

# \$10,000 Sponsorship Opportunities in 2024



## RESEARCH AND INITIATIVES

### 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. awardees* followed by a fun networking celebration. This special event is June 18 at Petco Park and the new Gallagher Square.

**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 in support of the region's innovation employers.

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

## Trade Mission

From September 30 to October 4, together with local elected leadership, World Trade Center San Diego will lead a trade mission to Singapore 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 Q2 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.

### 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. The newsletter averages an impressive 42% open rate and 3% click rate—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. 2024

### 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%, Good News is EDC's longest standing and most celebrated content by more than 6K subscribers.

**Recognition:** Logo and link featured prominently in header for six months (25 editions).

SOLD thru Oct. 2024

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