

\$10,000 Sponsorship Opportunities 2025

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. Sponsors receive recognition on InclusiveSD.org and **in all quarterly** reports and roundtables through 2025.

Recognition: Logo on EDC's Inclusive Growth webpage, which yields 4,000 visits annually; recognition in social media, digital content, and public presentations to 600+ stakeholders annually, including quarterly roundtables with key stakeholders.

MetroConnect VIII

World Trade Center San Diego's (WTCSD) [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. Since 2015, MetroConnect has helped 95 local businesses generate a net increase of \$97 million in international sales, 543 international contracts, and 32 new offices around the world. The Grand Prize PitchFest for Cohort VII is June 5. The program launch of Cohort VIII will follow.

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

North American Trade & Competitiveness Study

World Trade Center San Diego is updating its Trade & Competitiveness in North America Study, initially produced by EDC, UC San Diego, and El Colegio de la Frontera Norte in 2018. 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. The newly updated report is expected to be completed and released in 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 launch event attended by 150–200 business leaders.

Study: California's Fusion Energy Future

Fusion energy holds the promise of a virtually limitless, clean, and safe energy source. This potential has attracted substantial investment from both public and private sectors worldwide. The goal of this report is to evaluate the current and projected contribution of fusion energy toward the region and state's economy and energy needs. The report will provide actionable recommendations for promoting technological and industrial growth with local and state policy makers.

Recognition: Participation in study advisory group, recognition in all report publicity, logo on web report, and recognition at press conference.

Global Brief E-Newsletter

The Global Brief is the WTCSD team's quarterly e-publication celebrating the global headlines made by San Diego companies and institutions over the preceding months. Sponsorship includes four quarterly issues in 2025.

Recognition: Banner ad featured prominently in eblast header for one year (four issues); eblast sent to more than 1,000 subscribers with an average 44 percent open rate.

“The Lead” Monthly Newsletter

The Lead is a monthly newsletter by San Diego: Life. Changing. which serves to amplify science, technology, and business roles in San Diego. The newsletter targets an **early career** workforce through Advancing San Diego’s Verified Program network, sharing entry-level roles and internships. Each issue averages a 59% open rate and 3% click rate—71% above industry average.

Recognition: Company logo featured prominently under email header and two of your company’s open jobs are highlighted per edition.

Annual Dinner – May 15, 2025

Celebrating 60 years in 2025, EDC’s signature event will host 900 guests at Petco Park for a night of celebration including amazing local food/drinks, networking, and awards honoring a San Diego-based company and civic champion. Several sponsorship opportunities are available at various levels.

Recognition: Prominent recognition featured in all advance publicity, event promotions; logo placement on stadium screens and jumbotron, company ad in printed program, and 10 tickets to event.

Summer Bash – August 2025

[San Diego: Life. Changing.’s](#) Summer Bash convenes 400 guests every 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. The event features an inspiring keynote by a San Diego executive at a high-growth company.

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

Trade Mission – September 2025

WTCSD will lead a trade mission to France with meetings focused on partnerships in the life sciences and renewable energy industries, as well as foreign investment attraction. Annual trade missions are led by local elected officials and serve to enhance the region’s reputation and visibility around the world, underpinning investment retention and attraction efforts.

Recognition: Choose from a variety of sponsorship opportunities. Logo placement on program materials and trade mission signage. This sponsorship also includes one delegate registration fee (savings up to \$4,000).

For more information contact Lauree Sahba at ls@sandiegobusiness.org