



SOUTHERN CALIFORNIA

energy + water green + living

2018 SUMMIT

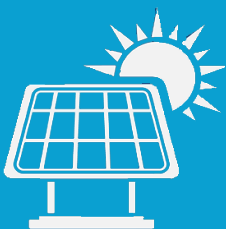
AGUA CALIENTE CASINO RESORT SPA

JANUARY 10-11

PRODUCED BY:

BRC ·
BURKE | RIX
COMMUNICATIONS

Desert Sun.
PART OF THE USA TODAY NETWORK





SOUTHERN CALIFORNIA energy water green + living 2018 SUMMIT

OVERVIEW

This year we are proud to feature an environmental gubernatorial candidates forum with the leading contenders running for our State's highest office. The 2018 Summit will also provide a Energy + Water Report Card for our region that will help identify the needs, opportunities and solutions to further regional sustainability and improve quality of life. Come listen to some of the top experts and leaders discuss today's most forward thinking ideas and game changing disruptors. Produced by Burke Rix Communications and The Desert Sun, the 2018 Summit provides an unparalleled opportunity to promote your commitment to over 500 regional stakeholders.



EVENTS

Agua Caliente Casino Resort Spa

Welcome Reception

January 10th – 5:30pm to 7:30pm

Energy + Water Summit

January 11th – 9:00am to 1:30pm

Youth Experience

January 11th – 9:00am to 1:30pm



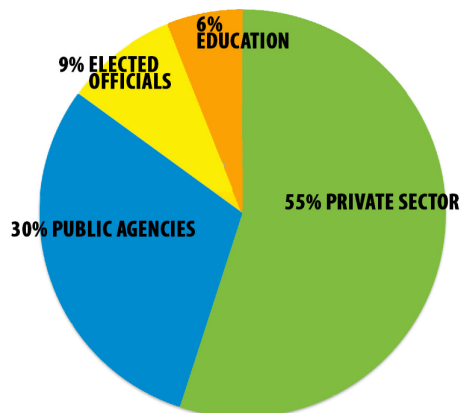
PROGRAM

The Summit will feature interactive sessions, keynote presentations and panel discussions from a wide variety of thought leaders throughout the government, clean energy, water, and sustainability sectors. Be a part of the Summit and share your story with us. California is at a crossroads facing an historic drought and new mandate to reduce green house gases 40% below 1990 levels and reach 50% renewables by 2030. To address these critical issues, the 9th annual SoCal Energy Water + Green Living Summit unites leaders in the public and private sectors to discuss trends, shape public policy, unveil new opportunities, and foster a sustainable region.



ATTENDEES

The 2018 Southern California Energy + Water Summit is anticipated to unite over 500 regional professionals that include:



*2015 Statistics: 565 Attendees, 300 Companies, 52 Exhibitors, 20 Media Outlets w/ Leading Local Print & TV News.





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PAST SPEAKERS



JB Straubel
Co-Founder & CTO,
Tesla Motors



Daryl Hannah
Actress & Environmentalist



Ed Begley Jr.
Actor & Environmentalist



Jerry Greenfield
Ben & Jerry's



Hon. Raul Ruiz, M.D.
U.S. Congressman,
36th District



Hon. Kevin de León
California Senate
President Pro Tempore



Jonathan Weisgall
Vice President,
Legislative & Regulatory Affairs
Berkshire Hathaway Energy



Jeff Grubbe
Chairman,
Agua Caliente Band of
Cahuilla Indians



Hon. Barbara Boxer
U.S. Senator,
California



Felicia Marcus
Chair, State Water
Resources Control Board



Ken Salazar
50th U.S. Secretary
of the Interior



Karen Douglas
Commissioner,
California Energy Commission



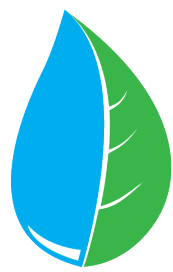
Hon. Eduardo Garcia
Assemblymember,
CA 56th District



Angelina Gavliteva
Governor,
California Independent
System Operators

PAST SPEAKERS

Dennis V. Arriola, President & CEO, Southern California Gas Company
Joseph Byrne, Chair, California Water Commission, Partner, BB&K
Kim Delfino, California Program Director, Defenders of Wildlife
Jay Famiglietti, Hydrologist & Professor, UC Irvine
David Herrlinger, Co-Founder & Vice President, Hot Purple Energy
Hasan Ikhata, Executive Director, Southern California Association of Governments
Jerry Perez, State Director of California, Bureau of Land Management
Kevin Kelley, General Manager, Imperial Irrigation District
Tom Kirk, Executive Director, Coachella Valley Association of Governments
Ronald O. Loveridge, Director, UCR Center for Sustainable Suburban Development
Hon. Chad Mayes, Assembly GOP Leader, CA 42nd District
Andrew McAllister, Commissioner, California Energy Commission
Ronold O. Nichols, President, Southern California Edison
Jennifer Pitt, Colorado River Manager, Environmental Defense Fund
Hon. John Powell Jr., Board President, Coachella Valley Water District
Doug Rose, VP of Technology Strategy, SunPower
Catherine Sandoval, Commissioner, California Public Utilities Commission
Lauren Skiver, Executive Director, SunLine Transit Agency
Darrell Smith, Director of Worldwide Energy & Building Technology, Microsoft
Hon. Jeff Stone, Senator, California 28th District
Nancy Sutley, Chief Sustainability & Economic Development Officer, LADWP
Scott White, President & CEO, Greater Palm Springs Convention & Visitors Bureau
V. John White, Executive Director, Center for Energy Efficiency & Renewable Technologies



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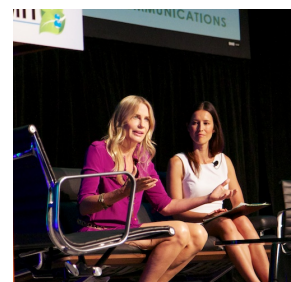
PRESS

The 2018 Southern California Energy Water + Green Living Summit will deploy a broad media campaign consisting of print, T.V., radio and web advertisements along with e-blasts to over 10,000 regional professionals. Past Summit's have received leading two-day coverage in regional print, radio and television media which can be found on our website: www.SoCalEnergyWaterSummit.com



RESULTS

Each year, sponsoring organizations at the Southern California Energy Water + Green Living Summit stay ahead of the curve by gaining unparalleled access to new ideas and emerging trends in the clean energy, water and sustainable industries. This year's annual Summit is set to ensure that your company has the best possible opportunity to network with consumers, decision makers and business leaders prime to help you grow your business.



CONTACT

For more information, please visit our website or contact:



Josh Zipperman
760.327.9708 x24
josh@burkerix.com

Brian Rix
760.327.9708 x22
brian@burkerix.com



SOUTHERN CALIFORNIA

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2018 SUMMIT

MEDIA

Summit sponsorships include significant media exposure and advertising in The Desert Sun (print & digital) and exhibition space that gives you the ability to showcase your brand, product or service to consumers and attendees.

THE DESERT SUN IS COACHELLA VALLEY'S LEADING MEDIA OUTLET

**135,000 ADULTS READ
THE DESERT SUN
(Daily)**

**print or e-edition*

**130,000 ADULTS READ
THE DESERT SUN
(Sunday)**

**print or e-edition*



**OVER 29,000 CV ADULTS
VISITED DESERTSUN.COM IN
THE LAST 7 DAYS**

158,000

ADULTS REACHED EACH WEEK

**net unduplicated audience of printed newspaper and its website*





SOUTHERN CALIFORNIA

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2018 SUMMIT

SPONSOR PROSPECTUS

The 2018 Southern California Energy Water + Green Living Summit on Thursday, January 11, 2018 provides an unparalleled opportunity to promote your commitment to the region and to network with over 600 elected officials, decision makers, community leaders, business stakeholders and consumers. Special section (event program) will be published on Sunday 31, December, 2017.

Sponsorship packages include significant exposure in print and digital advertising through The Desert Sun and throughout the event. Don't miss out on these great opportunities! Contact a member of our team today!

SPONSORSHIP LEVELS

Presenting Sponsor (Limit 1)

- Name recognition and promotion as 'Presenting Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website homepage and in all promotional materials including event notifications and all advertisements.
- Presenting Sponsor name and logo on front page of event program in special section published in The Desert Sun newspaper.
- One page full color advertisement on back page of special section in The Desert Sun newspaper and at the 2018 Southern California Energy Water + Green Living Summit.
- Logo on premier sponsor signage at the 2018 Southern California Energy Water + Green Living Summit. Includes event signage and projection of your logo on main screen.
- Logo on name badge and lanyard.
- Logo on event marketing campaign digital ads online/mobile.
- Logo on event marketing campaign print ads in The Desert Sun newspaper.
- Product or materials placement opportunities in registration bag.
- Two reserved tables of 10.
- One half page advertorial in special section which includes event program.
- One premier exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- Five full page color ads in The Desert Sun Newspaper (can include half pages for a total 630 column inches. Ads must run by 12/31/17).
- Five full page color ads in The Desert Sun Weeklies Tab (East or West) (can include half pages for a total 300 column inches. Ads must run by 12/31/17).
- Exclusive logo on Energy Water + Green Living Summit Home Page.
- All ad positions on front of Energy Water + Green Living Summit page.
- Corporate Spotlight video created in collaboration with the Desert Sun, up to 2 minutes to be aired during the Summit.
- 150,000 ROS impressions to run across all DesertSun.com and mobile platforms.
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$30,000

Premium Sponsor (1 Available)

- Name recognition and promotion as 'Premium Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website homepage and in all promotional materials including event notifications and all advertisements.
- Premium Sponsor name and logo on front page of event program in special section published in The Desert Sun newspaper.
- One page full color advertisement on inside front cover of special section in The Desert Sun newspaper and at the 2018 Southern California Energy Water + Green Living Summit.
- Logo on premier sponsor signage at the 2018 Southern California Energy Water + Green Living Summit. Includes event signage and projection of your logo on main screen.
- Logo on name badge and lanyard.
- Logo on event marketing campaign digital ads online/mobile.
- Logo on event marketing campaign print ads in The Desert Sun newspaper.
- Product or materials placement opportunities in registration bag.
- One reserved table of 10.
- One half page advertorial in special section which includes event program.
- One premier exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- Five full page color ads in The Desert Sun Newspaper (can include half pages for a total 630 column inches. Ads must run by 12/31/17).
- Digital ad positions on front of Energy Water + Green Living Summit Home page.
- Corporate Spotlight video created in collaboration with the Desert Sun, up to 2 minutes to be aired during the Summit.
- 125,000 ROS impressions to run across all DesertSun.com and mobile platforms.
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$20,000

Platinum Sponsor (5 Available)

- Name recognition and promotion as 'Platinum Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website homepage and in all promotional materials including event notifications and advertisements.
- One page full color advertisement in event program special section in The Desert Sun newspaper and distributed at 2018 Southern California Energy Water + Green Living Summit.
- One half page advertorial in special section which includes event program.
- Logo on premier sponsor signage at the 2018 Southern California Energy Water + Green Living Summit. Includes event signage and projection of your logo on main screen.
- Logo on name badge.
- Logo on event marketing campaign print ads in The Desert Sun newspaper.
- Product or materials placement opportunities in registration bag.
- One reserved table of 10.
- One premier exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- Two full page color ads in The Desert Sun newspaper (can include quarter & half pages for a total 252 column inches. Ads must run by 12/31/17).
- 5 ad units will rotate on article pages of section on DesertSun.com.
- Corporate Spotlight video created in collaboration with the Desert Sun, up to 2 minutes to be aired during the Summit.
- 100,000 ROS impressions to run across all DesertSun.com and mobile platforms.
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$15,000

Youth Experience Sponsor (1 Available)

- Name recognition and promotion as 'Youth Experience Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website homepage and in all promotional materials including event notifications and advertisements.
- One page full color advertisement in event program special section in The Desert Sun newspaper and distributed at 2018 Southern California Energy Water + Green Living Summit.
- One half page advertorial in special section which includes event program.
- Logo on premier sponsor signage at the 2018 Southern California Energy Water + Green Living Summit. Includes event signage and projection of your logo on main screen.
- Logo on name badge.
- Logo on event marketing campaign print ads in The Desert Sun newspaper.
- 4 tickets to event.
- One premier exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- 1 full page and one half page full color ads in The Desert Sun newspaper (can include quarter & half pages for a total 189 column inches. Ads must run by 12/31/17).
- Corporate Spotlight video created in collaboration with the Desert Sun, up to 2 minutes to be aired during the Summit.
- 75,000 ROS impressions to run across all DesertSun.com and mobile platforms.
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$10,000

Welcome Reception Sponsor (Limit 1)

- Name recognition as 'Welcome Reception Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website and in select promotional materials including event notifications and advertisements.
- Full page full color advertisement in event program in special section of The Desert Sun newspaper and distributed at 2018 Southern California Energy Water + Green Living Summit.
- Logo on welcome reception signage at 2018 Southern California Energy Water + Green Living Summit.
- Product or materials placement opportunities in registration bag.
- Six tickets to 2018 Southern California Energy Water + Green Living Summit.
- One premier exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- One full page color advertisement in The Desert Sun newspaper (can include half pages for a total 126 column inches). Ads must run by 12/31/17).
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$7,500

Gold Sponsor (10 Available)

- Name recognition and promotion as 'Gold Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website and in select promotional materials including event notifications and advertisements.
- ½ page full color advertisement in event program circulated in special section of The Desert Sun newspaper and distributed at 2018 Southern California Energy Water + Green Living Summit.
- Logo on sponsor signage at 2018 Southern California Energy Water + Green Living Summit.
- Product or materials placement opportunities in registration bag.
- Five tickets to 2018 Southern California Energy Water + Green Living Summit.
- One exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the two day event.
- One page full color ad in The Desert Sun newspaper (can include quarter & half pages for a total 126 column inches. Ads must run by 12/31/17).
- 100,000 leaderboard and poster impressions to run on DesertSun.com and mobile impressions
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$5,000

Silver Sponsor (30 Available)

- Name Recognition and promotion as 'Silver Sponsor' for 2018 Southern California Energy Water + Green Living Summit. Includes your logo with link on event website and in select promotional materials including event notifications.
- ¼ page full color advertisement in event program circulated in special section of The Desert Sun newspaper and distributed at 2018 Southern California Energy Water + Green Living Summit.
- Logo on sponsor signage at 2018 Southern California Energy Water + Green Living Summit.
- Product or materials placement opportunities in registration bag.
- Four tickets to 2018 Southern California Energy Water + Green Living Summit.
- One exhibitor space at the 2018 Southern California Energy Water + Green Living Summit. Ability to showcase brand, product, service to consumers and businesses during the event.
- One half page full color advertisement in The Desert Sun newspaper (Ads must run 12/31/17).
- Recognition in "Thank You" ad to run in The Desert Sun following the event.

INVESTMENT: \$2,500

| Sponsor Levels | Premium \$20,000 (1 Available) | Premium \$10,000 (1 Available) | Platinum \$15,000 (5 Available) | Young Professionals \$7,500 (1 Available) | Welcome Reception \$7,500 (1 Available) | Gold \$5,000 (10 Available) | Silver \$2,500 (25 Available) |
|---|--|---|---|--|--|--|-------------------------------------|
| Conference Registrations | 20 | 10 | 10 | 6 | 6 | 5 | 4 |
| Exhibit Space | One space (With Priority Placement) | One space (With Priority Placement) | One space (With Priority Placement) | One space (With Priority Placement) | One space (With Priority Placement) | One space (With Priority Placement) | One space |
| Product or Material Placement Opportunity in Registration Bag | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company Logo on Event Signage | ✓ (Banners & Screen) | ✓ (Banners & Screen) | ✓ (Banners & Screen) | ✓ (Banners & Screen) | ✓ (Banners & Screen) | ✓ (Banners & Screen) | ✓ (Banners & Screen) |
| Company Name & Logo with link on Summit Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor Level Recognition in Event Program with Logo | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ad in Special Section Event Program | ✓ (Full Page Back Cover) 1/2 Page | ✓ (Full Inside Front Cover) 1/2 Page | ✓ (Full Page) 1/2 Page | ✓ | ✓ (Full Page) | ✓ (Half Page) | ✓ (Quarter Page) |
| Advertorial in Special Section Event Program | 1/2 Page | 1/2 Page | 1/2 Page | | | | |
| Company Logo on Registration Bag | ✓ (Dedicated Side) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Reserved Table with Name and Logo Displayed | ✓ (2 Tables With Priority Placement) | ✓ (1 Table With Priority Placement) | ✓ (1 Table With Priority Placement) | ✓ (Shared Table) | ✓ (Shared Table) | ✓ (Shared Table) | |
| Company Logo in Event Ads and Notifications | ✓ (With Priority Placement) | ✓ | ✓ | ✓ (Select Placement) | ✓ (Select Placement) | ✓ (Select Placement) | ✓ (Select Placement) |
| Company Logo on Name Badge for Attendees | ✓ Badge & Lanyard | ✓ Badge & Lanyard | ✓ | | | | |
| Desert Sun Print Ads | ✓ 5 Full Page Color ads | ✓ 5 Full Page Color ads | ✓ 2 Full Page Color ads | ✓ | ✓ 1 Full Page Color ad | ✓ 1 Full Page Color ad | ✓ 1 Half Page Color ad |
| Desert Sun Weekly Tab Ads | ✓ 5 Full Page Color ads | ✓ 5 Full Page Color ads | | | | | |
| DesertSun.com Digital Ads | ✓ • 150,000 mobile ROS impressions to run across all DesertSun.com mobile platforms. | ✓ • 125,000 mobile ROS impressions to run across all DesertSun. com mobile platforms. | ✓ • 100,000 ROS mobile impressions on all DesertSun.com mobile platforms. | ✓ • 75,000 ROS mobile impressions on all DesertSun.com mobile platforms. | | ✓ • 100,000 leaderboard and poster impressions to run on DesertSun.com audience. | |
| Corporate Spotlight Video (Up to 2 min.) | ✓ | ✓ | ✓ | ✓ | | | |
| Inclusion in 20-week Marketing Campaign | ✓ Logo in Print and Digital ads | ✓ Logo in Print and Digital ads | ✓ Logo in Print ads | ✓ Logo in Print ads | | ✓ Logo in Print ads | |