC San Diego, and El Colegio de la Frontera Norte. The report has proven instrumental in educating business and civic leaders about the regional impacts of cross-border industry and trade policy, such as the United States-Mexico-Canada Agreement. As a key resource it is time to update the data. The report is expected to be completed and released in late 2024/early 2025 with the financial support of 2-4 public and private sector partners.

Recognition: Participation in study advisory group, recognition in all report publicity, logo on hard copy report, and recognition at public launch attended by about 100 business leaders.

EVENTS

Annual Dinner

EDC's signature event convenes nearly 1,000 private sector leads and public officials for a short program featuring the life-changing awards followed by an amazing networking celebration.

Recognition: Choose from a variety of sponsorship opportunities. Prominent recognition featured in all advance publicity and marketing promotions, logo placement on event signage (e.g. jumbotron) and printed event program, and a 10-ticket package.

Summer Bash

San Diego: Life. Changing.'s Summer Bash convenes 400 guests in August for a night of celebration including amazing local food/drinks, networking, and live music to benefit the campaign's talent attraction and retention efforts.

Recognition: Prominent recognition featured in all advance publicity, marketing promotions, logo placement on event signage, and a 10-ticket package.

Trade Mission

In the fall, together with local elected leadership, World Trade Center San Diego will lead a trade mission to Europe to enhance the region's reputation and visibility around the world. The delegation includes up to 35 of the region's top executives and officials. Past missions have been to South Korea, the U.K., and the Netherlands, among other markets. More details will be announced in Q1 2024.

Recognition: Choose from a variety of sponsorship opportunities. Logo placement on program materials and trade mission signage, and mentions in blog recaps and social media. One comp'd delegate registration fee.

E-NEWSLETTERS

Global Brief

The Global Brief is the World Trade Center San Diego team's quarterly publication celebrating the global headlines made by San Diego companies and institutions over the preceding months.

Recognition: Logo and link featured prominently in header for one year (four editions).

Economic Snapshot

EDC's Research Bureau authors a quarterly analysis of economic data ranging from real estate and employment to VC funding with real time insights about the region's economy. Sent to 4K business, nonprofit, government, and academic leaders predominately in the San Diego region, the report includes a video, webpage, and blog which yield hundreds of clicks and an impressive 28% average open rate.

Recognition: Prominent logo placement on four editions with recognition on webpage, in video, and mention in blog.

SOLD thru Q1 2024

The Lead

Sent under the San Diego: Life. Changing. brand, The Lead is a monthly roundup of open jobs sent to 3K+ entry-level and mid-career professionals across the country. Separate versions of the newsletter highlight available entry-level and mid-level jobs at high-growth San Diego companies. Each issue averages an impressive 42% open rate and 3% click rate—71% above industry average.

Recognition: Logo featured prominently under email header and two of your company's open jobs highlighted in 12 monthly issues.

SOLD thru Sept.

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