



April 5, 2017

Dear Prospective Sponsor,

The 2017 Strengthening Our Cities Summit planning is underway!

Over the past 6 years, the Strengthening Our Cities Summit has lead the discussion of Southern California's seismic safety and resiliency. The Summit provides an interface to all involved stakeholders to voice their concerns and to collaborate towards a common goal – a more earthquake resilient Southern California.

Seismic safety is a rapidly growing concern. As awareness of earthquake hazards grows, SoCal policy makers are becoming increasingly vigilant of the need of seismic regulations. The Summit helps in developing consensus on these issues by bringing together all of the stakeholders. The attendees include community and business leaders, government building officials, building design professionals, and construction industry leaders.

This year, the **Strengthening Our Cities Summit: The Value of Resilient Buildings** will take place on **November 7 and 8, 2017**, in **Downtown Los Angeles**. This year's program will provide the audience with the state-of-the-art information to address three main topics: why, how to achieve, and how to promote enhanced seismic design and retrofit of buildings for a resilient city. This program will provide information to those in the financial industry and to those supporting decisions made by building owners, as well as engineers and building officials.

**Summit Hosts:**

The 2017 Strengthening Our Cities Summit is presented by **the Structural Engineers Association of Southern California**, the leading building safety advocates in the region.

**Summit Attendees:**

Over 300 participants are expected to attend this year's summit, and by sponsoring the Summit, you will be able to connect with the attendees who are responsible for the economic viability of our region from the public and private sectors. Past Summit attendees have included representatives from the following industries and backgrounds: building owners, engineers, risk managers, emergency managers, architects, and city officials. **98% of last year's attendees rated the program as Excellent or Good and 100% said that they were Highly Likely or Likely to recommend the Summit to their peers.**

**Summit Location:**

The Center at Cathedral Plaza, 555 West Temple Street, Los Angeles, CA 90012

**Summit Schedule\*:**

<b>Thursday, November 7 Technical / Engineering Sessions</b>	<b>Friday, November 8 Public Sessions</b>
8:00-9:00am: Registration, Breakfast, and Exhibits 9:00am: Welcome and Sessions 12:30pm: Lunch & Exhibits 1:30pm – 4:30pm: Sessions & Exhibits	8:00 - 9:00am: Registration and Exhibits 9:00 -2:00pm: Panels & Discussions (including Lunch & Exhibits)

*\*All times are subject to change.*

**Goals:**

- ★ Educate and inform the audience about the state-of-the-art information on three main topics: why, how to achieve, and how to promote enhanced seismic design and retrofit of buildings of a resilient city
- ★ Provide the audience with a current methodologies and tools used by the financial and insurance industries to estimate the risk associated with seismic deficiencies of a building, and to perform cost-benefit analyses of enhanced seismic design/retrofit to achieve a resilient seismic response
- ★ Create interdisciplinary interaction opportunities during the sessions to allow engineers and finance/insurance professionals hear from each other on how they can support the other side to help building owners make best informed decisions on the value they buy by paying for a resilient design.
- ★ Update the audience on building ordinances in Los Angeles and neighboring cities: what has been done, what we have learned so far, and what is next.

The Summit provides sponsors with targeted visibility to leaders and practitioners alike. With expected attendance of hundreds of attendees over two days and the resulting anticipated media coverage, this event provides a unique opportunity to highlight your commitment to the region’s economy and well-being as well as to improved building performance. If you are interested in being a Summit sponsor, please contact any one of the undersigned so that we can provide the appropriate level of recognition for your commitment.

Thank you for your support,

David Williams, *Summit Co-Chair* ([dwilliams@degenkolb.com](mailto:dwilliams@degenkolb.com))

Saeed Fathali, *Summit Co-Chair* ([sfathali@structuraltec.com](mailto:sfathali@structuraltec.com))

## **Sponsor Levels Opportunities:**

### **Bronze Sponsor: \$2,000 investment (\$1,750 before 5/31/17)**

- Company name listed on SEAOSC Summit website
- Level recognition in program
- Poster listing (logo) at registration and throughout the event
- Static Slide to be shown during breakfast with other sponsors
- *Registrations:* 2 complimentary one-day attendee registrations for staff, guests, etc. (1 registration to Day 1 and 1 registration to Day 2)

### **Silver Sponsor: \$4,000 investment (\$3,500 before 5/31/17)**

Includes benefits of Bronze Sponsor plus:

- *Ad in event program:* Quarter-page ad (2.125" x 3.66")
- Linked logo on SEAOSC Summit website
- Tabletop exhibit at event
- Social media post before and after event acknowledging sponsor support on Facebook, Twitter, and LinkedIn
- *Registrations:* 4 complimentary one-day attendee registrations (total) for staff, guests, etc. (2 registrations to Day 1 and 2 registrations to Day 2)

### **Gold Sponsor (3 available): \$8,000 investment (\$7,000 before 5/31/17)**

Includes benefits of Silver Sponsor plus:

- *Ad in event program:* Half-page ad (4.25" x 5.5")
- Name listed on Social Media table tent
- Opportunity to be/highlighted from the podium once each day with 20 second description read by Emcee or equivalent to explain company services (texted provided by sponsor)
- Recognition from the podium at opening on each day
- Name in email blasts
- Acknowledged as sponsor of speaker appreciation gift
- Opportunity to provide "give-away" to attendees
- *Registrations:* 6 complimentary one-day attendee registrations for staff, guests, etc. (3 registrations to Day 1 and 3 registrations to Day 2)

### **Presenting Sponsor (1 Available): \$15,000 investment**

Includes benefits of Gold Sponsor plus:

- *Ad in event program:* Full page ad on inside front cover or back cover
- Event will be titled as the "SEAOSC's Strengthening Our Cities Summit: The Value of Resilient Buildings *presented by [Sponsor Name]*"
- Linked logo on header of SEAOSC Summit Website
- Logo on name tags
- Premium tabletop exhibit location
- 3-minute video/presentation at lunch on both days
- Opportunity to introduce the keynote speaker on Day 1 and/or Day 2
- Logo projection on screen during breaks at event
- Logo on all promotional materials and flyer leading up to the event to potential attendees noting sponsor with logos and links (from when logo is sent to Summit committee)

- Social media posts on Facebook/Twitter/LinkedIn before/during/after event
- List of attendees at conclusion of event
- Opportunity to provide lanyards for name tags
- *Registrations*: 12 complimentary one-day attendee registrations for staff, guests, etc. (6 for each day)

**Specialty Sponsorship Add-Ons**

*Sponsoring at one of the levels above unlocks these opportunities:*

Lunch Sponsor (Limit 1 per day): *\$3,000 investment*

- Recognition as Lunch Sponsor on website
- Opportunity to speak briefly at lunch prior to Lunch Keynote
- Recognition from podium and in program
- Signage at lunch area

Breakfast Sponsor (Limit 1 per day): *\$2,000 investment*

- Recognition as Breakfast Sponsor on website
- Recognition from podium and in program
- Signage in breakfast area

Session Sponsor (Limit 3 per day): *\$2,000 investment*

- Recognition as Session Sponsor on website (“Session presented by...”)
- Recognition from stage before session and in program

Parking Sponsor (Limit 1 per day): *\$2,000 investment*

- Recognition as Parking Sponsor on website
- Recognition from podium and in program
- Special card distributed with parking validations highlighting sponsor

Logo on Name Tags (Limit 2): *\$2,000*

Back Cover of Program Book (Limit 1): *\$2,000*

**Program Book Rates:**

Support the 2017 Summit by advertising in the program book distributed to all attendees. This will be done in glossy, full-color, 4.25” by 11” pamphlet. Artwork must be camera ready and meet the appropriate dimensions.

<b>Ad Size</b>	<b>Width</b>	<b>Height</b>	<b>Fee</b>
Silver	2.125”	3.66”	\$500
Gold (Half Page)	4.25”	5.5”	\$750
Presenting (Full Page)	4.25”	11”	\$1,250
Inside Front Cover	4.25”	11”	\$1,500
Inside Back Cover	4.25”	11”	\$1,500
Back Cover	4.25”	11”	\$2,000

