San Diego Regional EDC
$10,000 Sponsorship Opportunities as of June 2023

Summer Bash
San Diego: Life. Changing.’s Summer Bash convenes 400 guests August 24, 2023 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 messages, logo placement on event signage, and a 10-ticket package.

“The Lead” Monthly Newsletter
The Lead is a monthly newsletter by San Diego: Life. Changing. sent to 3K+ STEAM 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 a 42% 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 highlighted per edition.

Good News of the Week
‘Good News’ is EDC’s signature weekly news digest celebrating positive headlines from around the region. Issues highlight good news in innovation, tourism, military, and other industries, as well as academia and the local economy. With an impressive open rate of +25%, performing well above industry average, Good News is EDC’s longest standing and most celebrated content by more than 5.5K subscribers.

Recognition: Company logo and link featured prominently in header for six months (25 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.

MetroConnect VII
World Trade Center San Diego’s export accelerator 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.

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.
**Korea Trade Mission**
WTCSD – alongside San Diego Mayor Todd Gloria and Congressman Scott Peters – will lead a trade mission to Seoul with meetings focused on life sciences and strategic technologies (semiconductors, battery tech/renewable energy). Annual trade missions enhance the region’s reputation and visibility around the world, which underpins investment retention and attraction efforts.

**Recognition:** Choose from a variety of sponsorship opportunities. Logo placement on program materials and trade mission signage; This sponsorship includes one delegate registration fee.

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

**Recognition:** Company logo and link featured prominently in header for one year (4 editions).

**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. Demonstrate your commitment to inclusion with sponsorship.

**Recognition:** Logo on EDC’s Inclusive Growth webpage, e-newsletters, social media platforms, and during EDC’s Report to the Community convening.

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