



## 2007 CCAPA Conference, San Jose

# Sponsorship Opportunities

**TWO NEW SPONSORSHIP OPPORTUNITIES LISTED ON PAGE 2!**

**REVISED Registration & Payment Deadline: August 31, 2007**

The California Chapter of the American Planning Association (CCAPA) is pleased to offer you the opportunity to market your services, products, and programs to planners and others at this annual, well-attended conference. The following is a brief description of conference sponsorship opportunities. You are welcome to sponsor more than one event and multiple organizations may sponsor the same event.

**Please note: Event sponsorship does not include conference registration.**

## Opening Reception

Sunday, September 30

### Celebration at The Tech Museum

**Anticipated attendance – 1,000 people**  
**Six sponsorships available**  
**Cost: \$3,000 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Four tickets to Opening Reception
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Awards Luncheon

Tuesday, October 2

### Honoring Over 20 Winners!

**Anticipated attendance – 900 people**  
**Six sponsorships available**  
**Cost: \$2,500 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Two tickets to Awards Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Opening Plenary Session

Monday, October 1

### Keynote: Carl Guardino

President & CEO, Silicon Valley Leadership Group

**Anticipated attendance – 900 people**  
**Six sponsorships available**  
**Cost: \$2,500 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Two tickets to Opening Plenary Session
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Closing Plenary Session

Wednesday, October 3

### Keynote: Norman Mineta

Former United States Secretary of Transportation

**Anticipated attendance – 900 people**  
**Six sponsorships available**  
**Cost: \$2,500 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Two tickets to Closing Plenary Session
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

# TWO NEW SPONSORSHIP OPPORTUNITIES!



## Diversity Summit and Reception

Sunday, September 30

**Anticipated attendance – 300 people**

**Sixteen sponsorships available**

**Cost: \$1,500 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Unlimited tickets to Diversity Summit
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)



## Poster Session Luncheon

Monday, October 1

**Anticipated attendance – 900 people**

**Sixteen sponsorships available**

**Cost: \$2,000 each**

- Full page ad and sponsorship listing in the conference program
- Sponsorship listing in the Planner's Guide
- Pre-conference recognition on the CCAPA and Northern Section websites
- CCAPA podium recognition
- Company name prominently displayed at the event and during the conference
- Promotional materials displayed at the event
- Two tickets to Poster Session Luncheon
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Morning Breakfasts or Afternoon Breaks

Monday and Tuesday

**Anticipated attendance – 800 people**

**for each breakfast and break**

**Sixteen sponsorships available (four at each event)**

**Cost: \$1,000 each**

- CCAPA recognition and representation from your company
- Company name displayed at the morning breakfast or afternoon breaks
- Quarter page ad in the conference program
- Promotional materials displayed at sponsor table
- Two tickets to the morning breakfast or afternoon break
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Mobile Workshops

Sunday, Monday, and Tuesday

**Anticipated attendance – approximately**

**50 people each for mobile workshop**

**Twelve sponsorships available**

**Cost: \$1,000 each (for sponsorship  
of THREE mobile workshops)**

- CCAPA recognition and representation from your company
- Company name displayed at the three mobile workshops of your choice (note that each mobile workshop may have a maximum of three sponsors)
- Quarter page ad in the conference program
- Promotional materials handed out at the mobile workshop
- One ticket each to the three mobile workshops of your sponsorship (total of three tickets)
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

## Sponsorship Cancellation Policy

If written cancellation of sponsorship is received by May 31, 2007, a full refund will be made. If written cancellation of sponsorship is received by June 30, 2007, an 80% refund will be made. No refunds or cancellations accepted after June 30, 2007.

## Sponsorship Questions

Lynne C. Bynder, CMP, 2007 CCAPA Conference Coordinator

Email: lbynder@meetingsxceptional.com

Phone: 760.799.2740 • Fax: 760.674.2479

**Product sponsorships may be available. Please contact us!**

## Special Sessions

Sunday, Monday, and Tuesday

**Twelve sponsorships available**

**Cost: \$500 each**

**(limited to government or non-profit only)**

- CCAPA recognition and representation from your government agency or non-profit organization
- Government agency or non-profit organization name displayed
- Quarter page ad in the conference program
- Promotional materials handed out at the special session
- Two tickets to the special session
- Pre-conference attendee list (available 3 weeks prior to conference with name, company and address ONLY)

# 2007 CCAPA Conference Sponsorship Registration

Please make checks payable to CCAPA 2007 and fax or mail to the attention of:  
2007 CCAPA Conference Office | c/o Stefan/George Associates | 1333 - 36th Street | Sacramento, CA 95816  
Phone: 916.737.2372 | Fax: 916.456.1283 | Email: sgassoc@msn.com

**SPONSORSHIP SUBMITTAL DEADLINE: AUGUST 31, 2007**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I would like to sponsor (name of event) \_\_\_\_\_ amount \$ \_\_\_\_\_

I would like to provide a cash donation in the amount of \$ \_\_\_\_\_

I would like to donate an item for the conference registration bag.  
Item \_\_\_\_\_ (i.e.: pens, notepads, mints, magnets, lapel pins, etc.)

I would like to donate an item for the California Planning Foundation silent auction.  
Item \_\_\_\_\_

*Note: Conference Committee approval required for conference bag and silent auction items*

## Conference Sponsors

As of August 22, 2007

We would like to thank our sponsors!

Additional sponsorships available.

### Special Conference Sponsorship

Caltrans

### Conference Bags

Hogle-Ireland, Inc.

### Graphic Design/Logo

RBF Consulting

### Lanyards

HRH Insurance

### Printing/Mailing

Design, Community & Environment

### Special Sessions

511 Contra Costa

Bridge Housing Corporation

CARB

### Opening Reception

Moore Iacofano Goltsman, Inc.

Pacific Municipal Consultants

Summerfield Homes

### Opening Keynote

LSA

The Planning Center

RBF Consulting

CBRE Consulting, Inc/Sedway Group

### Awards Luncheon

Christopher A. Joseph & Associates

ENTRIX, INC.

ESA

Jones and Stokes

### Closing Keynote

HNTB Corporation

David J. Powers & Associates, Inc.

Winzler & Kelly

### Continental Breakfast

Fehr & Peers

Goldfarb & Lipman LLP

### Break

Meyers Nave

MHA Environmental Consulting

Treadwell & Rollo, Inc.

### Mobile Workshops

David Baker + Partners

Federal Realty Investment Trust

Hexagon Transportation Consultants

HMH Engineers

City of Livermore

Livermore Chamber of Commerce

Livermore Valley Performing Arts Center

Santa Clara Valley Urban Runoff Pollution Prevention Program

The Schoennauer Company