



The UC Santa Barbara Economic Forecast Project Sponsorship Packet for the San Luis Obispo County Economic Outlook

Mission Statement

The Economic Forecast Project is a University of California Santa Barbara community-sponsored research unit. The purpose of the Project is to provide detailed economic and demographic data, analysis, and forecasts to citizens, government agencies, businesses, non-profits, and other users. To this end, the Project maintains extensive databases and models of the United States, California, and sub-California regions. Our research is presented to California communities via the Internet, publications, and events held across the State and throughout the year.

California represents over 13 percent of the United States economy. If it were a country, California would rank as one of the top ten economies of the World. Furthermore, California's economy is unique. With its location on the Pacific Rim and its leadership in technology, California is well situated to be a dynamic participant in the 21st Century Global Economy.

Any individual or entity operating in an economy as large and dynamic as California's, needs to be informed of important economic and demographic trends from multiple sources with multiple perspectives. The University of California Santa Barbara Economic Forecast Project exists to provide the data, research, analysis, and forecasts to inform those individuals and entities. We strive to present our work in the clearest, most detailed and understandable manner possible.

Project Staff

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Products and Services

Public Presentations

The Economic Forecast Seminars are annual public presentations featuring invited speakers from the most prestigious business firms, universities, and other organizations throughout the United States.

Special Presentations and Reports

We make frequent special presentations and prepare custom reports and studies for our sponsors and other organizations at their request. Special presentations are made throughout the year. The content updates and expands upon the most recent short and long term forecast.

The **UC Santa Barbara Economic Forecast Project** is a self-supporting research program administered by the Office of the Vice Chancellor for Institutional Advancement. Oversight is provided by an operating Board of Directors representing the various business communities within the Tri-Counties.

The Project regularly provides updated economic and business information to sponsoring organizations. Sponsors fund the project on an annual subscription basis. Organizations are invited to become sponsors of the Economic Forecast Project for the select purpose of:

- developing the Santa Barbara, Ventura, and San Luis Obispo counties' economic, business, and demographic database and forecast models;
- gaining regular access to the statistical databank, formal publications, custom research services, and seminar presentations of the UC Santa Barbara Economic Forecast Project.



Sponsorship Benefits: 2010 Forecast

Benefits are valid for San Luis Obispo County cash sponsors.

Platinum Sponsor \$10,000 (exclusive)

- Twenty admissions to the annual forecast seminar for sponsored region
- Two designated tables at the seminar
- A 30 second pre-recorded company video message to be played at the forecast seminar or a representative giving a brief welcome (thirty seconds) at the event
- Premier company banner placement at the seminar
- Your company materials to be distributed to the audience at the event
- Up to one hundred copies of the sponsored regions Economic Outlook
- One Full page color (CMYK) ad inside front cover and full page for black and white logo and company profile in the sponsor section of the publication
- Recognition as the Presenting Sponsor on our website and in the sponsor slide show
- Logo and/or company name on marketing materials related to the sponsored region
- Invitation to the Private Audience with the Speakers dinner for **two** company representatives
- Recognition in print advertising

Lead Sponsor \$5,000

- Twelve admissions to the annual forecast seminar for sponsored region
- One designated table at the seminar
- A 30 second pre-recorded company video message to be played at the forecast seminar
- Your company banner displayed at the seminar
- Up to fifty copies of the sponsored regions Economic Outlook
- Logo and/or company name on related marketing materials
- Company logo and 400 word profile in sponsor section of the publication
- Recognition on website and in sponsor slide show at the sponsored forecast event
- Invitation to the private audience with the speakers dinner for **one** company representative
- Recognition in print advertising

Advisory Sponsor \$2,500

- Eight admissions to the annual forecast seminar for sponsored region
- One designated table at the seminar
- Up to twenty copies of the sponsored regions Economic Outlook
- Logo and/or company name on related marketing materials
- Recognition on website and in sponsor slide show at the sponsored forecast event
- Invitation to the private audience with the speakers dinner for **one** company representative
- Company logo and 350 word profile in sponsor section of the publication
- Recognition in print advertising

Business Associate Sponsor \$1,500

- Six admissions to the annual forecast seminar for sponsored region
- Up to twelve copies of the sponsored regions Economic Outlook
- Logo and/or company name on related marketing materials
- Recognition on website and in sponsor slide show at the sponsored forecast event
- Invitation to the private audience with the speakers dinner for **one** company representative
- Company logo and 250 word profile in sponsor section of the publication

Corporate Sponsor \$900

- Three admissions to the annual forecast seminar for sponsored region
- Up to six copies of the sponsored regions Economic Outlook
- Logo and/or company name on related marketing materials
- Recognition on website and in sponsor slide show at the sponsored forecast event
- Company logo and 150 word profile in sponsor section of the publication

San Luis Obispo County Sponsors

PLATINUM SPONSOR

Pacific Gas & Electric Company

LEAD SPONSORS

Atascadero Chamber of Commerce
California Polytechnic State University/
Orfalea College of Business
DAVIES
First Bank of San Luis Obispo

Limotta Internet Technologies
Paso Robles Chamber of Commerce
Rabobank, N.A.
San Luis Obispo Chamber of Commerce
The Tribune

ADVISORY SPONSORS

Barnett Cox & Associates
City of Atascadero
City of Paso Robles
City of San Luis Obispo

Estrella Associates, Inc.
Pacific Coast Business Times
Sycamore Mineral Springs/Gardens of Avila
The Mortgage House, Inc.

BUSINESS ASSOCIATE SPONSORS

Cannon Associates
CoastHills Federal Credit Union
ConocoPhillips, Santa Maria Facility
County of San Luis Obispo
Dyer Sheehan Group
Farm Credit West
First Solar

Mission Community Bank
Morris & Garritano Insurance
Ocean Park Hotels
Sierra Vista Regional Medical Center
Thoma Electric
Wilkins Operation, Zurn Plumbing Products Group

CORPORATE SPONSORS

American Principle Bank
Andre, Morris & Buttery
Apple Farm Restaurant & Inn
Bank of America
California Mid State Fair/Paso Robles Event Center
Cal Portland Construction
Coastal Business Finance
Community Action Partnership of SLO County, Inc.
Cuesta College
Economic Vitality Corporation
Founders Community Bank
GBP&B Tax & Business Advisors
Heritage Oaks Bank

J.B. Dewar, Inc.
KSBY 6
New Times
Paso Robles Waste Disposal, Inc.
Phillips Metsch Sweeney Moore Architects
Promega Biosciences
Quality Suites
Rick Engineering company
San Luis Obispo County Farm Supply Co.
Santa Lucia Bank
Stafford-McCarty Commercial Real Estate
SunPower
Wallace Group



San Luis Obispo County Board of Directors

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Sponsor Pledge Form 2010 Forecast Season

Sponsor information (please type or print):

Organization: _____

Contact: _____ Title: _____

Address/City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Email Accounting: _____

Name of Chief Executive or Area Manager (if different than contact): _____

Email Address of Chief Executive: _____

San Luis Obispo County 11/06/09

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,500
- Business Associate: \$1,500
- Corporate: \$900
- In-Kind: _____

Santa Barbara County 04/22/10

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,600
- Business Associate: \$1,750
- Corporate: \$1,100
- In-Kind: _____

Ventura County 02/19/10

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,600
- Business Associate: \$1,750
- Corporate: \$1,100
- In-Kind: _____

*****Authorized Signature:** _____ **Date:** _____

- Check Enclosed
Make checks payable to: **UC Regents – EFP**
Tax Payer ID: 95-6006145
Mail to: UCSB Economic Forecast Project
Mail code 3195
University of California
Santa Barbara, CA 93106-3195

- Credit Card Information
Card (Circle One): MasterCard Visa
Card Number: _____ Expiration Date: _____
Name of Cardholder: _____

Please fax this completed form to: 805-893-2754