



**25<sup>th</sup> Annual Decisionmakers Conference**  
**THE MARITIME BAY:**  
**The Economic Importance to the Northern California Economy**  
**Thursday, April 26, 2012; 8:00-3:50**  
**The Pavilion at Scott's Seafood, Jack London Square, Oakland**

**Key Note Speaker:**  
**Jock O'Connell - International Trade Advisor, Beacon Economics**  
*'Current market trends and projections for Northern California economy'*

**2012 SPONSORSHIP PLEDGE FORM**

- Yes! We are delighted to sponsor the 25<sup>th</sup> Annual S.F. Bay Decisionmakers Conference at the following level:**

**Sponsorship (*please select*)**

- Hosting @ \$10,000 (includes up to 16 complimentary registrations)
- Contributing @ \$5,000 (includes up to 10 complimentary registrations)
- Supporting @ \$2,500 (includes up to 5 complimentary registrations)
- Donor @ \$1,000 (includes up to 2 complimentary registrations)

**Organization**

*(exactly as you would like it to appear in conference materials)*

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Website \_\_\_\_\_

**Name/Title (or BPC Member Designee)**

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Contact**

*(for invoicing, logistics and printing requirements)*

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment (*check one*)**

- Check enclosed. Please send your completed form along with a check payable to:

**Bay Planning Coalition**  
10 Lombard Street, Suite 408  
San Francisco, CA 94111

- Please invoice my organization. (Fax or email your completed form to Bay Planning Coalition at: 415-986-0694 or [bpcstaff@bayplanningcoalition.org](mailto:bpcstaff@bayplanningcoalition.org))

**IMPORTANT: Deadline for inclusion of sponsors in the Conference Brochure is  
Friday, April 6, 2012**



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**CALL FOR SPONSORS**

What will it take to unleash the promise of the San Francisco Bay-Delta region for global competitiveness in trade and commerce? Recognizing that growth supplies the infrastructure and capital needed for our commerce, recreation and natural environment to thrive, there are emerging opportunities through business efficiencies and innovation for reviving a stagnating economy. This year's Conference will address sustaining and growing the region's global competitiveness in trade and commerce.

It's time to roll up our sleeves at the Bay Planning Coalition's 25<sup>th</sup> Annual San Francisco Bay Decisionmakers Conference—the forum of the year where we provide a platform for new ideas, thoughtful action and solutions through coalition building.

The success of our Annual Decisionmakers Conference depends on the participation of all stakeholders in the Bay Planning Coalition. We need your help by becoming a sponsor. Through your sponsorship, you are investing in the Bay's future, which we all share.

For 29 years, BPC has been making a difference in San Francisco Bay facilitating the balanced and intelligent use of the Bay for thriving commerce, recreation and the environment. Your sponsorship will help ensure that BPC will continue to offer access and advocacy on behalf of our members and achieve its mission for public well-being.

**SIGN UP AS A 2012 DECISIONMAKERS CONFERENCE SPONSOR TODAY!**

For questions about sponsorship levels and benefits, please call/email John Coleman, Executive Director, at 415-397-2293 and [john@bayplanningcoalition.org](mailto:john@bayplanningcoalition.org).

Thank you for your continued support.

James Fiedler  
President

John A. Coleman  
Executive Director



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**SPONSORSHIP OPPORTUNITIES**

**Hosting Sponsor @ \$10,000**

- \* Sixteen (16) complimentary 2012 Decisionmakers Conference registrations
- \* Logo featured on conference webpage with link to company website
- \* Logo featured on special promotion distributed to targeted mailing list of 5,000 (schedule permitting)
- \* Corporate logo featured in electronic mailings
- \* Listing in media advertisements
- \* Full-page, full-color advertisement in conference program\*
- \* Prominent listing on conference signs, materials and handouts
- \* Listing in on-site Bay Planning Coalition Business Directory\*

**Contributing Sponsor @ \$5,000**

- \* Ten (10) complimentary 2012 Decisionmakers Conference registrations
- \* Key placement of logo on conference webpage with link to company website
- \* Corporate logo placement in electronic mailings
- \* Listing in media advertisements
- \* Half-page, full-color advertisement in conference program\*
- \* Key listing on conference signs, materials and handouts
- \* Listing in the on-site Bay Planning Coalition Business Directory\*

**Supporting Sponsor @ \$2,500**

- \* Five (5) complimentary 2012 Decisionmakers Conference registrations
- \* Placement of logo on conference webpage with link to company website
- \* Listing in electronic mailings
- \* Quarter-page, full-color advertisement in the conference program\*
- \* Sponsor listing on conference signs, materials and handouts
- \* Listing in the on-site Bay Planning Coalition Business Directory\*

**Donor @ \$1,000**

- \* Two (2) complimentary 2012 Decisionmakers Conference registrations
- \* Donor listing on conference signs and materials
- \* Listing in the on-site Bay Planning Coalition Business Directory\*