



# 2025 Regional Conference & General Assembly

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. In 2025, the event celebrates its 60th anniversary.

[scag.ca.gov/ga2025](https://scag.ca.gov/ga2025)

**SPONSORSHIP  
OPPORTUNITIES**

**60 YEARS**

CATEGORY	DIAMOND	PLATINUM	SUSTAINABILITY AWARDS LUNCHEON	RECEPTION	PANEL	TECHNOLOGY	GOLD	SILVER	BRONZE
Amount	\$35,000	\$30,000	\$20,000	\$15,000	\$10,000	\$7,500	\$6,000	\$3,000	\$2,000
Limit	1	1	1	2	6	1	25	No Limit	No Limit
Speaking Opportunity	Featured Speaking Role (Welcome + Opening Remarks at the GA)	Featured Speaking Role	Featured Speaking Role at Luncheon	Introductory Remarks at Reception	Introductory Remarks for Panel Session				
Sponsor Recognition at President's Reception	•	•	•	•	•	•	•		
President's Reception Invitations	5	4	4	3	2	2	1		
Conference Registrations	6	6	4	3	3	2	2	2	1
Program Booklet Advertisement	Full-Page, Color Ad (Inside or Back Page Cover)	Full-Page, Color Ad (Premium Placement)	Full-Page, Color Ad (Premium Placement)	Full-Page, Color Ad (Premium Placement)	Half-Page, Color Ad	Half-Page, Color Ad	Half-page, Color Ad		
Exhibitor Table	Premium Placement	Premium Placement	Premium Placement	Premium Placement	Premium Placement	•	•		
Added Value	Premier Lobby and Conference Space Branding + Gold Added Value	Premier Lobby and Conference Space Branding + Gold Added Value	Special Logo and Brand Placement on Sustainability Awards Luncheon Materials + Gold Added Value	Special Reception Signage with Organization Logo + Gold Added Value	Special Panel Signage with Organization Logo + Gold Added Value	Exclusive Wi-Fi Sponsor Branding and Company Landing Page + Gold Added Value	Meter Board with Organization Logo at VIP Reception and Conference	Meter Board with Organization Logo	Meter Board with Organization Logo
List of Attending Members	•	•	•	•	•	•	•		
Logo Placement on Conference Website and On-screen Visuals + Mention of Organization on Social Media Platforms	•	•	•	•	•	•	•	•	•

“ 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

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.

**800+**  
ATTENDEES

**191**  
CITIES REPRESENTED

**120+**  
CITY MANAGERS, CITY  
PLANNING STAFF & COUNTY  
STAFF IN ATTENDANCE

**250+**  
ELECTED OFFICIALS



To become a sponsor or for questions regarding sponsorship benefits and opportunities, please contact:

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