



2027 Regional Conference & General Assembly

May 6-7, 2027

The Southern California Association of Governments leads the region, outlining a vision for achieving regional goals. The Regional Conference & General Assembly brings together leaders from across Southern California to collaborate on issues related to mobility, housing and communities, the environment, and the economy.

Sponsorship Opportunities

scag.ca.gov/ga2027



SPONSORSHIP TIERS AT-A-GLANCE



	\$30,000 DIAMOND	\$25,000 SAPPHIRE	\$20,000 AWARDS LUNCHEON	\$15,000 KEYNOTE ADDRESS	\$15,000 THURSDAY RECEPTION	\$15,000 PRESIDENT'S RECEPTION	\$10,000 PANEL	\$10,000 BREAKFAST	\$10,000 TECHNOLOGY	\$8,500 REGISTRATION	\$6,500 GOLD	\$5,000 MEDIA ROOM	\$3,000 SILVER	\$2,000 BRONZE
AVAILABLE	1	3	1	1	2	1	5	2	1	2	20	1	UNLIMITED	UNLIMITED
SPEAKING OPPORTUNITY	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PRESIDENT'S RECEPTION INVITATIONS	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SPONSOR RECOGNITION AT PRESIDENT'S RECEPTION	•	•	•	•	•	•	•	•	•	•	•	•	•	•
★ EXCLUSIVE BENEFITS ★	•	•	•	•	•	•	•	•	•	•	•	•	•	•
EXHIBITOR TABLE	•	•	•	•	•	•	•	•	•	•	•	•	•	•
LIST OF CONFERENCE ATTENDEES	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PROGRAM BOOKLET ADVERTISEMENT	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ROTATING ADVERTISEMENT ON EVENT DIGITAL SCREENS	•	•	•	•	•	•	•	•	•	•	•	•	•	•
LOGO INCLUSION ON THE CONFERENCE WEBSITE AND ON-SCREEN VISUALS	•	•	•	•	•	•	•	•	•	•	•	•	•	•
ORGANIZATIONAL MENTIONS ON SOCIAL MEDIA	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CONFERENCE REGISTRATIONS	•	•	•	•	•	•	•	•	•	•	•	•	•	•

★ See detailed exclusive benefits for each tier on following pages

\$30,000
DIAMOND

One available

EXCLUSIVE BENEFITS:

- + Two premium speaking opportunities during the conference
- + Premium placement exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Six President’s Reception invitations
- + Six conference registrations
- + One exhibitor-only registration

\$15,000
THURSDAY RECEPTION

Two available

EXCLUSIVE BENEFITS:

- + Introductory remarks at Thursday reception
- + Special Thursday reception signage with logo
- + Premium placement exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations
- + One exhibitor-only registration

\$25,000
SAPPHIRE

Three available

EXCLUSIVE BENEFITS:

- + Premium speaking opportunity during the conference
- + Premium placement exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Five President’s Reception invitations
- + Five conference registrations
- + One exhibitor-only registration

\$15,000
PRESIDENT’S RECEPTION

One available

EXCLUSIVE BENEFITS:

- + Remarks at President’s Reception
- + Special President’s Reception signage with logo
- + Exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations
- + One exhibitor-only registration

\$20,000
AWARDS LUNCHEON

One available

EXCLUSIVE BENEFITS:

- + Introductory remarks during the luncheon, the conference’s most highly attended session
- + Special recognition signage on-site during the luncheon session
- + Premium placement exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Four President’s Reception invitations
- + Four conference registrations
- + One exhibitor-only registration

\$10,000
PANEL

Five available

EXCLUSIVE BENEFITS:

- + Introductory remarks for panel session
- + Special panel signage with logo
- + Exhibitor table
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$15,000
KEYNOTE ADDRESS

One available

EXCLUSIVE BENEFITS:

- + Introductory remarks at Friday Keynote Address
- + Logo inclusion on Keynote signage
- + Premium placement exhibitor table
- + Full-page color advertisement in official conference program, with premium placement opportunities
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media
- + Organizational mention in Keynote speaker email announcement

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations
- + One exhibitor-only registration

\$10,000
BREAKFAST

Two available

EXCLUSIVE BENEFITS:

- + Special breakfast signage with logo on both conference days
- + Exhibitor table
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$10,000
TECHNOLOGY

One available

EXCLUSIVE BENEFITS:

- + Exclusive logo placement on all attendee registration badges and featured logo placement in official conference program
- + Wi-Fi sponsor branding
- + Company landing page at Wi-Fi login
- + Exhibitor table
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Three President’s Reception invitations
- + Three conference registrations

\$3,000
SILVER

Unlimited availability

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two conference registrations

\$8,500
REGISTRATION

Two available

EXCLUSIVE BENEFITS:

- + Exclusive logo placement on the front side of registration badges
- + Exclusive logo placement on the welcome digital page of the kiosk
- + Exhibitor table
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two President’s Reception invitations
- + Two conference registrations

\$6,500
GOLD

20 available

EXCLUSIVE BENEFITS:

- + Exhibitor table
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two President’s Reception invitations
- + Two conference registrations

\$5,000
MEDIA ROOM

One available

EXCLUSIVE BENEFITS:

- + Special media room signage with logo
- + Exhibitor table in media room
- + Half-page color advertisement in official conference program
- + List of conference attendees

ADVERTISING OPPORTUNITIES:

- + Rotating advertisement on event digital screens
- + Logo placement on the conference website
- + Logo inclusion in on-screen event visuals
- + Organizational mentions on social media

CONFERENCE PASSES:

- + Two conference registrations

Become a sponsor today!

Sponsorships are an unparalleled opportunity to show your commitment to the region and network with elected officials, decision-makers, and community and business leaders throughout Southern California.

For questions regarding sponsorship benefits and opportunities, please contact:

Perla Lopez
lopezp@scag.ca.gov | (562) 390-0468

“This event is great to get the word out about our program to public agencies. We love the event!”
— Returning Sponsor

“I had so many interactions and networking opportunities and if not for this opportunity, I would have had to work all year to have those conversations with key people in the region. Very happy and will definitely be sponsoring again.”
— Returning Sponsor



MAIN OFFICE

Los Angeles County

900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
T: (213) 236-1800

REGIONAL OFFICES

Imperial County

1503 N. Imperial Ave., Ste. 104
El Centro, CA 92243
T: (213) 236-1967

Orange County

OCTA Building
600 S. Main St., Ste. 1108
Orange, CA 92868
T: (213) 630-1599

Inland Empire

3403 10th St., Ste. 805
Riverside, CA 92501
T: (951) 784-1513

Ventura County

4001 Mission Oaks Blvd., Ste. L
Camarillo, CA 93012
T: (213) 236-1960

SCAG.CA.GOV

For questions on opportunities or to reserve
your sponsorship today, please contact:

Perla Lopez, Special Events Producer
lopezp@scag.ca.gov
(562) 390-0468

